

## ABSTRACT

The purpose of this study is to examine the influence of consumer behavior (cultural, social, personal, and psychological) on purchasing decisions whether these factors have influence for the occurrence of purchases through the site Modifikasi.com. Modifikasi.com which is one of the companies that move as a portal provider of sales services special needs automotive modification is one of the largest in Indonesia. With a variety of existing competitors, the company strives to keep consumers in making decisions to use Modifikasi.com as a means to meet the needs of automotive consumers, especially in the city of Bandung, which is happening an increasing trend of automotive modification. Sampling technique using purposive sampling which is part of non probability sampling with likert scale. Data analysis technique using multiple linear regression is processed using SPSS software (Statistical Product Moment and Service Solution) version 20.0 for windows. The results of the study found that consumer behavior (cultural, social, personal, and psychological factors) on modification.com of each as a whole is in good criteria of public assessment.

**Keywords:** Consumer behavior, purchasing decision, Modifikasi.com, multiple linear regression