

ABSTRACT

Zainol Masrur. 2013. The Influence Of Attitude And Subjective Norm To Buying Decision Pepsodent Toothpaste (Study At Students Of Economic Faculty Of University Trunojoyo Madura), under the guidance of Dr. Drs. Ec. H. Muh. Syarif. M.Si dan Nirma Kurriwati, SP., M.Si.

The objectives of this research (1) to know the influence of attitude partially to buying decision pepsodent toothpaste, (2) to know The Influence Of Subjective Norm partially To Buying Decision Pepsodent Toothpaste. (3) The Influence Of Attitude And Subjective Norm simultaneously To Buying Decision Pepsodent Toothpaste.

This research is quantitative research approach which tried to know how the influence of attitude and subjective norm to buying decision pepsodent toothpaste (study at students of economic faculty of university trunojoyo madura). sampling has been developed through purposive sampling, resulting 60 respondents. The technique of gathered data there are interview, literature, and questionnaire, and 5-point Likert Scale to measure the respondent's answer. To test instrument used validities test, reliabilities tes, and classical assumption test. While the technique of data analysis used double linier regression because which is used more than two variable with F test and t test.

The result of this research shows that (1) attitude have effect partially to buying decision pepsodent toothpaste. (2) subjective norm have effect partially to buying decision pepsodent toothpaste. (3) attitude and subjective have effect simultaneously to buying decision pepsodent toothpaste (study at students of economic faculty of university trunojoyo madura).

Keywords : Attitude, Subjective Norm, Buying Decision.

ABSTRAK

Zainol Masrur. 2013. Pengaruh Sikap Dan Norma Subyektif Terhadap Keputusan Pembelian Pasta Gigi Pepsodent” (Studi Pada Mahasiswa Fakultas Ekonomi Universitas Trunojoyo Madura), dibawah bimbingan Dr. Drs. Ec. H. Muh. Syarif. M.Si dan Nirma Kurriwati,SP.,M.Si..

Tujuan penelitian ini adalah (1) untuk mengetahui pengaruh sikap secara parsial terhadap keputusan pembelian pasta gigi pepsodent. (2) untuk mengetahui pengaruh norma subyektif secara parsial terhadap keputusan pembelian pasta gigi pepsodent. (3) untuk mengetahui pengaruh secara simultan sikap dan norma subyektif terhadap keputusan pembelian pasta gigi pepsodent.

Penelitian ini menggunakan pendekatan kuantitatif yang berusaha untuk mengetahui bagaimana pengaruh sikap dan norma subyektif terhadap keputusan pembelian pasta gigi pepsodent” (studi pada mahasiswa fakultas ekonomi universitas trunojoyo madura). Teknik pengambilan sampel menggunakan *purposive sampling* dengan 60 responden. Teknik pengumpulan data yaitu dengan wawancara, kepustakaan, dan kuesioner dan menggunakan skala likert untuk mengukur jawaban responden. Untuk menguji instrumen menggunakan uji validitas, uji reliabilitas, dan uji asumsi klasik. Sedangkan teknik analisis data yaitu menggunakan analisis regresi linier berganda karena variabel yang digunakan lebih dari dua variabel, dengan uji F dan uji t.

Hasil penelitian ini menunjukkan bahwa (1) sikap secara parsial berpengaruh terhadap keputusan pembelian pasta gigi pepsodent. (2) norma subyektif secara parsial berpengaruh terhadap keputusan pembelian pasta gigi pepsodent. (3) secara bersama-sama sikap dan norma subyektif berpengaruh terhadap keputusan pembelian pasta gigi pepsodent.

Kata Kunci : Norma Subyektif, Sikap, Keputusan Pembelian.