ABSTRAK

ANALISIS PENGARUH KELUARGA, KELOMPOK REFERENSI, DAN PERSEPSI KONSUMEN TERHADAP KEPUTUSAN PEMBELIAN *SMARTPHONE ANDROID* MEREK SAMSUNG
Studi Kasus pada Mahasiswa Universitas Sanata Dharma Yogyakarta

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Penelitian ini bertujuan untuk mengetahui pengaruh keluarga, kelompok referensi, dan persepsi konsumen terhadap keputusan pembelian *smartphone android* merek Samsung. Pengambilan sampel menggunakan teknik *purposive sampling*. Data diperoleh dengan membagikan kuesioner kepada 100 responden. Teknik analisis data yang digunakan adalah analisis linier berganda. Hasil penelitian menunjukkan (1) keluarga tidak berpengaruh terhadap keputusan pembelian, (2) kelompok referensi berpengaruh signifikan terhadap keputusan pembelian, (3) persepsi konsumen berpengaruh signifikan terhadap keputusan pembelian, (4) keluarga, kelompok referensi, dan persepsi konsumen berpengaruh signifikan secara simultan terhadap keputusan pembelian.

Kata kunci: keluarga, kelompok referensi, persepsi konsumen, keputusan pembelian

ABSTRACT

ANALYSIS OF THE INFLUENCE OF FAMILY, REFERENCE GROUP, AND CONSUMER PERCEPTION ON PURCHASE DECISION OF SAMSUNG ANDROID SMARTPHONE
A Case Study at Students of Sanata Dharma University Yogyakarta

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This research aims to know the influence of family, reference group, and consumer perception on the purchase decision of Samsung android smartphone. The sampling technique used is purposive sampling. Research's data was obtained by distributing questionarries to 100 respondents. The data analysis technique used was multiple regressions. This results showed that (1) family had no influence on the purchase decision, (2) reference group significantly influenced the purchase decision, (3) consumer perception significantly influenced the purchase decision, (4) family, reference group, and consumer perception significantly and simultaneously influenced the purchase decision.

Keywords: family, reference group, consumer perception, purchase decision.