ABSTRAK
Hasan, Ismail. 2014 Thesis 2014. Title: "Influence Consumer Behavior Buying Decision Against Brand Shoes Donatello (Donatello Study In Shoe Store Malang Jl Kawi No. 46)".
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The level of competition in the business world Indonesia is very strict, because every company is always trying to increase market share and reach new customers. However, along with increased competition among industries in all fields, the company is expected to be more thorough in seeing market opportunities available. In optimizing the opportunities companies have to improve the sales sector, consumers choose a product and make a purchase decision is usually influenced by the kinds of things. Consumer behavior is very influential in the purchase decision of a product, one factor that is important to know the consumer behavior is by studying the psychological factor of the consumer. Consumer decision making is a process that combines the integration of knowledge to evaluate the behavior of two or more alternatives, and choose one of them.

This research is a quantitative study, by using primary and secondary data. Model analysis using classical assumption test consists of multicollinearity test, test heterokedastisitas, non-autocorrelation test and the test for normality. Followed by hypothesis testing using test f (simultaneous), t test (partial) and the dominant variable.

The results showed that, the behavior of consumers of the reference group (X1), lifestyle (X2) and social class (X3) simultaneously significant effect on purchasing decisions. Partially kalompok acuhan (X1) has significant influence and lifestyle (X2) but no significant effect on purchasing decisions (Y). Acuhan group (X1) has dominant influence purchasing decisions (Y) of 54.02%. And determinant coefficient of 60.7% indicates that the ability to explain consumer behavior variables on purchase decisions.