ABSTRAC

Ghofur, Syahrul. , 2014. Thesis. Title: Analysis of consumer behavior towards buying decision Converse brand shoes. (study on consumer brand shoes Converse poor town)

Supervisor: Dr. H. Salim Al Idrus, MM., M.Ag

Keywords: Consumer behavior, purchasing decisions

Consumer behavior is the behavior shown consumers in finding, purchasing, using, evaluating, and spend the products and services that they expect will satisfy the needs them.Therefore karenaitu in the study, entitled "Analysis of consumer behavior towards buying decision Converse brand shoes". Studied to determine how the behavior or the behavior and attitudes of consumers in the purchase of a product. And the purpose of this study was to determine the effect of consumer behavior on situational factors, knowledge and personality of the product purchase decisions Converse brand shoes unfortunate town.

The analytical method used is descriptive analysis and statistical methods that use multiple linear regression analysis, a significant test of simultaneous and significant partial testing. The execution method of data analysis using SPSS 16.0 for Windows ®. The data used are primary and secondary data. This study used a sample of 70 respondents drawn by accidental sampling.

The results based on multiple linear regression analysis showed that situational variables, knowledge, personality influence on purchasing decisions and significant brand shoes Converse shoes Converse brand to purchase. From the results of multiple linear regression can be seen that the calculated F of 8.229> F table at 3.1296 then Ho is rejected and Ha accepted. Or it can be said that the significant independent variables together (simultaneously) on the dependent variable. while partially situational variables have the greatest influence on purchase decisions Converse brand shoes compared with variable knowledge and personality variables. The results of data processing show t value = 3.567> t table = 1.995 which means that Ho is rejected and Ha accepted. Whereas if see the significance of the numbers of 0.001 <0.05 then the situational variables significantly affect consumer purchasing decisions.