

***Factors Consumer Behavior Affecting Buying Decisions Mushroom  
Chicken Noodle In Mister Te Tawang Mangu Jember***

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**ABSTRACT**

*Making the location of this undergraduate thesis in Mister Te Tawang Mangu Jember. The purpose of this study is (1) Determine the cultural, social, personal, and psychological influence on purchasing decisions simultaneously mushroom chicken noodles at Mister Te Jember, (2) Determine the cultural, social, personal, and psychological influence on purchasing decisions partial mushroom chicken noodles at Mister Te Jember, (3) Knowing the most dominant variable affecting the buying decisions mushroom chicken noodles at Mister Te Jember. Sampling techniques in this study using Insidental Sampling. Questionnaires conducted on 50 respondents. Respondents were targeted, among others: consumer in Mister Te Tawang Mangu Jember. Analysis techniques used in this research is multiple linear regression using SPSS 16.0 for windows can be concluded that : (1) simultaneously or together we concluded that cultural, social, personal, and psychological influence the purchasing decisions of mushroom chicken noodles, (2) Partially cultural, social, personal, and psychological influence the purchasing decisions of mushroom chicken noodles, (3) the most dominant variable influencing purchasing decisions are variable psychological factors.*

***Keywords*** : *Cultural Factor, Social Factor, Personal Factor, Psychological Factor, Buying Decisions.*