

## **ABSTRACT**

*Related to the increasing living standards and their needs, so people needs will be increase. Behavioral shifting consumer currently shop at modern store. So, the purpose of this research is to analyze factor - factor influence to make consumer's decision to choose at modern store in district of Rembang*

*The variable which is used in this research contains 4 (four) independent variable, culture factor (X1), social factor (X2), personal factor (X3), and psychology factor (X4). There is one dependent variable, purchase decision (Y). The sum of sampling which is used in this research contains 100 respondents who choose modern store in district of Rembang. The methods of sampling used non probability sampling which is used accidental sampling method. In this research, the method of data collection is questioner which used to Likert Scale. This research use instrumental test and double linear regression to analyze the data.*

*The result of the research is independent variable by using culture factor. It takes negative effect which is no significant to purchase decision. Social factor variable also takes positive effect which is no significant all the way. The next variable is personal factor variable and psychology variable take positive effect to purchase decision.*

**Keywords :** *Culture factor, Social factor, Personal factor, psychology factor and purchase decision.*