

ABSTRACT

This research aims to test the influence between the emotional response and environmental response against consumer purchase behavior over an energy drink product. Limitations of the study, such as the energy drink products Nail Bima Ener-G, Extra Joss, Jreng Hemaviton, M-150, and Krating daeng. The dimensions used in this research is the dimension of emotional response: pleasure, arousal, dominance and environmental response: information rate and sensory stimulus. Data analysis techniques used, namely the validity of the test, test, test the reliability of the classic aumsi (test of normality, multicollinearity, and heterokedastisitas), multiple linear regression test, t-test and F-test statistics, the results of the research. This shows emotional response do not affect consumer purchasing behavior, while environmental response effect on consumer purchase behavior over an energy drink product.

Keywords: Emotional response, environmental response, consumer purchase behavior