

ABSTRACT

This research aims to determine various aspects that influence consumer purchasing decisions. The questions asked in this research include taste quality, product variety, presentation consistency, ingredient quality, price, service, promotion and consumer experience. The method used in research is the Quantitative method. With quantitative research. In this research there is variable X (Consumer behavior) and variable Y (Purchase Decision).

Researchers used survey methods to collect primary research data through online questionnaires, namely Google Form. Research data used primary data, namely questionnaires and secondary data, namely previous research literature.

Apart from that, the type of data in this research uses ordinal data where the data has a certain level, namely from the lowest to the highest and vice versa by using a Likert scale in assessing questionnaires by respondents, the type of data used is ordinal data.

By understanding consumer behavior and the factors that influence it, we as buyers can make smarter and more informed purchasing decisions in the future. This research not only provides a clearer picture of which variables have the greatest influence on purchasing decisions, but also helps in understanding the dynamics behind the purchasing decision making process.

Keywords: Purchase decision, taste quality, price, promotion