

ABSTRACT

Jefrika Simbolon / 1900861201233 / 2024 / *The Influence of Social Factors and Personal Factors on Decision to Purchase SGM Eksplor Formula Milk Products in Jambi City* / Pupu Sopini, S.E., M.M., as 1st advisor and Denny Asmas, S.E., M.Si., as 2nd advisor.

The objectives of this research are as follows: 1) To determine and describe social factors, personal factors and purchasing decisions for SGM Eksplor formula milk products in Jambi City. 2) To determine the influence of social factors and personal factors on purchasing decisions for PT SGM Eksplor formula milk products. Sarihusada Mahardika Generation in Jambi City.

The type of data required and collected in this research is quantitative data. The object of this research is customers of SGM Eksplor Formula Milk in Jambi City. The data source in this research is SGM Eksplor Formula Milk customers in Jambi City who were taken through interviews by distributing questionnaires, the data and information obtained were analyzed descriptively, to analyze customer responses regarding Social Factors and Personal Factors towards Purchasing Decisions using a 5-choice scale.

PT Sarihusada Generasi Mahardhika or Sarihusada (previously spelled as Sari Husada) is a company that is part of Danone Specialized Nutrition in Indonesia. Sarihusada produces various types of nutritional products for children, pregnant women and breastfeeding mothers, consisting of SGM milk for Pregnant & Breastfeeding Mothers, SGM Eksplor 1 PLUS, SGM Eksplor 3 PLUS, SGM Eksplor 5 PLUS, and SGM Eksplor Advance+ SOYA.

Based on the results of multiple linear regression analysis, it was concluded that the regression equation $Y = 6.610 + 0.952 X1 - 0.100 X2$. The value of the Coefficient of Determination (R^2) is 0.581, which means that variations in changes in Y are influenced by changes in X by 58.1%. So the magnitude of the influence of social factors and personal factors on purchasing decisions for SGM Eksplor Formula Milk in Jambi City is 58.1% while the remaining 41.9% is influenced by other factors outside this research such as price, promotions and others.

Partially there is an influence of Social Factors on Purchasing Decisions. This is indicated by the t_{count} value being greater than t_{table} ($10,090 > 1,984$). Partially there is no influence of Personal Factors on Purchasing Decisions. This is indicated by the t_{count} value being greater than t_{table} ($-1.334 > 1.984$).

Keywords: *Social Factors, Personal Factors, Purchasing Decisions*