

## ABSTRACT

This research was aimed at finding empirical evidence about factors affecting consumer behavior in the Sumber Mas Department Store Jember.

This research employed accidental sampling technique. The respondents in the research were consumer, in the Department Store Sumber Mas Jember.

The analysis model used was in the form of multiple linier regression. While the hypothetical test, F-test and t test are used at 5% level of significance.

Following is the results of the research :

1. The first hypothesis was true : education, income, repayment process, price, promotion, location, quality and park had significant effect to consumer behavior of the Department Store Sumber Mas Jember, the finding was based on F ratio  $92,735 > F \text{ tabel } 2,00$  and probability  $0,000E + 00$  and koefisien determinasi ( $R^2$ )  $0,8127$ .
2. The second hypotesis was true because the income of consumer had dominan effect to the consumer behavior of Department Store Sumber Mas Jember than others factors (education, payment process, price, promotion, location, quality and park).

3. Marketing strategy for repeat buying is to give classy card when consumer was buying Rp. 500.000,- oneday in one stroke or consumer was buying Rp. 1.000.000,- on a month and giving coupon prize when consumer buying on a stroke Rp. 20.000,-.

The benefit of this research was as tool to understanding about the consumer behavior of Department Store Sumber Mas Jember. Then able to making good business strategy so that their business can survive and grow and able to compete with others.