

**The Infulence of Product, Price, Environment and Consumer Attitudes to
Edamame Purchase Decision Making in Outlet Mitratani Dua Tujuh
Kabupaten Jember**

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ABSTRACT

The research reveals the influence of consumer behavior, especially consumers who buy Edamame Mitratani product to purchase decision is by analyzing the factors that affect consumers to purchase decision Edamame Mitratani. Base on this research reveals the effect simultaneously or partially and it is equipped with the dominant factor of influence on the purchase decision of Edamame Mitratani product, especially in Outlet Mitratani Dua Tujuh Jember.

The analytical tool used in this research is to analyze multiple linear regression. Overall the result of this study can be concluded that the product variable, price, environment, and consumer attitudes simultaneously significantly influence purchasing decision Edamame Mitratani. Partially, product and consumer attitudes have a significant effect while price and environment have no significant effect. For the factor that have a dominant effect on purchasing decision is the product.

Keyword: Consumer Behavior, Purchase Decision, Edamame Mitratani Dua Tujuh Jember