

**ANALISIS FAKTOR-FAKTOR YANG MEMPENGARUHI  
KEPUTUSAN PEMBELIAN KONSUMEN MINYAK GORENG  
SAWIT CURAH DI PASAR LEGI KELURAHAN SETABELAN  
KECAMATAN BANJARSARI KOTA SURAKARTA**

**Oleh : Indriyati Septi Ananda**

**Dibimbing Oleh : Budiarto dan Indah Widowati**

**ABSTRAK**

Penelitian ini bertujuan untuk menganalisis pengaruh faktor produk, harga, tempat, budaya, kelompok referensi, kelas sosial dan motivasi terhadap keputusan pembelian konsumen minyak goreng sawit curah di Pasar Legi Kota Surakarta. Penelitian ini menggunakan metode dasar deskriptif. Metode pelaksanaan secara survey. Metode penentuan lokasi secara *purposive sampling*. Metode pengambilan sampel secara *purposive sampling* dengan jumlah sampel 80 responden. Metode pengumpulan data dengan observasi, wawancara dan dokumentasi. Teknik analisis data menggunakan analisis regresi linier berganda. Hasil penelitian menunjukkan bahwa faktor produk, harga, tempat, budaya, kelompok referensi, kelas sosial dan motivasi mempengaruhi keputusan pembelian konsumen minyak goreng sawit curah di Pasar Legi Kota Surakarta.

**Kata Kunci :** Faktor Keputusan Konsumen, Produk, Harga, Tempat, Budaya, Kelompok Referensi, Kelas Sosial, Motivasi

**AN ANALYSIS OF FACTORS INFLUENCING CONSUMERS  
PURCHASING DECISIONS OF BULK PALM COOKING OIL  
AT LEGI TRADITIONAL MARKET, SETABELAN SUB-DISTRICT  
BANJARSARI DISTRICT, SURAKARTA CITY**

**By Indriyati Septi Ananda**

**Guided by Budiarto and Indah Widowati**

**ABSTRACT**

*The objectives of this research were to analyze the effect of the product, price, place, culture, reference group, social class, and motivation factors on consumers purchasing decisions of bulk palm cooking oil at Legi Traditional Market, Surakarta City. The method used descriptive research. The implementation method used the survey method. The method of determining the location used the purposive method. The sampling method used purposive sampling with a total sample of 80 respondents. The methods of collecting data used observations, interviews and documentations. The data analysis technique used descriptive analysis and multiple linear regression analysis. The results showed that product, price, place, culture, reference groups, social class, and individual motivation factors influence the consumers purchasing decisions of bulk palm cooking oil at Legi Traditional Market, Surakarta City.*

**Keywords** : *Consumer Decision, Product, Price, Place, Culture, Reference Group, Social Class, Motivation.*