

ABSTRAK

Skripsi dengan judul “Pengaruh Sikap, Gaya Hidup, Pekerjaan, dan Kelompok Acuan Terhadap Keputusan Pembelian Rokok Boy Di Kabupaten Trenggalek Dalam Perspektif Ekonomi Islam” ini ditulis oleh Nindy Qory Anaswati, NIM. 17402163059, jurusan Ekonomi Syariah, Fakultas Ekonomi dan Bisnis Islam (FEBI), IAIN Tulungagung dengan Pembimbing Dr. Hj. Nur Aini Latifah, SE., M.M..

Perkembangan usaha dewasa ini telah diwarnai dengan persaingan usaha yang semakin ketat. Para pembisnis dituntut untuk bersaing demi keberlangsungan bisnis kedepannya. Salah satu dampaknya yaitu perubahan perilaku konsumen dalam mengambil keputusan pembelian suatu produk. Perilaku konsumen merupakan tindakan individu yang secara langsung terlibat dalam mendapatkan, mengonsumsi, dan menghabiskan produk dan jasa termasuk proses pengambilan keputusan yang mendahului dan mengikuti tindakan tersebut. Oleh sebab itu, setiap perusahaan harus bisa memenuhi kebutuhan dan keinginan para konsumennya agar perusahaan bisa terus berkembang. Salah satunya dengan cara memperhatikan sikap, gaya hidup, pekerjaan, dan kelompok acuan para konsumennya.

Penelitian ini menggunakan pendekatan kuantitatif dengan jenis deskriptif dan menggunakan data primer yang diperoleh dari angket atau kuesioner yang telah diisi oleh responden yaitu konsumen rokok boy di Kabupaten Trenggalek. Adapun populasi dan sampel dari penelitian ini adalah seluruh konsumen rokok boy yang berjumlah 100 orang. Metode analisis data yang digunakan dalam penelitian ini yaitu regresi linier berganda yang berfungsi untuk membuktikan hipotesis penelitian. Data-data yang memenuhi uji validitas dan reliabilitas, uji asumsi klasik (uji normalitas, uji multikolinieritas, uji heteroskedastisitas), uji regresi linier berganda, uji t dan uji koefisien determinasi (R^2).

Hasil menunjukkan bahwa secara parsial (1) sikap berpengaruh positif dan signifikan terhadap keputusan pembelian rokok boy di kabupaten trenggalek (2) gaya hidup berpengaruh negative dan signifikan terhadap keputusan pembelian rokok boy di kabupaten trenggalek (3) pekerjaan berpengaruh positif dan signifikan terhadap keputusan pembelian rokok boy di kabupaten trenggalek (4) dan yang terakhir yaitu kelompok acuan berpengaruh positif dan signifikan terhadap keputusan pembelian rokok boy di kabupaten trenggalek

Kata Kunci : Sikap, Gaya Hidup, Pekerjaan, Kelompok Acuan, Keputusan Pembelian

ABSTRACT

The thesis with the title "Influence of Attitude, Lifestyle, Occupation, Reference Group on Decision to Purchase Cigarette Boy In Trenggalek Regency In Islamic Economic Perspective" was written by Nindy Qory Anaswati, NIM. 17402163059, majoring in Sharia Economics, Faculty of Islamic Economics and Business (FEBI), IAIN Tulungagung with Mentor Dr. Hj. Nur Aini Latifah, SE., M.M..

Today's business development has been colored by increasingly intense business competition. Businesses are required to compete for the sustainability of the business in the future. One of the impacts is a change in consumer behavior in making decisions on the purchase of a product. Consumer behavior is the actions of individuals directly involved in obtaining, consuming, and consuming products and services including decision-making processes that precede and follow such actions. Therefore, every company must be able to meet the needs and desires of its customers in order for the company to continue to grow. One of them is by paying attention to the attitude, lifestyle, work, and reference group of its consumers.

This study used a quantitative approach with descriptive type and used primary data obtained from questionnaires or questionnaires that have been filled out by respondents namely cigarette boy consumers in Trenggalek Regency. As for the population and samples from this study are all consumers of boy cigarettes that number 100 people. The data analysis method used in this study is multiple linear regressions that serve to prove the research hypothesis. Data that meet validity and reliability tests, classic assumption tests (normality tests, multicholinerity tests, heteroskedasity tests), multiple linear regression tests, t tests and determination coefficient tests (R^2).

The results showed that partially (1) positive and significant attitudes towards the decision to purchase boy cigarettes in trenggalek district (2) lifestyle had a negative and significant effect on the decision of purchasing boy cigarettes in trenggalek district (3) the work had a positive and significant effect on the decision to purchase boy cigarettes in trenggalek district (4) and lastly the reference group had a positive and significant effect on the decision of purchasing boy cigarettes in trenggalek district (4) and the latter namely the reference group had a positive and significant effect on the decision of purchasing boy cigarettes in trenggalek district (4) and the latter namely the reference group had a positive and significant effect on the decision to purchase boy cigarettes in trenggalek district (4) and lastly the reference group had a positive and significant effect on the decision of purchasing boy cigarettes in trenggalek district (4) and lastly the reference group had a positive and significant effect on the decision to purchase boy cigarettes in trenggalek district (4) and lastly the reference group had a positive and significant effect on the decision of purchasing boy cigarettes in trenggalek district (4) and lastly the reference group had a positive and significant effect on the decision to purchase boy cigarettes in trenggalek district (4)

Keywords : Attitude, Lifestyle, Work, Reference Group, Purchasing Decision