

ABSTRACT

YOSI NOVELIANO (705020155)

Relation Perception towards Sales Promotion Girl and Intention to get Information. A Study of Computer Exhibition Visitor. (P. Tommy Y.S. Suyasa, M.Si., Psi.); Faculty of Psychology, Bachelor's Degree, Tarumanagara University. (67 Pages, P1-P3, L-1 – L38).

The aim of this study is to identify relation perception towards SPG in computer exhibition and the intention to get information from the Sales Promotion Girl. The researcher uses questionnaires which are arranged based on Likert and Semantic Differential scale. The collected data have been analyzed by SPSS 15.0 for windows. The participant of this study consists of 85 people including male and female with age ranging 18-49. The result of this study shows significant relation between perception towards Sales Promotion Girl and intention to get information from the Sales Promotion Girl. Perception of Sales Promotion Girl who has a tall body and masters the products technically produces intention to get information.

Keywords: Intention, Perception, Sales Promotion Girl, dan Information.