

ABSTRACT

This research aimed to determine the influence of cultural, social, personal and psychological factors towards purchasing decisions of Gresik cement brand. The research problem refers to the decline of sales and a decrease in the value of Top Brand cement index from year to year. Purchasing decisions made by consumers of Gresik cement are influenced by many factors, some of which are cultural, social, personal and psychological.

This research used a sample of 100 respondents and all respondents are consumers of Gresik cement brand in Semarang. Data were collected through a questionnaire filled out by the respondents when making a purchase. Then the data were analyzed by using multiple regression analysis.

This research resulted in the regression equation: $Y = 0,554 X_1 + 0,244 X_2 + 0,197 X_3 + 0,317 X_4$. The analysis showed that the variables of Gresik cement purchasing decisions are influenced by cultural variables, social, personal and psychological by 60.7% while the remaining 39.7% is explained by other variables outside the four variables used in this study.

Keywords: Purchasing Decisions, Consumer Behavior