

Factors Affecting Consumer Behavior In Consume The Organic Rice ”Lereng Raung” In Sumberjambe Jember

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ABSTRACT

This study aimed to analyze and examine the price variable (X_1), product (X_2), distribution channels (X_3), and promotion (X_4), partial effect on consumer behavior (Y_1) and to analyze and to test the variable price (X_1), product (X_2) distribution channels (X_3) promotion (X_4) and consumer behavior (Y_1) partial effect on consumer purchasing decisions (Y_2) on the organic rice in Sumberjambe. This study took a 150 respondents as a sample. This research was conducted in the District Sumberjambe, Jember. The data were analyzed using a software (AMOS) Analysis Of Moment Structure by using analysis Structural Equation Model (SEM).

The results of this study indicate that the variable distribution channel (X_3) significantly affects on consumer behavior (Y_1) the price variable (X_1) product (X_2), and promotion (X_4) had no significant effect on consumer behavior (Y_1), consumer behavior (Y_1) significantly influence on consumer purchasing decisions (Y_2) then the price variable (X_1) product (X_2) distribution channels (X_3) and promotion (X_4) does not significantly influence on consumer purchasing decisions (Y_2) organic rice Lereng Raung Sumberjambe Jember.

Keywords: *Structural Equation Model (SEM), Price, Product, Channel Distribution, Promotion, Consumer Behavior, Consumer Purchase Decision.*