

## **ABSTRACT**

**RAHMA YUNITA**, *An Analysis of Consumer Behavior in Purchasing Decisions of Lumpia Pisang Nutella (Lupinut) MSME in Bengkulu City, Supervised by Eko Sumartono, S.P., M.Sc and Herri Fariadi, S.P., M.Si*

*This study was conducted with the aim of analyzing consumer behavior in purchasing decisions of Lumpia Pisang Nutella products and identifying the factors that influence consumer purchasing decisions of Lumpia Pisang Nutella. The study was conducted purposively at Lumpia Pisang Nutella (Lupinut) MSME in Bengkulu City. Data for this study were obtained using quantitative descriptive analysis with a multiple linear regression approach (SPSS version 25). The types of data used included primary data in the form of observations and questionnaires completed by 60 respondents using accidental sampling techniques, as well as secondary data in the form of documentation. Based on the research findings, it was determined that cultural, social, consumer characteristics, psychological, and product factors influence their decision to purchase Lumpia Pisang Nutella (Lupinut) MSME product. Additionally, the cultural variable, consumer characteristics, psychology, and product partially influence purchasing decisions of Lumpia Pisang Nutella (Lupinut) MSME product, while the social variable does not influence purchasing decisions of Lumpia Pisang Nutella (Lupinut) MSME product.*

**Keywords:** *Consumer Behavior, Purchasing Decision, Lumpia Pisang Nutella (Lupinut) MSME*

