ABSTRACT

This research was doing to know the effect of cultural, social, personality and psychology that stimulate the consumer to buy the energy drink.

Data that used in this research have been achieved from questioner data of some respondent in the area selected. The data would analyzed by regression and correlation analyzing.

The result ensure that cultural, social, personality and psychology together have positive effect and significant to buying energy drink decision. This is finding out from F_{hitung} amount bigger than F_{tabel} (60,299>2,6415). Probabilitay number is 0.000 (probabilitas < 0.05). That assumed the first hypotesis was accepted. The Cultural have positive effect and significant to buying energy drink decision. From calculation using SPSS 12.0 is finding out t_{hitung} 3,147 that shown t_{hitung} bigger than t_{tabel} (3,147>2,0227). Probability also give out 0,003 that smaller than 0,05. That assumed the second hypotesis was accepted. The social factor had positive effect and significant to buying energy drink decision. By signification 5 % (α = 0,05), and *degree of freedom* (n-1) = 39 found t_{tabel} 2,0227. From calculation was got t_{hitung} 2,189 so that t_{hitung} was bigger than t_{tabel} (2,189>2,0227). Probability also shown smaller than 0,05 that is 0,035. That assumed the third hypotesis was accepted.The personality factor have positive effect and significant to buying energy drink decision. The personality factor have positive effect and significant to buying energy drink decision. The calculation shown t_{hitung} 2,551 so that t_{hitung} lebih besar daripada t_{tabel} (2,551>2,0227). Probability was 0,015 smaller than 0,05. The meaning is the fourth hypothesis accepted. The last variable is psychology that have positive effect and significant to buying energy drink decision. From the calculation found t_{hitung} 3,614 so that t_{hitung} bigger than t_{tabel} (3,614>2,0227). Probability also showed 0,001 and smaller thani 0,05. This meaning is accepting of fifth hypothesis.

Key words : Cultural, social, personality and psychology.