

**THE INFLUENCE OF CULTURAL FACTORS, SOCIAL FACTORS,
PERSONAL FACTORS AND PSYCHOLOGICAL FACTORS ON
CONSUMER BEHAVIOR IN PURCHASE DECISIONS CILEMBU HONEY
ROASTED CASSAVA IN JEMBER REGENCY**

Elviana Masturoh

Study Programme Of Agroindustry Management

Departement Of Agribusiness Management

ABSTRACT

The purpose of this study was to determine the effect of consumer behavior on purchasing decision making by analyzing the factors that influence consumer behavior in making purchasing decisions for Cilembu honey roasted sweet potato in Jember Regency. This study reveals the influence of cultural factors, social factors, personal factors and psychological factors simultaneously or partially, complemented by the most dominant factor influencing the purchasing decision of Cilembu honey roasted cassava. The sampling technique used in this study was purposive sampling. The data used are primary data and secondary data. The data analysis used is multiple linear regression analysis. The results of the study as a whole conclude that cultural factors, social factors, personal factors and psychological factors have a significant effect on purchasing decisions. Cultural factors and psychological factors significantly influence purchasing decisions.

Keyword : Consumer Behavior, Purchase Decision, Cilembu Honey Roasted Cassava