

**FACTORS AFFECTING CONSUMER BEHAVIOR ON
THE DECISION TO PURCHASE A BOUQUET OF FLOWERS
AT THE SUMMERLOVIN'CO JEMBER STORE.**

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ABSTRACT

The purpose of this study is to analyze and test the factors that influence consumer behavior consisting of social, cultural, personal, psychological and income factors that simultaneously and partially influence the decision to purchase a bouquet of flowers at the Summerlovin'co Jember Store. The method used in this study is a quantitative method with the research instrument using a questionnaire. The sampling technique used incidental sampling technique, the determination of this sampling was based on coincidence as many as 60 respondents. The method of analysis using multiple regression analysis using the F test and t test. Simultaneous analysis of independent variables using the F test, and partial independent variable testing using the t test. The results of the simultaneous analysis of cultural, social, personal, psychological and income variables have a simultaneous effect on the decision to purchase a bouquet of flowers at Bunga Toko Summerlovin.co Jember. Partially, cultural variables have a negative and significant effect, personal and psychological variables have a positive and significant effect on the decision to purchase a bouquet of flowers at the Summerlovin.co Jember Store, while social and income variables have a positive and insignificant effect on the decision to purchase a bouquet of flowers at the Summerlovin.co Jember Flower Shop.

Keywords: Culture, Social, Personal, Psychology, Income and Purchase Decision.