

**Faktor- Faktor Yang Mempengaruhi Perilaku Konsumen Dalam Mengonsumsi Kopi Olahan Di Coffee Toffee Kabupaten Jember**

*(Factors Affecting Consumer Behavior The Consumption Of Processed Coffee In Coffee Toffee District Jember).*

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***ABSTRACT***

*Taking the location of this thesis held at Coffee Toffee Jember. The purpose of this study was to determine the variable cultural factors, social factors, personal factors and psychological factors on consumer behavior in consuming processed coffee at Coffee Toffee Jember effect simultaneously or partially. Determine which variables are the most dominant influence on consumer behavior in consuming processed coffee at Coffee Toffee Jember. 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 cultural factors, social factors, personal factors and psychological factors significantly influence consumer behavior in consuming processed coffee at Coffee Toffee Jember. (2) Partial variable personal factors and psychological factors significantly influence consumer behavior in consuming processed coffee at Coffee Toffee Jember. While the variable factors of cultural and social factors not significant effect on consumer behavior in consuming processed coffee at Coffee Toffee Jember. (3) The variable personal factors are said to be the most dominant on consumer behavior.*

*Keywords: Cultural factors, social factors, Personal factors, factors Psychology, Consumer Behavior.*