

ABSTRACT

CONSUMERS' ETHNIC INFLUENCE ON DESIGN AND COLOR PRODUCTS SELECTION WITH TYPES OF PERSONALITY AS MODERATOR VARIABLE (Rajabasa District Community Study In Bandar Lampung)

by

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This study aimed to investigate the influence of consumers' ethnic on the selection of products colors and designs variables with personality types as moderator variable. Type of this research was survey research methods. The sampling technique in this research was purposive sampling. This study used 100 respondents and used PLS (Partial Least Square) in analyzing the data. Hypothesis testing used measurement models (outer model), the evaluation of the structural model (inner model) and moderating effects test. The findings suggest that consumers ethnic had significant influence on products design and color. While the presence of personality types as moderator variable made the influence of the independent variables (ethnicity) and the dependent variable (color and design) not moderated and weaken the influence of the independent variables and the dependent variable. Of the four hypotheses, two of the four hypotheses had significant influence, and two of the four hypotheses were not moderated.

For further research, it is necessary to prove that a moderator variable personality types can strengthen the influence of the independent variables (ethnicity) and the dependent variable (color and design), for further improvement of understanding the factors which influence consumer behavior in deciding the purchase of products design and color with personality types as variable moderator.

Keywords: Consumer Behavior, Personality Types, The Consumers' Ethnic.