ABSTRACT

This Study conducted to determine the factors that influence consumer behavior in buying Tea Glass in SMP Kristen 2 Salatiga. The factors were factors of cultural, social, personal, and psychological. The sample used were SMP Kristen 2 students who are in grade 7 and grade 8 numberd 191. Hypothesis testing using multiple linear regression analysis and partial test by t test. The results found that: both together (simultaneously) and partially of cultural, social, personal, and psychological significant positive effect on the purchase decision. The test results showed a variation coefficients of determination effective contribution that can be given by a factor of cultural, social, personal, and psychological on purchasing decisions by 62.3%. Psychological factors were the most dominant factors that influence the decisions in purchasing Teh Gelas by SMP Kristen 2 Salatiga.

Keywords: cultural factors, social, personal, psychological, purchase decision.