

**FAKTOR-FAKTOR AFFECTING CONSUMER BEHAVIOR ON
BUYING BREAD IN AR-ROYYAN BAKERY
PROBOLINGGO REGENCY**

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ABSTRACT

This study aims to determine the influence of consumer behavior in making purchasing decisions, namely by analyzing the factors that influence consumer behavior in making purchasing decisions at Ar-Royyan Bakery Probolinggo Regency. This study reveals the influence of cultural, social, personal and psychological factors either simultaneously or partially, and is equipped with the most dominant factors influencing the decision to return at Ar-Royyan Bakery. The sampling technique used in this study is incidental sampling. The data used are primary data and secondary data. Analysis of the data used is Multiple Linear Regression Analysis using SPSS 21.0 for windows program. The overall results of this study can be concluded that the influence of cultural factors (X1), social factors (X2), personal factors (X3), and psychological factors (X4) on purchasing decisions (Y) have a simultaneous effect. Partially, cultural variables (X1), social factors (X2), personal factors (X3), and psychological factors (X4) on purchasing decisions (Y) have no significant effect. The factor that has the most dominant influence on purchasing decisions at Ar-Royyan Bakery cannot be represented because the value obtained does not have a significant level of value.

Keywords: Consumer Behavior, Purchase Decision, Ar-Royyan Bakery