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EFFECT OF CONSUMER BEHAVIOR COURSE AND PARENT'S EARNINGS ON CONSUMPTION PATTERN STUDENT

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ABSTRACT

The problem in this research is whether there is a positive and significant influence between the course of consumer behavior and the parents' earnings on the consumption pattern of the students of education trading in economic faculty of Unimed Staple 2013. This research was conducted at the Faculty of Economics Unimed which is located at Willem Iskandarsreet, Pasar V Medan Estate. This type of research is ex post facto. Population in this research is all student of Education of trading which amounted to 108 people. The sample of this research is 108 students taken by using total sampling as the sampling technique. Technique of collecting data is done by observation, interview, and questionnaire. For instrument test the researcher uses validity test and reliability test. To analyze the data the authors use multiple regression equation and to test the hypothesis with t test formula and test f and the coefficient of determination (R^2). Based on the result of multiple linear regression analysis linear equation is obtained by $Y = 3,628 - 0,091X_1 + 0,338X_2$. The result of t test analysis for the parental course of consumer behavior variable (X_1) is obtained t count < t table (-400 < 1,661). So, the first hypothesis is rejected which means there is no positive and significant influence between the value of consumer behavior courses (X_1) Consumption pattern (Y). For parent income variable (X_2), the value of t count > t table (4,761 > 1,661), therefore, the second hypothesis is accepted which means there is positive and significant influence between parent's earnings (X_2) on consumption pattern (Y). Based on the test f obtained that F Count > F Tabel (13.413 > 3.10). So, the third hypothesis is accepted which means there is a positive and significant influence between the course of consumer behavior and the parent's earnings on the consumption pattern of the students of Education trading in economic Faculty of Unimed Staple 2013.

Keywords: *Consumer behavior, parent earnings, consumption pattern*