

The influencing factors on purchasing decision of Chocolate milk blended Ice at Cafe Kolong Jember

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ABSTRACT

The purpose of this research is to reveal the influencing decision on purchasing decision of Chocolate milk blended at Cafe Kolong Jember. In this research reveals the influencing factors on work, individual customer, economic condition and life style either all together or partially and also knows the influencing factors significantly on purchasing decision of Chocolate milk blended at Cafe Kolong Jember. It uses 50 repondents who buy Chocolate milk blended Ice. Based on the research by using double regression analizys and by using SPSS 16.0 can be concluded that 1) work variable, individual customer, economic condition and life style all together influence significantly on purchasing decision 2) work variable, individual customer, economic condition and life style partially influence significant on purcashing decision.

Keywords : work, individual customer, economic condition, life style, purchasing decision