

## **ABSTRACT**

Increased car sales from year to year reflecting the need for means of transportation, especially cars that have an impact on increasing the number of innovations made by car manufacturers to gain consumer. One innovation is to create inexpensive and environmentally friendly cars or low cost green car (LCGC) whose sales are increasing and demand by consumers. In the purchase decision process in which affected consumer behavior that consists of cultural factors, social factors, personal factors, and psychological factors.

The purpose of this study was to determine the effect of consumer behavior that consists of cultural factors, social factors, personal factors, and psychological factors simultaneously and partially and most dominant variable influence on product purchasing decisions LCGC car in Bandung.

This study uses a quantitative method of research types causal. The results showed that the behavior of consumers of cultural factors, social factors, personal factors, and psychological factors simultaneously significantly influence purchasing decisions LCGC car in Bandung. Partially cultural factors, personal factors, and psychological factors significantly influence purchasing decisions LCGC car in Bandung but cultural factors have a negative correlation direction. Meanwhile, social factors do not significantly influence the purchasing decisions LCGC car in Bandung. Psychological factor is the most dominant variable influence on purchasing decisions LCGC car in Bandung.

Keywords : Consumer Behaviour, Purchase Decision, Low Cost Green Car