

***Analysis Of Factors That Influence Behavior In Consumer Product Purchase
Decision On Amanda Brownies In The District Jember***

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ABSTRACT

This study reveals the influence of consumer behavior, especially on Amanda Brownies consumers on purchasing decision making, namely by analyzing the factors that influence consumer behavior in purchasing decision making on Amanda Brownies products in Jember Regency. The purpose of this study was to determine the factors of consumer behavior simultaneously and partially, as well as the most dominant variable on Amanda Brownies purchasing decision making. The analysis technique used in this study is multiple linear regression analysis with the help of SPSS 21.0. From the results of this study it can be concluded that the factors of Culture, Social Class, Personal, Family simultaneously have a significant effect on the dependent variable of Amanda Brownies buyer decisions. Partially the factors that have significant influence are Personal and Family factors. Whereas the influencing factors were not significant, namely Culture and Social Class factors. For the most dominant influencing factor on Amanda Brownies purchasing decision making is the Family factor.

Keywords: *Consumer Behavior, Purchasing Decisions*