

## ***ABSTRACT***

ANDINI AGUSTIANINGTYAS. *Analysis of Factors Affecting Cunsomer Decision to Porchase in Cajuput Oil Cap Lang (Case Study of Region Tangerang)*. (Guided by I'in Endang Mardiani).

This study aims to determine the factors that influence cunsomers in making purchasing decisions cajuput oil Cap Lang and to determine the dominant factor in influencing purchasing decisions cajuput oil Cap Lang.

The methodology used in sampling is quota samping method with the total sample of 150 respondents from questionnaires with 34 indicator questions relating to the attributes of the product factors, price factors, distribution factors, promotion factors, social factors, and psychological factors.

Analyses were performed by using validity, reliability, and factor analysis. The result of research shows that are 8 factors were named function factors, virtue factors, cunsomer understanding factors, social factors, price factors, distribution factors, defense factors, and interest factors.

The dominant factor in the purchase of cajuput oil Cap Lang is a function factors consisting of product factors and psychological factors based on eigenvalue of 8028.

Keywords : Product, Price, Distribution, Promotion, Social Factors, Psychological Factors, Buying Decision