



The 1ST UNICEB 2017

Garuda Plaza Hotel Medan, December 12th 2017



INFLUENCE OF SOCIAL CLASSES AND PRICE ON DECISION OF CONSUMER PURCHASE IN MODERN MARKET (CASE STUDY ON INDOMARET IN MEDAN DISTRICT MEDAN CITY)

RINI ASTUTI

Faculty Of Economic And Business
Universitas Muhammadiyah Sumatera Utara
Email: riniastuti_83@yahoo.com

ABSTRACT

This study was conducted to determine the influence of social class and price factors that can influence consumer purchasing decisions in Indomaret Medan District Denai Medan City. The results of this study will be useful for Indomaret which must pay more attention to these stimuli in an effort to win the market. This study uses quantitative descriptive research, and the population in this study are consumers who make purchases across Indomaret in Medan District Denai Medan and domiciled in District of Medan Denai Medan City. Because consumers who make purchases in Indomaret Medan Denai District can not be known or can not be measured in number then the sampling is done by using Nonprobability sampling technique. Where as many as 100 respondents are sampled, data collection is done by spreading the questionnaire (questioner) in analyzing data in this research that is using multiple linear regression formula, t test, f test, and coefficient of determination. The result of this research is the significant influence between social class on purchasing decision $0.000 < 0,05$, likewise between price variable to purchase decision where existence of significant influence. While the magnitude coefficient of determination R^2 is equal to 71.2%, the rest of 29.8% influenced by other factors.

Keywords: *Social Class, Price, Purchasing Decision, Modern Market.*

THE
Character Building
UNIVERSITY