

ABSTRACT

Mirza Deciyanti Natalia L, 2014. Thesis. Title: “The Consumer Behavior Analysis In Purchasing decisions Brands Wardah Cosmetic Products (Studies in the Faculty of Economics Student Group 2013 State Islamic University of Maulana Malik Ibrahim Malang)

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Keywords : Consumer Behavior and Purchase Decisions

The purpose of this study (1) To determine how the behavior of consumers of the reference group, culture, social class, personality, beliefs, and lifestyles affect the purchase decisions simultaneously cosmetic products brand in the Faculty of Economics Wardah group in 2013 (2) To determine the how consumer behavior consisting of a reference group, culture, social class, personality, beliefs, and lifestyles partial effect on purchasing decisions Wardah brand cosmetic products in the group Faculty of Economics, 2013.

This study used multiple linear regression analysis method and its simultaneous and partial test. The study was conducted at the Faculty of Economics in 2013 as the object of his research group. In this study also stiffened by spreading questionnaires to 40 randomly sampled.

The analysis showed that the variables of consumer behavior affect the purchasing decisions in a linear fashion. In addition, based on simultaneous trials, this study was able to prove that the behavior of consumers of the reference group, culture, social class, personality, beliefs, and lifestyles together influential on purchase decisions cosmetic products brand Wardah Force on Faculty of Economics , 2013, and based on partial test, proving that the reference group with a contribution of 38.81%, a culture with a contribution of 52.99%, with the contribution of social class 11.97%, with a contribution of personality 20:16%, confidence with the contribution of 21:25%, as well as lifestyle a contribution of 16.64% influence on purchase decisions Wardah brand cosmetic products in the group Faculty of Economics, 2013.