

ABSTRACT

This research discusses to study and analyze the factors that influence consumer purchasing decisions in Bandung Elzatta. Also to understand the most dominant factor in influencing consumer purchasing decisions Elzatta in Bandung.

This study uses factor analysis techniques to look for factors that influence consumer purchasing decisions in Bandung Elzatta. The population in this study is Elzatta consumers in Bandung. This research is quantitative descriptive. Sampling was done by interview, using the method of nonprobability sampling with purposive sampling technique that is as many as 100 respondents.

The results showed that 2 factors were formed in influencing purchase decisions on Elzatta consumers in Bandung namely, Brand Selection Factor 53.142% and External Factors 13.733%. Accordingly, the total percentage of variance from the two factors is 66.875%.

The conclusion of this study, presented two factors that are formed that can influence consumer purchasing decisions Elzatta in Bandung. Where the first factor is brand choice, product choice, distribution choice, internal, time of purchase, number of purchases, siteional and the second factor is external factor.

Keywords: *factor analysis, purchasing decisions, brand choice, external.*