

**FACTORS INFLUENCING CONSUMER DECISION FOR BUYING VEGETABLE ABON
PRODUCT AT KUB. LINUWIH GIWANGAN VILLAGE UMBULHARJO SUBDISTRICT
YOGYAKARTA CITY**

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ABSTRACT

This study aims to 1) Analyze the influence of age, education, culture, social, personality, psychological, and income to consumer decisions in the purchase of vegetable abon products in KUB Linuwih. 2) Knowing the reason of consumers in buying or not buying vegetable abon product in KUB Linuwih. The basic method of research using descriptive method. The research method used is survey technique. Methods of data collection using interview techniques, documentation, observation and literature study. The technique of sampling the consumer using accidental sampling technique with sample number 50 people. The analytical technique used logistic regression analysis ie Fit Model Test, Hosmer Test and Lemeshow's Goodness of Fit Test and Wald Test. The results showed that the variables 1) age, personality, psychological, and income had an effect on the decision to purchase vegetable abon in KUB. Linuwih, while education, culture, and social has no effect on the decision of vegetable abon purchase in KUB. Linuwih. 2) 94% Consumer KUB. Linuwih buy vegetable shredded with good taste, want to know more about its product and have consumed, while 6% consumer of KUB. Linuwih who do not buy vegetable abon, with reasons not like / discomfort, not sure of the product, and still rarely consume as much as 6%. This shows that the decision to buy vegetable abon in KUB. Linuwih because it tastes good by consumers.

Keywords: consumer decisions, purchases, vegetable abon.