

ABSTRACT

Hardik Pratama S. 2014. The Influence Of Consumer Behavior To buying decision of traditional food in bangkalan regency, under the guidance of Dr. H. PribanusWantara, Drs., MM. and Dr. H. Muh. Syarif, Drs.Ec., M. Si.

The objectives of this research (1) to know the influence of consumer behavior variables which consist of culture, social, personal, psychologys simultaneously to buying decision of food in bangkalan regency , (2) to know the consumer behavior variablesvariables has dominant effect tobuying decision of food in bangkalan regency..

This research is quantitative research approach which tried to know how the influence of consumer behaviortoTo buying decision of food in bangkalan regency. Sampling has been developed through purposive sampling, resulting 60 respondents. The technique of gathered data there are interview, literature, and questionnaire, and 5-point Likert Scale to measure the respondent's answer. To test instrument used validities test, reliablities tes, and classical assumption test. While the technique of data analysis used multiple linier regression because which is used more than two variable with F test and t test.

The result of this research shows that the consumer behavior variables which consist of culture, social, personal, psychologys have effect simultaneously to To buying decision of food in bangkalan regency. The variable of psychologys has dominant effect to To buying decision of food in bangkalan regency.

Keywords : Consumer Behavior, culture, social, personal, psychologys, buying decision.