

ABSTRACT

This research is aimed to determine the factors that influence consumer purchasing decisions SINDO newspaper in Central Jakarta, and how the trend of consumer behavior in the future according to the discriminant equation formed.

The type of data in this study is qualitative into quantitative, the population in this study is 100 respondents. The sample selection technique using Non-Probability Sampling types of purposive sampling. Data was collected using a questionnaire with Likert scale for product, price, place, promotion and brand image while making a purchasing decisions in a category scale (yes / no). The analytical method used is discriminant analysis.

Based on the results of data analysis using SPSS 17 shows that the product, price, place, promotion and brand image influence purchasing decisions. With the value of the discriminant equation as follows: $D = -12\ 892 + 2,454 \text{ (Product)} -1582 \text{ (Price)} + 1.388 \text{ (Place)} + 1.323 \text{ (Promotion)} + 1,201 \text{ (Brand Image)}$ with the value of the discriminant model accuracy by 74%.

Keywords: Product, Price, Place, Promotion, Brand Image, Purchasing Decision