ABSTRACT

SUSRIYANI PERMADI "Analysis Of Personal Communication And Non Personal Communication Channel To The Purchasing Decision Of Internet Speedy (Case Study On The Students Of Economy Faculty UNIKOM Bandung)" under the guidence of Trustorini Handayani Se.,M.Si.

At this moment, not every consumen understood, interested, or even believe what has been communicated through the television media, so there are still many of the consumers whose still trying to find the information about the product or service in an environment that they have known, which is more trustable, compared to the information they get from electronic media or the mass media. One that could influence the consumer buying is the personal communication and non personal communication. The purpose of this research is to find out the influence of personal communication and non personal communication to the purchasing decision of the internet speedy.

The mehtod used in this qualitative and quantitative methods the unit analysis is a buyer or a speedy internet users which amounts to 100 samples. The test statistic used is multiple linear regression, the coefficient of determination, hypothesis testing using the F test and T test, and also use the help of an application program of SPSS 15.0 for windows.

The results showed that the application of personal communication channels at the Faculty of Economics UNIKOM Bandung as a whole including the criteria for good, ditto for variable non-personal communication channels at the faculty of economics UNIKOM Bandung well categorized. Variable speedy internet purchasing decisions at the economic faculty were categorized either. Channels personal and non personal communications have a positive and significant impact on purchasing decisions in the economic faculty of UNIKOM Bandung. Then simultaneously greater impact than partial. This means of communication channels to create personal and non personal decision speedy internet purchases.

Keyword : Personal, Non Personal, and The Purchasing Decision