

PROSIDING SEMINAR NASIONAL EKONOMI 2014

"Kesiapan Daerah Menghadapi Masyarakat Ekonomi Asean 2015"

Lhokseumawe, 18 - 20 November 2014



FAKULTAS
Ekonomi
UNIVERSITAS MALIKUSSALEH

ISBN: 978-602-14708-1-7



Perpustakaan Nasional RI : Katalog Dalam Terbitan
Seminar Nasional Ekonomi dan *Call for Papers*: "Kesiapan Daerah Menghadapi
Masyarakat Ekonomi ASEAN 2015"

©Universitas Malikussaleh

Cetakan Kedua Tahun 2014
Hak Cipta dilindungi Undang-undang
All Rights Reserved

Editor : Iswadi, SE., M.Si., Ak
Perancang Sampul : Tim Panitia Seminar Nasional Ekonomi 2014
Penata Letak : Tim Panitia Seminar Nasional Ekonomi 2014
Pracetak dan Produksi : FE Unimal Press

Penerbit



FE Universitas Malikussaleh
Jl. Malikussaleh Utama No.1-2
Kampus Bukit Indah Lhokseumawe
PO.Box. 141. Telp. 0645-41373. Fax. 0645-44450
www.fe-unimal.org. Email: info@fe-unimal.org

ISBN: 978.602.14708.1.7
xxv + 67 hal., 21 cm x 29,7 cm

Dilarang keras memfotocopy atau memperbanyak sebahagian atau seluruh buku ini tanpa seizin
tertulis dari Penerbit

DAFTAR REVIEWER

SEMINAR NASIONAL EKONOMI 2014

“Kesiapan Daerah Menghadapi Masyarakat Ekonomi ASEAN 2015”

FAKULTAS EKONOMI – UNIVERSITAS MALIKUSSALEH

1. Prof. A. Hadi Arifin, M.Si (Univ. Malikussaleh)
2. Prof. Dr. Apridar, SE., M.Si (Univ. Malikussaleh)
3. Prof. Dr. Ramli, MS (Univ. Sumatera Utara)
4. Prof. Dr. Abd. Karim MA., MA. (UIN Sunan Kalijaga Yogyakarta)
5. Prof. Jasman J. Ma'aruf, SE., MBA., Ph.D (Univ. Teuku Umar)
6. Asnawi, Ph.D (Univ. Malikussaleh)
7. Jullimursyida, Ph.D (Univ. Malikussaleh)
8. Ichsan, Ph.D (Univ. Malikussaleh)
9. Dr. Tarmizi Abbas, MS (Univ. Malikussaleh)
10. Dr. Murhaban, SE., M.Si., Ak (Univ. Malikussaleh)
11. Dr. Rusydi Abu Bakar, SE., M.Si (Univ. Malikussaleh)
12. Dr. Hendra Raza, SE., M.Si., Ak., CA. (Univ. Malikussaleh)
13. Dr. Syukri Abdullah, SE., M.Sc., Ak (Univ. Syiah Kuala)
14. Dr. Mutia A. Rahman, SE., M.Si (Univ. Tirtayasa Banten)
15. Dr. TB. Ismail, SE., MM., Ak (Univ. Tirtayasa Banten)
16. Dr. Fachruzzaman, SE., MDM., Ak (Univ. Bengkulu)
17. Dr. Rini Indriani, SE., M.Si., Ak. CA. (Univ. Bengkulu)

