

## **ABSTRACT**

*This study aims to find out and analyze the factors that drive consumer purchasing decisions of Narapati Indah Syariah Boutique Hotel & Convention. Also to find out the most dominant factors in encouraging consumer purchasing decisions of Narapati Indah Syariah Boutique Hotel & Convention.*

*The population in this study were consumers or guests of Narapati Indah Syariah Boutique Hotel & Convention. This research is quantitative descriptive. Sample collection is done by distributing questionnaires, using nonprobability sampling method with purposive sampling technique which is as many as 100 guests Narapati Indah Syariah Boutique Hotel & Convention. This study uses factor analysis techniques to look for factors that drive consumer purchasing decisions Narapati Indah Syariah Boutique Hotel & Convention.*

*The results of this study indicate that there are two new factors that are formed in encouraging purchasing decisions on Narapati Indah Syariah Boutique Hotel & Convention consumers, namely, Product Selection Factors of 46.58% and Amount of Purchase Factors of 13.99%. Thus, the total percentage of variance of the two factors is 60.57%.*

**Keywords:** *factor analysis, purchasing decision*