**PENGARUH FAKTOR SOSIAL, PRIBADI, PSIKOLOGIS, DAN BUDAYA TERHADAP KEPUTUSAN KONSUMEN UNTUK MENGUNJUNGI DAN MENGKONSUMSI DONUT DI MOKKO *FACTORY* DONUT PLAZA ANDALAS PADANG**

**Andi Antha Kusuma1, Listiana Sri Mulatsih2, Linda Wati2**   
1Student Department of Management , Faculty of Economics , University of Bung Hatta

2Lecturer Department of Management , Faculty of Economics , University of Bung Hatta

E-mail :[*andy.antha@yahoo.co.id*](mailto:andy.antha@yahoo.co.id) [*economiciana@yahoo.com*](mailto:economiciana@yahoo.com)[*l11nda@yahoo.co.id*](mailto:l11nda@yahoo.co.id)

***Abstract***

This research is purposed to know the influences of social, personal, psychological, and culture factors to the puchase decision of consumer at Mokko *Factory* Donut. This research uses accidental sampling technique. The samples wich used are 100 respondents. The kind of data that is used is primer data through questionare spreading. The data analysis method wich used is descriptive and inferential analysis. Hypothesis testing by using T-test statistic examination to prove the influences of social, personal, psychological and culture factors to the purchase desicion of cosumers at Mokko *Factory* Donut Padang. The suggetion of the researcher for the company side that the company ought to pay more attention to social, psychological, and culture factors, because based on the result of this research proves that these factors influencing the purchase decision of consumers to Mokko *Factory* Donut at Andalas Plaza, Padang.

*Keywords : Social Factor, Personal Factor, Psycholigical Factor, Culture Factor, Purchase Decision*