

## **ABSTRACT**

*The process of a loss of body ion and the requiring of replacement ion supply is a natural process will be occurred on every human. There're many ways can be done to replace the loss of those ions, for example, by consuming food that needed by our body, but many preferring to take a short cut to supply the loss energy by an energy drink as supplement power source. Energy drink includes as food supplement.*

*One of energy drink is liquid energy drink with brand product M-150 currently has been predefined by people, because of its good efficacy and the unceasing promotion. Many factors may be influencing consumer decision to buy liquid energy drink M-150 such as cultural, social, personal, and psychology.*

*Population of research is all consumers in Central Semarang area who consuming M-150, the author chooses this area because it is a centre of city at Semarang with many retailers are offering their products, one of them is M-150, so that there're many possibilities of consumer to buy its product. Sample of research uses 100 respondents. Sampling method in the research is performed by Accidental Sampling technique. Type of data is primary. Data collecting method uses questionnaire. Analysis technique uses multiple regressions.*

*Analysis result by using SPSS Version 13 demonstrates that: 1) Cultural factor has a significant effect toward buying decision, 2) Social factor has a significant effect toward buying decision, 3) Personal factor has a significant effect toward buying decision, and 4) Psychology factor has a significant effect toward buying decision.*

*Keywords: Cultural factor, social factor, personal factor, psychology factor and buying decision.*