

**FACTOR - FACTOR AFFECTING CONSUMER BEHAVIOR ON
BUYING BREAD IN SAFIRA BAKERY KADEMANGAN
DISTRICT OF BONDOWOSO**

Silfiana Agustin

Study Programme of Agroindustry Management
Departement of Agribusiness Management

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 bread in Safira Bakery Kademangan Kabupaten Bondowoso. 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 bakery in Safira Bakery Kademangan Kabupaten Bondowoso. 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 bread at the Safira Bakery Kademangan Kabupaten Bondowoso. Partially significant factor that cultural factors and psychological factors. While social factors and personal factors were not significant effect on the partial test. For the most dominant factor influencing the purchasing decision bread in Safira Bakery Kademangan Kabupaten Bondowoso the regency are cultural factors.

Keywords: Consumer Behavior, Purchase Decision, Safira Bakery