ABSTRACT

Ifman Fauzi, The Impact of Culture on the consumer purchasing decisions at Blossom Factory Outlet branch of Dago Bandung, Thesis Department of Management Faculty of Economics, University Computer Indonesia of Bandung in 2010, Under the Guidance Raeny Dwisanty, SE., M. Si

Competition in the fashion business in the city of Bandung showed increasingly strong competition, It is seen from the increasing number of existing Factory Outlet in Bandung. Every marketing management demanded more observant in view of existing market opportunities, one way to see changes in consumer behavior in the community. One important factor influencing purchase decisions are cultural factors. A product must meet the cultural values in a society so that the product would be accepted and sold on the market.

The purpose of this study are: (1) to assess the state of the culture at Blossom Factory Outlet, (2) to reveal the consumer purchasing decision at Blossom Factory Outlet, (3) To know how big the impact of culture on the decision of purchasing consumer at Blossom Factory Outlet.

This study has two variables, namely the independent variable (culture) and the dependent variable (purchase decisions). This research uses descriptive and verification methods. Source of data used in this study are primary and secondary data. Data collection methods used were using the test validity and test reliability. Selected population of consumers Blossom Factory Outlet Bandung Dago branch. The samples used were as many as 100 people by taking a simple random sampling technique. Analytical methods in data processing using simple linear regression analysis, Product-Moment Correlation Pearson, Method of Succesive Interval (MSI), Coefficient of Determination and Draft Test of Hypothesis.

The results obtained by that culture has a strong relationship and positive impact on purchasing decisions by correlation of 0.714. While the cultural impact of purchasing decisions amounted to 50.92%, which was measured by using the formula coefficient of determination. Calculation results obtained by testing the hypothesis that t is bigger than t table (10.08> 1.98), then Ho is rejected and thus have a significant impact on purchase decisions among cultures with a positive correlation. Thus it can be concluded that the higher culture of the buying decision will be higher as well.

Key words: Culture, purchasing decision