

ABSTRACT

The development of the corporate world who rapid and accompanied by advanced technology, leading to intense competition among entrepreneurs. This spurred entrepreneurs to create a range of products with the promise of excellence and high quality.

Consumers as buyers and users of the product to meet their needs is exposed to a wide variety of choices that are offered on the market. The purchase decision of a consumer product that is done often fickle and not easy to understand just what they did, then a lot of approach to the consumers who do marketers or seller so that they can successful in marketing their products and achieve optimal results. In addition consumers often buy a product according to taste and desires. But if traced deeper, actual consumer purchases made decisions based on many factors.

This research was conducted using qualitative method through media question the population who use cards of sympathy in Bandung with a sample of 100 respondents. Kusioner are distributed to the respondents to use the likert scale in complete with various engineering data collection. Whereas, in terms of the research testing using the test validity and test reabilitas with a descriptive analysis techniques.

Keywords: Factors, purchase decisions and with descriptive analysis techniques