

ABSTRACT

This study aims to analyze the influence of the study of factors (cultural factors, social factors, personal factors, and psychological factors) that influence purchasing decisions on consumers of Matahari Department Store Paragon Mall Semarang.

This research is a survey research using a questionnaire instrument. The population used in this study is the consumers of Matahari Department Store Paragon Mall Semarang City. The number of samples used is 100 respondents using accidental sampling method, namely the technique of determining the sample based on anyone who coincidentally meets the researcher can be used as a sample. The instrument validity test used Confirmatory Factor Analysis, while the reliability test used Cronbach's Alpha. The analysis technique used is multiple regression analysis.

The results of this study indicate that personal factors and psychological factors have a positive and significant effect on purchasing decisions, while cultural factors and social factors have no significant effect on purchasing decisions.

Keywords: Cultural Factors, Social Factors, Personal Factors, Psychological Factors, Purchase Decisions