

**THE EFFECT OF CONSUMER BEHAVIOR ON THE PURCHASE
DECISION OF DAIRY PRODUCT UHT (ULTRA HIGH TEMPERATURE)
ULTRA MILK PRODUCTS IN PACKAGING
(Case Study in Nglegok District, Blitar Regency)**

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ABSTRACT

Milk consumption in Indonesia has changed a lot from year to year. However, the percentage increase in consumption is not always directly proportional to the amount of milk consumption in Indonesia. This study aims to determine and analyze the influence of consumer behavior on purchasing decisions of UHT Ultra Milk in Nglegok District, Blitar Regency. The population in this study were all shoppers of Ultra Milk with an example of 50 respondents. The sampling technique used in this test is incidental sampling. The examination device in this study utilizes numerous straight relapse examination with the assistance of SPSS 23 for windows. The results of this study are the independent variabels, namely culture (X_1), social (X_2), personal (X_3), and psychological (X_4) simultaneously have a significant effect on the dependent variabel, namely purchasing decisions (Y) Ultra Milk UHT milk. Culture (X_1) have no significant effect on purchasing decisions (Y) Ultra Milk UHT milk. Social (X_2) have no significant effect on purchasing decisions (Y) Ultra Milk UHT milk). Personal (X_3) have a significant effect on purchasing decisions (Y) Ultra Milk UHT milk. Psychological (X_4) have no significant effect on purchasing decisions (Y) Ultra Milk UHT milk). The independent variabel that has the most dominant influence on purchasing decisions of UHT Ultra Milk in Nglegok District is the personal variabel (X_3).

Keywords: *Consumer Behavior, Purchase Decision*