

ABSTRACT

KARTIKA HANDAYANI SUPRIYADI (09.2.409), EFFECT OF SUBJECTIVE NORMS ON ATTITUDES AND INTENTIONS BUY PRODUCTS SHAMPOO Lifebuoy. (Under the guidance of Lina, S.E., M.Si)

This study is a survey research aimed to analyze the influence of attitudes and subjective norms towards purchase intention Lifebuoy shampoo products. This research was conducted by the method of data collection is through a questionnaire distributed to 100 respondents. The sampling technique used convenience sampling. The analysis technique used is multiple linear regression. And for processing such data used assistive devices program statistical package for social application source (SPSS) version 16 for Windows in the form of a frequency table to show the results in the form of frequency response. The conclusion from the results of the implementation of this study is that the attitude and subjective norm variable positive effect on purchase intention Lifebuoy shampoo products.

Keywords: Attitudes, Subjective Norms, Intentions Buy