

Faktor-Faktor Yang Mempengaruhi Pengambilan Keputusan Konsumen Dalam Pembelian Produk Prol Tape UD Purnama Jati Di Kabupaten Jember

Factors Affecting Consumer Purchase Decision Product Prol Tape UD Purnama Jati In Jember

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ABSTRACT

Taking the location of this thesis is housed in UD Purnama Jati. The purpose of this study was to determine the variable economic factors, passive factors, rational factors, emotional factors on purchase decision Prol Tape in UD Purnama Jati effect simultaneously or partially. Determine which variables are the most dominant influence on purchasing decisions Prol Tape in UD Purnama Jati. Analysis techniques used in this research is multiple linear regression with SPSS 16.0. From the test results can be concluded that: (1) Simultaneously we concluded that the variable economic factors, factors passive, rational factors, emotional factors significantly influence purchasing decisions Prol Purnama UD Tape in Jati. (2) Partially variable economic factors and rational factors significantly influence consumer behavior in purchasing decisions Prol Purnama UD Tape in Jati. Whereas the variable factor of passive and emotional factors do not significantly influence the purchasing decision Prol Purnama UD Tape in Jati. (3) Variable rational factors perceived to be most dominant on purchasing decisions

Keywords: Economic Factors, Passive Factors, Rational Factors, Emotional Factors, Purchase Decision