

ABSTRACT

The large selection of sanitary product brands that are popular in Indonesia is a challenge for companies to develop and sell better products, so that consumers can buy the product. The purpose of this study is to analyze the factors that influence consumer behavior in purchasing decisions for sanitary products, ONDA brand. The data collection method used a questionnaire with a sample size of 144 respondents who knew and had bought Onda products. The sampling technique of non-probability sampling is accidental sampling. The data analysis technique used multiple regression. The results show that cultural, social, personal, and psychological factors together have a fairly strong positive influence (71.5%) on the purchasing decision of Onda's sanitary products. Personal factors are the variables that have the most dominant influence on the purchasing decision for Onda products.

Keywords: *cultural, social, personality, psychological, purchasing decisions*