

**FACTORS AFFECTING BEHAVIOR CONSUMERS
IN BUYING PACKED MILO MILK READY TO
DRINK AT POLYTECHNIC STATE JEMBER**

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ABSTRACT

The number of ready-to-drink liquid milk products that have sprung up can create competition in the business world in terms of consumer purchasing decisions for a ready-to-drink milo milk product, so an analysis of consumer behavior is needed from knowing the factors of consumer purchasing decisions from ready-to-drink milo milk packaging products. at the Polytechnic State Jember. The research method used is a direct survey to respondents by conducting interviews. The results showed that (1) the regression coefficient testing factor simultaneously obtained significant results in purchasing decisions at the Polytechnic State Jember in terms of cultural, social, personal, and psychological factors (2) The partial regression testing factor obtained the following results: cultural, social, and psychological influence is not significant in purchasing decisions, but personal factors have a significant effect on purchasing decisions at the Polytechnic State Jember.

Keyword: *Influencing factors in consumer purchasing decisions*