

## **FACTORS INFLUENCING CONSUMERS' PURCHASING DECISIONS AT DAPUR WOCI IN KEPAHANG REGENCY**

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### **ABSTRACT**

*Dapur Woci in Kepahiang Regency offers a variety of food every day, according to the tagline "Masakan Khas Daerah" which means providing various dishes with various regional flavors from vegetables to side dishes, there are around 10 types of vegetables, 15 types of side dishes and 8 types of food, and Dapur Woci location is in Tebat Monok Village in Kepahiang Regency. This study aims to find out what factors influencing consumers' purchasing decisions at Dapur Woci in Kepahiang regency. The samples in this study were 100 customers who shopped at Dapur Woci in Kepahiang regency. Data were collected using a questionnaire and the analysis methods used were multiple linear regression, determination tests and hypothesis tests. The results of the multiple linear regression equation show the equation  $Y = 5.139 + (-0.208)$  Cultural factors are not significant in consumers' purchasing decisions at Dapur Woci in Kepahiang regency, this can be seen with a significant value of 0.334 which is greater than 0.05. Social factors have a significant influence on purchasing decisions at Dapur Woci, this is proven by the value of 0.024, which is smaller than 0.05. Personal factors have a significant influence on consumers' purchasing decisions at Dapur Woci in Kepahiang regency. This is proven by a significant value of 0.011 which is smaller than 0.05. Psychological factors have a significant influence on consumers' purchasing decisions at Dapur Woci in Kepahiang regency, this is proven by a significant value of 0.001, which is smaller than 0.05. It can be concluded that only social factors and personal factors, psychological factors are significant in consumers' purchasing decisions at Dapur Woci in Kepahiang regency, this is proven by a significant value of 0.000 which is smaller than 0.05.*

**Keywords: Cultural Factors, Social Factors, Personal Factors, Psychological Factors, Purchasing Decisions.**

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