

## **ABSTRACT**

This study aims to identify and analyze the key factors that influence consumer purchasing decisions of fish at Batuphat Timur Market, located in Muara Satu Subdistrict, Lhokseumawe City. The Analytical Hierarchy Process (AHP) method was employed to evaluate the decision-making process based on four primary criteria: price, location, fish quality, and market conditions. A total of 50 respondents were selected using an accidental sampling technique. The findings reveal that price is the most influential factor, with a priority weight of 38%, followed by location (31%), fish quality (16%), and market conditions (15%). Furthermore, Batuphat Timur Market was consistently preferred over alternative markets across all criteria. The study concludes that consumers in traditional markets prioritize affordability and accessibility over other considerations. These insights are useful for market vendors and local policymakers in improving market competitiveness and consumer satisfaction.

**Keywords:** Purchasing Decision, Fish Market, Traditional Market, AHP