

ABSTRACT

This study was conducted to determine the results of the analysis of factors that influence the purchase decision of Bradermaker in this study there is a phenomenon that there are consumers of Bradermaker who are not satisfied with the quality of service, product quality that has an impact on purchasing decisions.

This study uses a non-probability sampling technique, namely purposive sampling. Non-probability sampling is a sampling technique that does not provide opportunities or opportunities for each element or member of the population to be selected as a sample (Sugiyono 2018:84). The technique that will be used in this research is purposive sampling, namely taking samples by setting specific characteristics that are in accordance with the research objectives so that it is expected to answer research problems, in this study using the Isaac and Michael Formula Tables. So, the sample in this study amounted to 272 consumers who have made a purchase at a bradermaker with an error of 10%.

Based on the results of the descriptive analysis that has been carried out, it can be seen that the assessment of respondents who are consumers of 272 consumers who have made purchases at bradermaker, on purchasing decision factors, are in the high category, the highest respondent's responses are in the dimensions of the number of purchases on statement item two Twenty-three regarding buying a bradermaker product other than to fulfill their needs obtained a percentage score of 71.62%, while the lowest respondent's response was on the product choice dimension on the sixteen statement item regarding the bradermaker often participating in exhibitions which obtained a percentage score of 66.32%.

Based on the results of research on "Analysis of Factors Affecting Bradermaker Purchasing Decisions", the conclusion is obtained. The results of data analysis show that internal, external, situational factors, product choice, brand choice, supplier choice, purchase time and number of purchases, are factors- factors that influence consumers in deciding to buy Bradermader products.

Keywords: *Service Quality, Marketing, Purchase Decision*