

## ABSTRACT

**(MUHAMMAD RIZKI Y / 1800861201215 / 2024 / THE INFLUENCE OF CONSUMER BEHAVIOR FACTORS ON PRODUCT PURCHASE DECISIONS AT SAIMEN BAKERY MARKET OUTLETS IN JAMBI CITY / LECTURER I PUPU SOPINI, SE, MM. / LECTURER II ANASEPUTRI JAMIRA, SE, MM.)**

*Consumer behavioral factors play a very important role in purchasing decisions. Therefore, the aim of this research is to describe consumer behavior factors and purchasing decisions in purchasing products, as well as to determine and analyze the influence of consumer behavior factors on purchasing decisions in purchasing Saimen Bakery Market Outlet products in Jambi City simultaneously and partially.*

*The research method in this research is descriptive and quantitative. To analyze the influence of consumer behavior factors on product purchasing decisions at Saimen Bakery Market Outlets in Jambi City. Distributing questionnaires to a population of 51,729 people in 2023, the formula used to find samples is according to Sugiyono (2013:56) so that the sample in this study consists of 100 respondents. Data analysis uses SPSS Ver 22 and uses a simple linear regression model with the calculation  $Y = a + b.X + e$ .*

*Data analysis used SPSS Ver 22 and used a simple linear regression model with Y calculated  $Y = 2.832 + 0.309X_1 + 0.412X_2 + 0.533X_3 + 0.348X_4$ .*

*The coefficient of determination is known from the value  $R^2 = 0.751$  (75.1%), which means Cultural Factors ( $X_1$ ), Social Factors ( $X_2$ ), Personal Factors ( $X_3$ ) and Psychological Factors ( $X_4$ ) on Purchasing Decisions ( $Y$ ) is 75.1 % and the remaining 24.9% is explained by other factors not included in this research model.*

*Based on hypothesis testing, the variables Cultural Factors ( $X_1$ ), Social Factors ( $X_2$ ), Personal Factors ( $X_3$ ) and Psychological Factors ( $X_4$ ) simultaneously and partially have a significant effect on the Purchase Decision variable ( $Y$ ).*

**Keywords: Cultural Factors, Social Factors, Personal Factors, Psychological Factors, Purchasing Decisions.**