

# **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.