

**Factors Influencing Consumer Behavior Against the
Purchase of Teh Kotak
(Case Study in the Department of Agribusiness
Management, Jember State Polytechnic)**

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ABSTRACT

The Teh Kotak product is one of the beverage products that is increasingly popular with students because it is easy to obtain and practical in nature. The large number of packaged tea brands on the market will encourage companies to compete for potential customers through various appropriate strategies, such as changing packaging, promotions and prices. The aims of the study were: (1) to analyze cultural factors, social factors, personal factors, and psychological factors that simultaneously influence consumer behavior in buying teh kotak (Case Study in the Department of Agribusiness Management, Jember State Polytechnic). (2) Analyzing cultural factors, social factors, personal factors, and psychological factors partially influence consumer behavior in buying teh kotak (Case Study in the Department of Agribusiness Management, State Polytechnic of Jember). (3) Analyze and explain the variables that have a dominant influence on consumer behavior in purchasing decisions for Teh Kotak (Case Study in the Department of Agribusiness Management, State Polytechnic of Jember). This study used 50 student respondents with the sampling technique used incidental sampling. This study uses a quantitative method which includes multiple linear regression analysis, analysis of the coefficient of determination, classical assumption test, F test and t test. The results of the F test indicate that the Cultural, Social, Personal and Psychological variables simultaneously have a significant influence on consumer behavior in purchasing decisions. Culture and Psychological partially have a significant influence on purchasing decisions while Personal and Social partially do not have a significant influence on purchasing decisions and Culture has the most dominant influence on purchasing decisions.

Keywords: *Culture, Social, Personal, Psychological, Purchase Decision.*