

# **FACTOR - FACTOR AFFECTING CONSUMER BEHAVIOR ON BUYING MILK IN MARGO UTOMO BANYUWANGI**

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## **ABSTRACT**

*This study aims to determine the influence of consumer behavior on purchasing decisions, by analyzing factors - factors that influence consumer behavior towards purchasing decisions milk in Margo Utomo Banyuwangi. The samples in this study using techniques Incidental Sampling of 50 respondents. The data used are secondary and primary data. Technical analysis of the data used is the Multiple Linear Regression Analysis using SPSS 21.0 for Windows. In this empirically reveal the influence of cultural factors, social factors, personal factors and psychological factors either simultaneously or partially, and is also equipped the dominant factor influence on purchasing decisions milk in Margo Utomo Banyuwangi. Overall the results of this study can be concluded that the factor of cultural, social, personal, psychological and simultaneously influence the consumer decision to buy milk in Margo Utomo Banyuwangi. Partially significant factor that social factors and personal factors. While cutural factors and psychological factors were not significant effect on the partial test. For the most dominant factor influencing the purchasing decision milk in Margo Utomo Banyuwangi the regency are social factors.*

*Keywords: Consumer Behavior, Purchase Decision, Margo Utomo*