

ABSTRACT

The number of businesses like coffee shops (warkop) in Lhokseumawe City makes every business actor required to implement the right strategy in capturing the hearts of consumers so that they can continue to visit that the company's income can increase. Therefore, this research aims to analyze the factors that influence consumer behavior in purchasing decisions about filter coffee at R2 Coffee, Lhokseumawe City. This research was conducted at R2 Coffee Shop. The sample was taken by the Accidental Sampling method, with the number of samples taken as many as 75 respondents. The results of this research using multiple linear regression model analysis obtained the equation $Y = 0.720 + 0.680X_1 - 0.433X_2 + 0.146X_3 + 0.549X_4$. The coefficient of determination (Adjust R²) is 0.705 or equal to 70.5%. The percentage of influence of cultural factors, social factors, personal factors and psychological factors that can explain the decision to purchase filtered coffee is 70.5%, namely the remaining 29.5% is influenced by other variables outside the model which are not included in this research. The results of the F test simultaneously influence aspects of cultural factors, social factors, personal factors and psychological factors on the decision to purchase filter coffee. Meanwhile, for the partial t test results, cultural factors, social factors and psychological factors influence purchasing decisions and personal factors do not significantly influence filter coffee purchasing decisions.

Keywords: Cultural factors, psychological factors, personal factors, social factors, purchase decision