

ABSTRACT

Misbahul Munir, 2015, THESIS. Title: "The Influence of Psychographics Factor to the Purchasing Decision of Cigarette Product Labeled with Health Warning Using Picture and Writing as Moderation Variable."

Advisor : Yayuk Sri Rahayu, SE., MM

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Recent technology development has been massively used by marketers to influence customers purchasing decision. One of the factors that can influence the decision of purchase is the factor of psychographics. Psychographics means to describe (graph) customers' psychology (psycho). Psychographics are often defined as the measurement of AIO (activity, interest, opinion). One of the most interesting aspects for research by using psychographics analysis is customers' purchasing decision towards cigarette product related to the purchasing motive and the response to the message on the health warning label. From that background, this research is done with the title of "The Influence of Psychographics Factor to the Purchasing Decision of Cigarette Product Labeled with Health Warning Using Picture and Writing as Moderation Variable."

This research is using quantitative descriptive approach for the purpose of researching by describing the collected data as they are without making any conclusion that can be applied generally. The research subjects are 80 respondents. Data analysis is using MRA (Moderating Regression Analysis) in order to test the relation between independent variable and dependent variable which in their relation contains the factor that can strengthen or weaken. Data are collected by spreading questioners, conduction interviews and taking documentations.

The result of this research based on moderated regression test using Moderated Regression Analysis (MRA) says that the activity value (X1) t count 2.919 > t table 0.678 with the significant of .049, then interest value (X2) t count 3.367 > t table 0.678 with the significant of 472 < (0.05), with opinion value (X3) t count 5.137 > t table 0.678 with the significant of 000. It can be concluded that health warning label moderates the relation between activity (X1), and opinion psychographics factor (X3) to the purchasing decision. Meanwhile on the interest psychographics factor (X2), the health warning label does not moderate the purchasing decision.