

**Faktor Perilaku Konsumen dalam Pembelian Tape Agape 07 di Desa Pujer Bondowoso**

*(The Influence Of Consumer Behaviour Against Purchase Decisions On Tape Agape 07 In Pujer Bondowoso)*

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**ABSTRACT**

*The reasearch location of this Thesis is in Pujer Bondowoso. The purpose of this reasearch are to determine the influence of variable social culture factor, marketers efforts factor, and internal individual factor simultaneously to consumers decisions on Tape Agape 07 in Pujer Bondowoso. Determine which variables are the most dominant influence on purchase decisions products Tape Agape 07 in Pujer Bondowoso. Analysis techniques used in this research is multiple linear regression with SPSS 16.0. From the test results it can be concluded that: (1) that the variable social culture factor, marketers efforts factor, and internal individual factor give significant influential to consumers decisions on Tape Agape 07 in Pujer Bondowoso simultaneously. (2) the variable social culture factor give significant influential to consumers decisions partialy while marketers efforts factor, and internal individual factor give unsignificant influential to consumers decisions on Tape Agape 07 in Pujer Bondowoso. (3) In variable between social culture factor, marketers efforts factor, and internal individual factor the research showed that the variable social culture factor is the most dominant influence on consumer decisions.*

*Keywords: consumer decisions, Tape Agape 07*