ABSTRACK

Taufik Azis Hidayat, Reference Group Influence on Consumer Buying Behavior Kawasaki Edge At Main Dealer Citra Karya Pranata Soekarno-Hatta Bandung, Thesis Department of Management Faculty of Economics, University Computer Indonesia of Bandung, 2011, Under the Guidance Trustorini Handayani, SE., M. Si

Competition in the automotive business particularly motorcycles in the city of Bandung today shows the tight competition, it is seen from the increasing number of manufacturers that sell a variety of variants of his motorbike in the city of Bandung. Every marketing management claimed to be more observant in view of market opportunities, one way to see change consumer behavior in society. One of the important factors that influence consumer buying behavior is a factor of the reference group. Reference group may be a reference for a person to consider and make a purchase on a product.

The purpose of this study were: (1) To find reference group on consumer Kawasaki Main Dealer Citra Karya Pranata Soekarno-Hatta Bandung, (2) to know the description of consumer buying behavior Kawasaki Main Dealer Citra Karya Pranata Soekarno-Hatta Bandung, (3) For know how big of Reference Group Influence on Consumer Buying Behavior Kawasaki Edge Main Dealer At Citra Karya Pranata Soekarno-Hatta Bandung

This study has two variables, namely the independent variable (reference group) and the dependent variable (purchase behavior). This research uses descriptive and verification method. Source of data used in this study are primary and secondary data. Data collection method used is to use validity and reliability test. Selected population of consumers Kawasaki Main Dealer Citra Karya Pranata Soekarno-Hatta Bandung. The samples used were as many as 74 people by making simple random sampling technique. Analysis methods in processing the data using simple linear regression analysis, Product-Moment Correlation Pearson,

Method of Succesive Interval (MSI), Coefficient Determination and Draft Test of Hypothesis.

The result that the reference group has strong relationships and positive impact on purchasing behavior is by correlation of 0.797. While the impact kalompok reference to the purchasing decision amounted to 63.5%, which was measured by using the formula coefficient of determination. The calculation result obtained by testing the hypothesis that t is greater than the table t (11.190> 1.993), then Ho is rejected and thus there is a significant impact among groups with reference to the buying behavior toward a positive relationship. It can be concluded that the higher the reference group, the buying behavior will be higher as well.

Keywords: Group Reference, Buying Behavior