

**Factors Affecting Consumer Behavior And Buying Decision Against UD  
Multirasa In Jember.  
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**ABSTRACT**

This study reveals the influence of consumer behavior especially on consumers UD Multirasa on purchasing decisions, by analyzing the factors that influence consumer behavior towards purchasing decisions Bread UD Multirasa Jember district. In this study reveals the influence of cultural factors, social, personal, psychological well together or partially, and include also the factor most dominant influence on purchasing decisions at UD Multirasa. The analytical tool used in this research is multiple linear regression analysis. Overall the results of this study can be concluded that the factor of cultural, social, personal, psychological influence jointly the consumer decision in buying bread at UD Multirasa. Partially significant factor is cultural and psychological factors. While social factors, personal influence is not significant at the partial test. For the most dominant factor influencing the purchasing decision in UD Multirasa is cultural and psychological factors.

Keyword: Consumer Behavior, Buying Decision.

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