

## ABSTRACT

The rapid development of micro, small, and medium enterprises (UMKM) in the food processing sector has intensified competition, requiring business actors to better understand consumer purchasing behavior in order to remain competitive. In this context, identifying the factors that influence consumer purchasing decisions is essential for improving marketing strategies and business sustainability. The purpose of this study is to analyze the factors affecting consumer purchasing decisions for milk sponge cake at UMKM Bolu Susu Bunda Lisa in Dewantara District, North Aceh Regency. This research employs a quantitative method with an accidental sampling technique involving 50 respondents, where data were analyzed using multiple linear regression and transformed using the Method of Successive Interval (MSI). The results of the study show that simultaneously (F-test), the variables of product quality, price, place, and promotion have a significant effect on purchasing decisions with a significance value of  $0.001 < 0.05$ . Partially (t-test), the promotion variable has a significant positive effect (sig.  $0.007 < 0.05$ ), while product quality, price, and place have a positive but statistically non-significant impact in this model. The coefficient of determination ( $R^2$ ) indicates that these four variables explain a certain percentage of the decision, suggesting that optimizing marketing strategies is key to maintaining competitiveness.

**Keywords:** *purchasing decision, product quality, price, place, promotion, UMKM.*