

FACTORS THAT INFLUENCE CONSUMER DECISIONS IN PURCHASING OSMO-FILTER TEA IN BANDAR LAMPUNG

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This research aimed to analyze the consumer decision-making process in purchasing Osmo-filters tea, and components that affect consumer decision in purchasing Osmo-filters tea in Bandar Lampung. The research was conducted on June to August 2014. The sampling technique used in the research is accidental sampling. The number of respondents were 80 respondents housewife, who met the criteria of being bought Osmo-filters tea and ever consume Osmo-filters tea before. The results showed that the decision-making process in purchasing Osmo-filters tea consists of five stages. At introduction of the needs stage, motivation of consumers in buying Osmo-filter tea was to quench the thirst. At information search stage, consumers Osmo -filter tea in Bandar Lampung get product information from electronic media. At alternative information stage, consumers were considering the taste of Osmo-filter tea. At product consumption, consumers prefer to buy Osmo-filter tea in traditional markets. At post-consumption evaluation stage, almost all consumers were satisfied with the product Osmo -filter tea and will purchasing again. The factors analysis showed that there were four dominant factors that influenced purchasing decisions Osmo -filter tea; the first was promotion factor consists of promotion and influence people, the second was the individual factors consist of resources, culture, and taste. The third factor was the product attributes consist of knowledge of products, price, and content, and the fourth was the practicality factor consists of practicality and experience.

Key words: consumer behavior, factor analysis, Osmo-filter tea.