

ABSTRACT

(Yuliani, NIM: 092404 “Analysis Of The Influence Of Attitudes And Behaviors Towards Interest Re Buying Online Of The Teens Consumer“).

This study aimed to examine the influence analysis of consumer attitudes and behavior towards buying interest re teen in Palembang online. The population is young people in Palembang with an age range of 12-21 years. Samples were determined by using purposive sampling. The sample obtained was 100 respondents. Hypothesis testing using multiple regression analysis with SPSS ver. 16.0. The test results indicate that the first hypothesis (H1) which states that the analysis of the influence of consumer attitudes towards buying interest re online teens in Palembang rejected. While the second hypothesis (H2) stated analysis of the effects of consumer behavior towards buying interest again in Palembang teens online acceptable.

Keywords: consumer attitudes, consumer behavior, buying interest re shopping online