

Cultural, Social, Personal, Psychological Based on Purchase Decisions

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ABSTRACT

The purchase decision is an important thing and will affect the achievement of company goals. Purchasing decisions are influenced by culture, social, personal and psychological so that business actors must pay attention to this so that consumers are interested in making purchases. This study aims to determine the influence of culture, social, personal and psychological on purchasing decisions at the Bata Tajur shoe store. The method used is multiple linear regression analysis with a sample of 100 respondents. The result showed that simultaneously and partially cultural, social, personal and psychological variables had a positive and significant affect on purchasing decisions for Bata Tajur shoes.

Keywords: Culture, Social, Purchase decisions

