

Faktor-Faktor Yang Mempengaruhi Perilaku Konsumen Dalam Pengambilan Keputusan Pembelian Produk Di KAFE IT'S MILK Kabupaten Jember, Jawa Timur

(Factors Affecting Consumer Behavior Product Purchase Decision Making In CAFE IT'S MILK District Jember, East Java).

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ABSTRACT

This thesis research ITS MILK CAFE located at Jalan PB. Sudirman Jember *The purpose is (1) To analyze and examine the effect of product, price, location, promotion, service, physical environment, and the simultaneous influence on purchasing decisions, (2) To find a variable product, price, location, promotion, service, physical environment, and the partial effect on purchasing decisions , (3) To determine which variables are more dominant on purchasing decisions. Analysis techniques used in this research is multiple linear regression with SPSS 16.0. From the test results can be concluded that: (1) Simultaneously it is concluded that the product, price, location, promotion, service quality, the physical environment, the significant influence on purchasing decisions (2) Partially, it is concluded that the product, quality of service and the physical environment significantly influence purchasing decisions, (3) Physical environmental variables perceived to be most dominant on consumer behavior.*

Keywords: Consumer Behavior, Purchase Decisions