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ABSTRACT

Ericsson Harel (0606056360), *Analysis Of Life Style Related To Purchasing Intention LCD TV (Case Study At PT. PANASONIC GOBEL INDONESIA)*, XV pages + 96 main pages + 38 tables + 8 pictures + 34 bibliographies (1981–2008) + 6 additions

Television is a widely used telecommunication medium for broadcasting and receiving live, moving grayscale or color images with sound. The word is derived from mixed Latin and Greek roots, meaning 'far sight'. A television may be built to receive different broadcast or video formats, such as a high definition television, commonly referred to as HDTV.

This research aimed to investigate the relation between life style to purchasing intention of LCD TV, case study at PT. Panasonic Gobel Indonesia. Mowen suggested (1995:259) life style relate to how people live, how they spend their money, and how allocate the time. Assael suggested (1992:35) purchase intention is behavior as a response to some object, or willingness customer to make purchasing, this process start from needs of some product or need arousal and then proceed into searching information by customer, and then they will evaluate the product, the result for evaluated will be the impulse to be purchase intention before customer really buy the product.

Data collected in this research is a quantitative data based on close questioners posed to all customer at electronic shop in Jakarta. This research is a quantitative research and describing the true fact, data presented as frequency table and correlation of two variables. From this data, it can be concluded that there is stated the existence of life style and purchase intention LCD TV in Jakarta. The analysis result shown quite strong and positive relation between life style to purchase intention LCD TV. It can be concluded that the relation between these two variables is consistent, the better implementation of life style the customer, the higher purchase intention can get. The influence of life style proved to have contribution on purchase intention LCD TV in Jakarta.

Conclusion resulted from this research is the existence of life style customer can enhance purchase intention LCD TV. Thereby an improvement LCD TV purchasing based on purchase intention and life style to every customer in Indonesia especially Jakarta.