

## **ABSTRACT**

*Bandung, the city of government make efforts to reduce traffic jam with switch using public transportation. Means of transportation are required in order to provide facilities that are safe, comfortable, fast, and competitive prices. Bus DAMRI is the only one of mass transportation in Bandung who has committed rejuvenation fleet. Consumer behavior is a factor in influencing buying decision process. This research aims to understand the influence of consumer behavior towards buying decision process transportation services DAMRI bus transportation unit in bandung.*

*The theory that used in this research is the theory according to Kotler and Amstrong. According to Kotler and Amstrong (2008:159) consumer purchases is highly influenced by cultural, social, personal, and psychological factors. There are five stages that will be passed consumers in the purchase decision process (Kotler & Amstrong, 2008:179), are need recognition, information search, evaluation of alternatives, purchase decision, and post purchase behavior.*

*The method used in this research is descriptive and causal methods with quantitative approach. In this research, primary data obtained from questionnaires with a sample of 270 respondents using accidental sampling technique and processed using multiple linear regression analysis using SPSS version 21.0*

*The results of multiple regression analysis get equation  $Y = 1,361 + 0,054X_1 + 0,024X_2 + 0,304X_3 + 0,275X_4$ , based on the results of the F test obtained  $F_{counted} (28,653) > F_{table} (2,405)$ , based on the results of the T test obtained cultural factors  $T_{counted} (1,368) < T_{table} (1,968)$ , social factors  $T_{counted} (0,576) < T_{table} (1,968)$ , personal factors  $T_{counted} (5,305) > T_{table} (1,968)$ , and psychological factors  $T_{counted} (5,696) > T_{table} (1,968)$ . And based on the test of determination, the amount of the effect ( $R^2$ ) of variable X to variable Y is 30,2% and while the 69,8% influenced by others variables that are not included in this research.*

*The results of descriptive analysis showed that buying decision process positively influenced by cultural, social, personal, and psychological factors. Based on the results of the F test showed that all independent variables studied had a significant influence on buying decision process. Based on the results of the T test showed that partially cultural factors and social factors are not significantly influence on buying decision process, personal factors and psychological factors are significantly influence on buying decision process.*

**Keywords :** Cultural, Social, Personal, Psychological, Buying Decision Process