

Layyin, Fathul, Futho. Thesis 2012 "The Analysis of Reference Group Toward Buying Decision (Studies on Yamaha motorcycles customer in Malang city)". Advisor: Yayuk Sri Rahayu, SE., MM.

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People have always tried to be accepted in a group, to be received humans will adjust to the group, so that the product purchased will tend to follow what was purchased by another group member. One that will affect customers in making purchasing decisions is the reference group. Reference group will affect a person's expression through its function as a carrier of values, normative influence and impact information. Marketing communication of a common product using celebrities as endorser which acts as the reference group for customers, even companies willing to pay expensive for a celebrity to be signed as a endorser. This shows the importance of the reference group for the marketing strategy of a product.

The objective of this research is to determine and assess the influence of the reference group toward the decision of purchasing either simultaneously or partially. This research uses explanatory research approach (ekplanatory research), with Accidental sampling technique (by coincidence), the number of samples in this study were a total of 120 respondents. The data analysis is using multiple linear regression analysis, the data collected are primary data with secondary data using observation techniques, interviews, and questionnaires.

The results showed that the reference group (friendship groups, work groups and celebrities) and partially on the simultaneous influence purchasing decisions by 17.8% while the rest is influence by other variables which is not examined, and the friendship group is predominant variable to contribute 10.368%.