ABSTRACT

The coffee industry is one of the business opportunities today. Coffee production in Kuningan Regency continues to increase, not only attracting Coffee shops but now also targeting the export market to expand its product marketing.

The purpose of this research is to identify the factors that influence purchasing decisions for Lembayung Coffee, as well as to determine which factor has the most dominant impact on those purchasing decisions.

In this study, the method used is quantitative research. Quantitative methods are those that can be measured and assessed objectively. This research employs descriptive data analysis techniques through the distribution of *questionnaires, observations, interviews, and literature studies.*
Based on the results of the factor analysis through KMO and Measure of Sampling Adequacy (MSA), followed by the use of Principal Component Analysis (PCA), it was found that there are 6 factors influencing the purchasing decisions of Lembayung Coffee. These include family habits with a factor loading value of 69.0%, affordability with a factor loading value of 73.4%, price with a factor loading value of 72.3%, income with a factor loading value of 72.5%, taste with a factor loading value of 70.6%, and lastly, reviews with a factor loading value of 70.6%.

Keywords: *Factor Analysis, Purchase Decisions, Consumer Purchases*