

ABSTRACT

Along with run of technological development time become a real thing paid attention by approximant by all circles, either from company, person, public, consumer, and also seen from business side. Development of effort for these days has been coloured assortedly emulation in all areas. Thing that is a real basic required by approximant of all public circles, either from upper class, middle, middle finite downwards requires communication means. Sometimes there is resistance in communicating this many the making communications is pursued, for example place difference, aparted, time, etcetera. So this makes the experts also thinks to be able to assist and waters down thing that is this simple but has not reached one correct solutions.

Method which writer applies in doing this writing is research method of construct that is testing of validity construct majored in expansion and evaluation to a concept and theory. Validity is applied to test measuring instrument accuracy, is obtain information matching with the one which expected. There are two variables applied by writer that is independent variable covering perception and position of consumer to dependent variables that is purchasing decision of cellular telephone consumer Nokia. This research scope limited to residing in University Christian Maranatha. In this research, writer propagates questionnaire 198 respondents in University Christian Maranatha which applied brand cellular telephone Nokia, which is (the data processed by using program SPSS 14. Based on data processing result which has been done known by perception influence, position of cellular telephone consumer Nokia to purchasing decision of consumer is 91%, which the value its (the influence is good enough to purchasing decision of brand cellular telephone consumer Nokia. In doing advertising, marketer must choose product having good criterion like perception, position, causing can influence purchasing decision of consumer.

Keyword: Perception, Position of Consumer, Purchasing Decision of Consumer

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LAMPIRAN

- Kuesioner
- Data Outlier
- Uji Validitas dan Reliabilitas
- Uji Cluster
- Jurnal
- Surat-surat