

ABSTRACT

The purpose of this study is to analyze the influence of the psychological factors to consumer purchasing decision on Extra Joss product in Palembang. The factors are motivation, perception, learning, and the attitude. The population of this study are consumers who consume Extra Joss in Palembang. Samples for this research are 100 respondents using purposive sampling method. The research also use questionnaire for data collection technique. Hypothesis test using multiple regression analysis method with help of SPSS ver. 17. The result of analysis show that the psychological factors such as motivation, perception, learning, and attitude significantly influence the consumer purchasing decision on Extra Joss product in Palembang.

Keywords: Purchasing decision, psychological factors, motivation, perception, learning, and attitude