ABSTRACT

HEMIRANIKAWATI / 190086120106 / FACULTY OF ECONOMICS / MARKETING MANAGEMENT / THE INFLUENCE OF ATTITUDES AND BELIEFS ON PURCHASING DECISIONS AT DEXTER PETSHOP JAMBI CITY/ 1ST ADVISOR/ Pupu Sopini, SE, MM/ 2ND ADVISOR Riko Mappedeceng, SE, MM

Petshop is a promising business if managed with good policies, such as Dexter pet shop in Jambi which provides offers in the form of information services needed by consumers. This information is done by communicating directly when consumers are at Dexter pet shop or via online with questions such as animal food needs, animal equipment such as cages, vitamins, medicines, animal toys, adoption, grooming services, pacak services, pet hotel services or animal boarding. This step can minimize products that are not really needed by the pet and consumers can be more confident and believe in the performance provided so that consumers can be generous in the future.

This study was conducted using a quantitative method. The collection of research data was obtained by using a questionnaire distribution, this research used 98 respondents with analysis techniques using multiple linear regression and hypothesis testing using the F test and t test

Attitudes (X_1)with an average score of 425,7 on purchasing attitude is in the very high category, Beliefs (X_2) with an average score of 445,25 on purchasing confidence at Dexter Petshop is in the very high category and purchasing decision purchase decisions with an average score of 438.5 on purchasing at Dexter Petshop is in the very good category.

Based on the determination test, the value of the relationship/correlation is 0.559. This means that the free influence of the independent variables attitudes, beliefs on the dependent variable purchase decisions is called the coefficient of determination which is the result of (R^2) which means that the influence on the attitude and belief variables of the Purchase Decision is 31,3% while the remaining 68,7% is influenced by other factors not observed in this study.

Respondents' responses to attitudes, beliefs and purchasing decisions are in a very high/very agree position. It can be seen that the highest score is in the trust theory variable with an average score of 444.75 in the very agree category. Attitude gets an average score of 425.8 in the very agree category. And while the Purchase Decision variable gets an average score of 438.5 and is in the very category.

Keyword: Attitudes, Beliefs, Purchase Decisions