

ABSTRACT

Factors Influencing Consumer Behavior Towards Packaged Cooking Oil Purchasing Decisions in Bengkulu City

By:

Revi Yuliana
Student ID: 20060023

With the increasing levels of education and economic status of the community, there are several factors that make packaged cooking oil a preferred choice for consumers. Cooking oil packaged in pouches and bottles is considered more hygienic and cleaner compared to bulk cooking oil, leading to the emergence of various cooking oil brands. This study aims to determine (1) Factors influencing consumer behavior. (2) Purchasing decisions of packaged cooking oil. This research was intentionally conducted with a quantitative approach and utilized the SPSS application. The location was intentionally chosen due to its highest population in the Province of Bengkulu. The results of this study indicate that the average purchase level of packaged cooking oil is 2.14 (Low), and to understand and enhance the purchase of packaged cooking oil, market research and trends need to be conducted. The results of multiple linear regression analysis show that independent variables (X variables) such as the price of the product itself (packaged oil) (X1), Our oil price (X2) Complementary (X3), net family income (X4), Number of family members (X5) Healthy living motivation (X6) collectively influence the dependent variable (Y variable) purchasing decision.

Keywords: Consumer Behavior, Purchasing Decisions of Packaged Cooking Oil

