

ABSTRAK

Abdul Rofik. 2015, SKRIPSI. Title: “Influence Analysis of Consumer Behavior in Buying Decision of *La Lights* Cigarette (studies on students of universitas islam negeri maulana malik ibrahim malang)”

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This study is based on a report that Indonesia is as the third largest tobacco consuming country in the world, for at least for years, from 2008 to 2012, in the percentage of 36%. This indicates that Indonesians’ consumer behavior as cigarette users. According to *Gabungan Perserikatan Pabrik Rokok Indonesia (GAPPRI)*, SKM Cigarettes (including SKM Light) owns 62% market share of cigarettes in Indonesia. *LA Lights* is one of SKM Light’s product, where LA Lights have owned the 4.8% of market share Light cigarette in Malang. This study aims to determine the influence of consumer behavior towards buying decisions of *LA Lights* cigarette in Malang, east Java, either simultaneously, partially, and dominant.

The method used is quantitative with a case study approach. The sampling technique used is *purposive sampling* with a total sample of 100 respondents. There are four numbers of independent variables, namely cultural factors, social factors, personal factors, and psychological factors, while the dependent variable is the buying decision. For instruments test uses validity and reliability tests. Method of data analysis uses linear regression, whereas to test assumptions uses normality test, multicollinearity, heteroscedasticity, and autocorrelation.

The results showed that simultaneously, the independent variables significantly influence the buying decisions of *LA Lights* cigarettes. Partially, the variables that significantly influential are personal factors and psychological factors, whereas, the least variable are cultural factors and social factors. The dominant variable is the psychological factor.