Abstract:

The objectives of the research are to know the concurrent effects of educational factors of consumers along with the price, quality, distribution, and promotion of mineral drinking water towards the consumers' behavior in purchasing mineral water, and to identify what factors have a dominant effect on the consumers' behavior in purchasing mineral water in Surabaya. After an examination of 200 respondents by means of multiple linear regression method, the study found that: (1) Fcount value is 34.677, meaning that it is larger than Ftable (2.14). This indicates that there are significant concurrent effects of educational factors of consumers along with the price, quality, distribution, and promotion of mineral drinking water towards the consumers' behavior in purchasing mineral water in Surabaya. Thus, the first hypothesis is accepted. (2) Among the independent variables that were examined, price has a dominant and significant effect on consumers' behavior in purchasing mineral drinking water. Thus, the second hypothesis is accepted. (3) Viewed from the effects of individual factors on consumers' behavior in purchasing mineral drinking water, then: (a) Price has a significant effect of 12.15% on the purchase of mineral drinking water. (b) Education and income have a significant effect on the purchase of mineral drinking water. (c) Quality, distribution, and promotion have a significant but little effect on the purchase of mineral drinking water. The findings show that price has a very significant effect. Therefore, companies should take it into first account because there occurs a tight competition among mineral drinking water producers. In addition, the findings suggest that companies pay more attention to educational factors, income, quality, distribution and promotion, since these factors could increase the purchasing volume of mineral drinking water.