PENGARUH STRUKTUR MODAL DAN PERPUTARAN MODAL KERJA TERHADAP RETURN ON EQUITY PADA PERUSAHAAN YANG TERDAFTAR DALAM JAKARTA ISLAMIC INDEKS <i>Oleh: Nurlela dan Fhitri Handi Yanti</i>	39
PENGARUH MOTIVASI KERJA DAN LINGKUNGAN KERJA NON FISIK TERHADAP KINERJA PEGAWAI SETDAKAB ACEH UTARA DENGAN DISIPLIN KERJA SEBAGAI VARIABEL INTERVENING <i>Oleh: Em. Yusuf Iis, Aiyub dan Suryani</i>	40
PENGARUH FAKTOR MOTIVASI, PERSEPSI DAN SIKAP KONSUMEN TERHADAP KEPUTUSAN PEMBELIAN SEPEDA MOTOR MEREK HONDA SUPRA X 125 DI KOTA LHOKSEUMAWE <i>Oleh: Khairina AR dan Sofiana</i>	41
PENGARUH KEMANDIRIAN DAN MODAL TERHADAP PENINGKATAN PENDAPATAN WIRAUSAHA BORDIR DI KOTA LHOKSEUMAWE <i>Oleh: Chairil Akhyar</i>	42
<i>THE INFLUENCES OF CONSUMER BEHAVIOR ON PURCHASING DECISION OF LPG 3 KGs IN NORTH ACEH REGENCY</i> <i>Oleh: Nurmala dan Ristati</i>	43
<i>THE EFFECTS OF MARKETING MIX STRATEGY IN INCREASING COMPETITIVENESS OF SMALL SCALE RETAILER (UKM) OF FOOD AND DRINK MERCHANTS IN NORTH ACEH</i> <i>Oleh: Sullaida</i>	44
PENGARUH MODAL KERJA TERHADAP PENDAPATAN PEDAGANG KAKI LIMA DI KABUPATEN BIREUEN <i>Oleh: Marzuki</i>	45
<i>FOREIGN PORTOFOLIO INVESMENT ANALISYS AND ITS IMPLICATION ON INDONESIA STOCK EXCHANGE: AN ERROR CORRECTION MODEL APPROACH</i> <i>Oleh: Anwar Puteh dan M. Rasyidin</i>	46
ANALISIS KEPEMIMPINAN KOLABORATIF BERDASARKAN PERSEPSI PEGAWAI DALAM DIMENSI MULTIKULTURAL: STUDI KASUS DI PT. JASA MARGA, TBK <i>Oleh: Aurik Gustomo</i>	47

THE INFLUENCES OF CONSUMER BEHAVIOR ON PURCHASING DECISION OF LPG 3 KGs IN NORTH ACEH REGENCY

Nurmala

Economics Faculty - Malikussaleh University

Ristati

Economics Faculty - Malikussaleh University

ABSTRACT

This study aims to influence of personal factors, and cultural factors on purchasing decisions LPG 3 kg in Aceh Utara.. This study uses primary data and that a whole population of consumers who use LPG 3 kg who live in the area of research and engineering Aceh Utara sampling conducted by the methods and techniques of ancient rao accidental sampling totaling 100 respondents. Data collection through questionnaire used is obtained directly from the people who use LPG 3 kg. Independent variables in use consists of personal factors (X1), and cultural factors (X2). While the dependent variable is the purchased decision (Y). The results obtained by the correlation coefficient (R) of 0.725 or 72.5%, this indicates that there is a positive relationship between the independent variables (independent) that personal factors, and cultural factors on the dependent variable (bound) is purchasing decisions LPG 3 kg in Kabupaten Aceh Utara of 22.4%. Furthermore the coefficient of determination (R²) obtained a value of 0.526, this indicates that there are significant independent variables (independent) personal factors, and cultural factors on the dependent variable (bound) that is purchase decisions LPG 3 kg in Aceh Utara of 52.6%, while the remaining 47.4% is influenced by other variables not included in the research model. Results of testing the hypothesis that F-test showed that simultaneously personal factors, and cultural factors significantly influence the purchasing decisions of LPG 3 kg in Aceh Utara. Furthermore, from the results of the t-test for each independent variable significant effect on purchasing decisions persial 3 kg LPG in party leadership should Aceh Utaranuasa multiply LPG to facilitate workers' labor so consumers will easily get it.

Keywords: personal factors, cultural factors, and purchasing decisions.