

ABSTRACT

The COVID-19 pandemic that hit Indonesia made the Indonesian economy also experience a decline. According to data from BPS, Indonesia's purchasing power decreased by 2.18% in the first quarter of 2020. This decline in purchasing power also had an impact on Small and Medium Enterprises (SMEs). One of the SMEs affected by this pandemic is the gold jewelry UKM, namely Toko Mas Winna. At the beginning of the pandemic, there was a total loss of income due to the initial Large-Scale Social Restrictions (PSBB). Coupled with the price of gold which had increased quite sharply. However, over time, in the midst of a pandemic with declining purchasing power, there is still enthusiasm from asking consumers to buy gold jewelry. Based on consumer buying requests for purchases at Mas Winna Stores, the researchers are interested in knowing the factors that influence purchasing decisions at Mas Winna Stores.

Based on the level of explanation, this research is included in descriptive research. Meanwhile, based on data analysis, this research is included in quantitative research. This study uses ascale Likert's with the population used are customers from Toko Mas Winna who have made purchases during the COVID-19 pandemic. The sample used is non- probability sampling with a purposive sampling method on 100 respondents. This study uses two types of data in data collection techniques, namely primary data and secondary data. For the data analysis technique, factor analysis technique was used using SPSS 25.

In the results of this study, it is known that there is one factor that is most prominent in purchasing decisions at Mas Winna Shop. This factor is called the perception factor. This factor has an influence of 72.5% on purchasing decisions at Toko Mas Winna. In addition, there are other variables that also influence purchasing decisions at Mas Winna Stores, which among others, if sorted by percentage of influence, namely attitudes, ultimate goals, personality, marketing mix, influence and goal hierarchy, age and cycle, status, occupation and economics, learning, family, sociocultural, non-commercial sources, motivations, opinions, needs and desires, references, beliefs, sub-cultures, personalities and attitudes, lifestyles, knowledge, and culture.

Keywords: Marketing, Consumer Behavior, Purchase Decision, Factor Analysis, Toko Mas Winna