

## **ABSTRACT**

*Purchasing decisions are processes that occur where consumers can choose and evaluate a product or service, often consumers consider various things that suit their needs in the purchase decision process. This study was conducted to determine the results of factor analysis that can influence purchasing decisions for 1 liter packaged products at the Kulo Coffee Shop.*

*The research method used is factor analysis using quantitative methods with non-probability sampling factor analysis with purposive sampling type with the number of respondents as many as 100 respondents. The data collection technique used is the distribution of questionnaires.*

*Keywords: Purchase Decision, Costumer, factor analysis.*