

ABSTRACT

THE INFLUENCE OF INCOME, PRICE, LIFESTYLE AND BANDWAGON EFFECT ON STUDENT CONSUMPTION BEHAVIOR IN THE FIELD OF FASHION

(Case Study on Siliwangi University Undergraduate Students Class of 2019)

by:

Fahmi Maulana

NPM.183401070

Guided by:

Ade Komaludin

Dwi Hastuti Lestari K

Humans carry out activities to meet their needs. These activities and needs are related to consumption. There are two types of consumer behavior, namely rational consumer behavior and irrational consumer behavior. This study aims to determine: a) student responses to price, lifestyle, bandwagon effect and consumption behavior in fashion products. b) the effect of income, price, lifestyle and the bandwagon effect partially on the consumption behavior of students in the field of fashion and c) the influence of income, prices, lifestyle and the bandwagon effect together on the consumption behavior of students in the field of fashion. This study uses primary data with multiple linear regression analysis and hypothesis testing (T test and F test). The results of this study indicate: a) responses to price variables are categorized as very good, responses to lifestyle variables, bandwagon effect and consumption behavior are categorized as good. b) partially the income variable and the bandwagon effect have a significant positive effect, while the price and lifestyle variables have an insignificant positive effect on consumption behavior. c) together income, price, lifestyle and bandwagon effect have a significant effect on consumption behavior.

Keywords: income, price, lifestyle, bandwagon effect and consumption behavior

ABSTRAK

**PENGARUH PENDAPATAN, HARGA, GAYA HIDUP DAN
BANDWAGON EFFECT TERHADAP PERILAKU KONSUMSI
MAHASISWA DI BIDANG FASHION
(Studi Kasus pada Mahasiswa S1 Universitas Siliwangi Angkatan 2019)**

Oleh :

**Fahmi Maulana
NPM.183401070**

Pembimbing:

**Ade Komaludin
Dwi Hastuti Lestari K**

Manusia melakukan aktivitas untuk memenuhi kebutuhan hidupnya. Aktivitas dan kebutuhan tersebut berkaitan dengan konsumsi. Terdapat dua jenis perilaku pada konsumen, yaitu perilaku konsumen rasional dan perilaku konsumen irasional. Penelitian ini bertujuan untuk mengetahui: a) tanggapan mahasiswa terhadap harga, gaya hidup, *bandwagon effect* dan perilaku konsumsi pada produk *fashion*. b) pengaruh pendapatan, harga, gaya hidup dan *bandwagon effect* secara parsial terhadap perilaku konsumsi mahasiswa di bidang *fashion* dan c) pengaruh pendapatan, harga, gaya hidup dan *bandwagon effect* secara bersama-sama terhadap perilaku konsumsi mahasiswa di bidang *fashion*. Penelitian ini menggunakan data primer dengan analisis regresi linier berganda dan uji hipotesis (uji t dan uji F). Hasil penelitian ini menunjukkan: a) tanggapan terhadap variabel harga dikategorikan sangat baik, pandangan mahasiswa terhadap variabel gaya hidup, *bandwagon effect* dan perilaku konsumsi dikategorikan baik. b) secara parsial variabel pendapatan dan *bandwagon effect* berpengaruh positif signifikan, sedangkan variabel harga dan gaya hidup berpengaruh positif tidak signifikan terhadap perilaku konsumsi. c) secara bersama-sama pendapatan, harga, gaya hidup dan *bandwagon effect* berpengaruh signifikan terhadap perilaku konsumsi.

Kata kunci: pendapatan, harga, gaya hidup, *bandwagon effect* dan perilaku konsumsi