

ABSTRACT

THE INFLUENCE OF REFERENCE GROUP AND ATTITUDE ON THE PURCHASE DECISION OF EMINA SUNSCREEN IN LAMPUNG

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The development of the cosmetic business is very fast nowadays, because cosmetics are one of the supporting tools for beauty as well as facial care for most people. One of them is Emina's product, a cosmetic brand that sells various kinds of beauty and facial care products, including Emina's sunscreen which is the best selling product. Therefore, this study aims to determine how much influence the reference group has, and attitudes towards purchasing decisions for Emina sunscreen. This study uses a quantitative approach, with causality associative method. The independent variable is the Reference Group, and the attitude that influences the dependent variable is the Purchase Decision. The population in this study were all Emina sunscreen consumers in Lampung. The sample is a portion that represents a population of 100 people. The results of this study found that the Reference Group partially influences Purchase Decisions, Attitudes partially influence Purchase Decisions, Reference Groups and Attitudes simultaneously and significantly influence Purchasing Decisions

Keywords: Reference Group, Attitudes and Purchase Decision