

ABSTRACT

Dhovar Nafik, 2014. Thesis. Title: "The Reference Group Effect of Purchasing Decisions Against Private Car Brand Toyota (Survey on Private Car buyers Toyota brand in the city of Tuban)

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Reference group is used as the basis of a comparison of consumers to a product while providing the standards and values that will influence the behavior of people because people usually compare themselves with others who become reference. Cars Toyota is the market leader in Indonesia. This is evidenced in the February 2014 sales reached 38,632 units. This study aims to determine the effect on purchasing decisions Reference Group both simultaneously, partial, and Dominance in private car brand Toyota in Tuban, East Java. The reference group consisting of family, friendship groups, and coworkers groups that are the focus of research.

This research is a quantitative study with a survey approach with a total sample of 105 respondents with a sampling technique used was accidental sampling technique. Location of the study was conducted in the city of Tuban. Testing instrument using validity and reliability of classical assumption test. while the method of data analysis was performed using multiple linear regression with test F and t test .

The results showed that simultaneous or together with 5 % level of significant family variables , groups of friends, and coworkers groups significantly influence the purchasing decisions of calculating the test F obtained 37.509 F calculated > F table 2.45. Partially with a significant level of 5 %, the variable family, friendship groups, and coworkers groups significantly influence the purchase decision. While the family is the variable most dominant variable with a value of 0.3893 whereas for r^2 Adjusted R Square value indicates a value of 0.513, or by 51.3 % , indicating that the effect of independent variables on the dependent variable of 51.3 % .