

Analisis faktor-faktor yang mempengaruhi keputusan pembelian

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Abstrak

This government has taken the initiative to launch a national program of converting the use of kerosene to Liquid Propane Gas (LPG) for domestic cooking. This aims to reduce government subsidies for gasoline. People are expected to support the national program to convert kerosene to LPG by buying and using LPG for their cooking needs. the purpose of this research is to find out the factors that influence people to buy or use LPG. Specifically, two question will be answered in this research: (1) what is the role of LPG as a cooking fuel option in the household? (2) what factors influence decisious to purchase or use LPG? The sample are 300 Salatiga residents as respondents with a convenience sampling technique and a descriptive statistical analysis applied in the form of calculating frequency distribution and cross tabs. To examine the factors, which influence the decision to buy or use LPG, a regression alaysis is used. The research result reveal that: (1) after conversion program, LPG dominates the use of household cooking energy, (2) age, aducational level of household members, dummy household with kids, household income, access to LPG and frequency of cooking food determine household decisions to buy or use LPG.