

ABSTRACT

Java Seven is a small business located in Cibaduyut, Bandung. Java Seven was founded in 2008 with sales that continue to increase every year so that it changes the company from an SME to a Small Business. However, in 2020 sales decreased significantly which resulted in the company changing to Micro Enterprises. This is the basis for this research. This study was conducted to determine the factors that influence purchasing decisions at Java Seven Bandung and to determine the dominant factors that can influence purchasing decisions at Java Seven.

This research uses quantitative method with descriptive research type. Sampling was done by non-probability sampling method, with a total of 100 respondents. The data analysis technique used is descriptive analysis and factor analysis. The factors that include this research are Corporate Social Responsibility (CSR), Social Media Marketing, Store Environment, Sales Promotion, Perceived Value, Relative Price, Quality, Style and Design, Learning, Motivation, Personality and Brand Personality, Opinion Leadership, Brand Image, and Location.

Based on the test results of the 14 dimensions tested, resulting in the extraction of two new factors formed including Component I with the name Perceived Value factor with a total of 10,173 with a variance value of 72.661% consisting of Perceived Value, Relative Price, quality, sales promotion, corporate social responsibility, brand image, style and design, store environment, location, and social media marketing and Component II with the name Opinion Leader factor with a total of 1,335 with a variance value of 9.535% consisting of Opinion Leadership, personality and brand personality, Motivation, and Learning .

Keywords: consumer purchasing decisions, Factors, opinion leadership, perceived value