

**Pengaruh Perilaku Konsumen Terhadap Keputusan Pembelian Teh Botol
Frestea (Studi Pada Lingkungan Politeknik Negeri Jember)**
(Influence Consumer Behavior The Purchasing Decision Bottled Tea Frestea)

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ABSTRACT

This research is located at the Polytechnic of Jember. Variables used in this research are cultural factors (X_1), social factors (X_2), personal factors (X_3), psychological factors (X_4) and purchasing decision (Y). This research is aimed to analyze the influence of free variables both of together, partially and decide the variables influenced dominantly on purchasing decision bottled tea Frestea. The technique adopted in this research is double linear regression and determination coefficient, F -testing and t -testing with SPSS 16.0. This research shows that: (1) Variables cultural factors, social factors, personal factors, psychological factors significantly influence purchasing decision bottled tea Frestea. (2) Variables social factors partial influence on purchasing decision bottled tea Frestea. (3) The most dominant variable influencing in purchasing decision is variables social factors

Keywords: Cultural factors, social factors, Personal factors, psychological factors and purchasing decision.