

ABSTRACT

This study aims to determine and analyze the influence of consumer behavior which consists of cultural, social, personal and psychological factors, as well as the reason that psychological factors are the most dominant influence on purchasing decisions for Jellys "Pure Soap" body whitening soap product in the residential area of Gading Serpong, which was distributed in June 2021 to 100 respondents through a questionnaire and was tested using a Likert scale with accidental sampling technique. The two hypothesis were analysed with multiple regression analysis using SPSS 26 after testing the validity and reliability. The results of the study answered that the variables of cultural, social, personal and psychological factors simultaneously had a significant influence, and psychological variables namely motivation, perception and product knowledge had a dominant influence on purchasing decisions for the Jellys "Pure Soap" brand body whitening soap product. Further research is needed for other researchers to examine other variables not included in this study.

Keywords: *consumer behavior, purchasing decisions, accidental sampling*