

Factors - Factors Influencing Purchase Decision Edamame Frozen In the district of Jember

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ABSTRACT

This study aimed to reveal the influence purchasing decisions edamame in Jember district. In this study reveals the influence of cultural, social, personal and psychological either simultaneously or partially, as well as the significant factors that influence the purchase decisions of edamame in Jember district. This study uses the 50 respondents who buy edamame. Based on the test results of multiple regression analysis using SPSS 16.0 can be concluded that 1) Variable the ease of getting, product benefits, economic status, motivation and psychological partially significant effect on purchasing decisions.

Keywords : the ease of getting, product benefits, economic status, motivation, Purchase Decision