

ABSTRACT

Muslih, 2014, Thesis, Title: “Perceptions Influence Purchasing Decisions Against Consumers In Indomaret Lowokwaru Malang)”

Adviser : Yayuk Sri Rahayu SE., MM.

Keywords : Consumer Perception, Purchase Decision

Along with the development of industrial sector in Indonesia, where the retail business in the midst of society are becoming increasingly important. The role of the retail industry to be part of the business activities that can satisfy the desires and needs of the end consumer. This is to a change in the pattern of a society increasingly selective shopping, but it is also to change in the way consumers view the retail business it self. The growing retail industry is inseparable from the existence of a shift or change in lifestyle from traditional to modern, this creating a change in the pattern of spending one's behavior, especially in big cities.

This research included in this type of quantitative approach using a descriptive approach. In this case there searchers used question naires and interviews in research techniques to collect data related to consumer perception, and then analyzed with regression, inference-making data presentation.

Regression analysis of consumer perception on purchase decisions in Indomaret Lowokwaru Malang. Simultan eously, consumer perception variables consisting of the price (X1), product (X2), services (X3), the convenience of shopping (X4), product quality (X5) simultan eously influence on purchasing decisions on Indomaret Lowokwaru Malang. In partial perceptions of consumers namely: price (X1), services (X3), and the quality of the product (X5), partial effect on purchasing decisions on Indomaret Lowokwaru Malang, while the product variable (X2) and the convenience of shopping (X4) partially no effect on purchasing decisions on Indomaret Lowokwaru Malang. Results of simple correlation squared independent and dependent variables showed that the most dominant variable is the variable Services (X3).