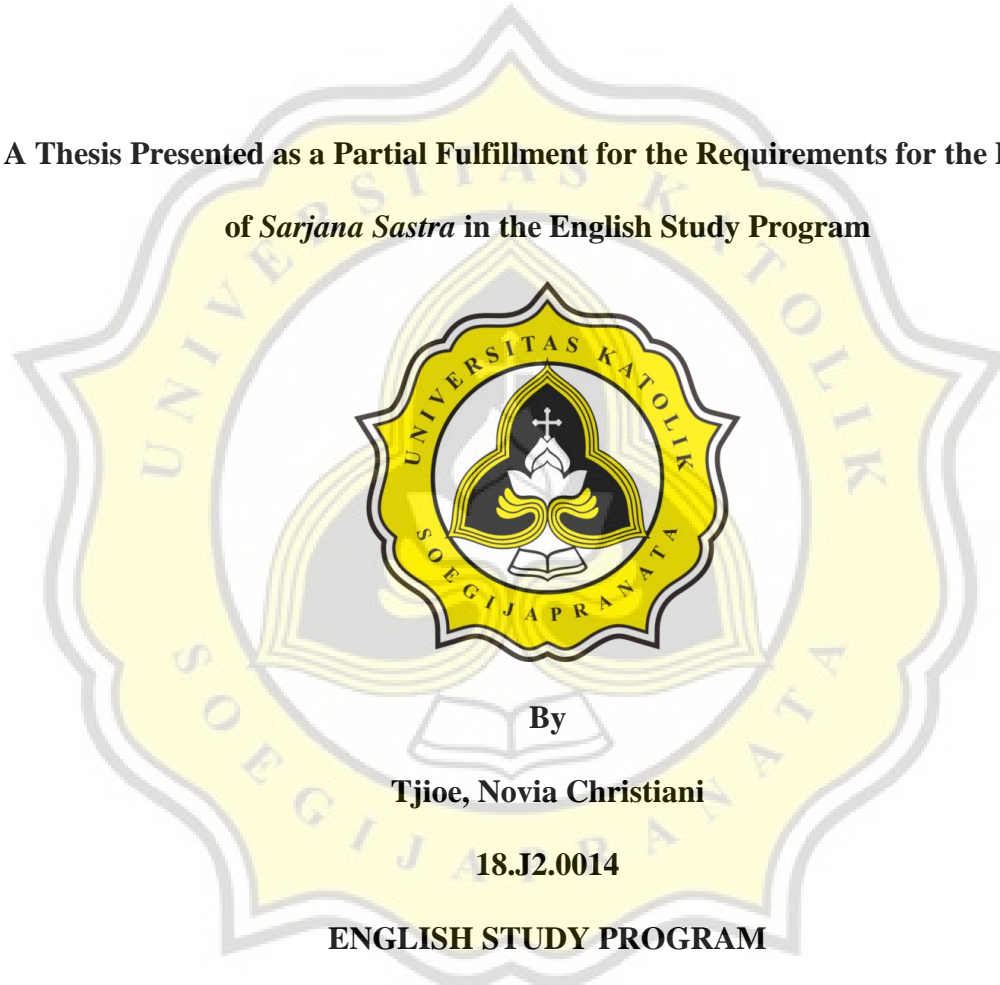


**FACTORS AFFECTING HAPPY DOGGY PET SHOP
CONSUMERS' BEHAVIOR IN BUYING DECISION
PROCESS WHEN PURCHASING PETS**

**A Thesis Presented as a Partial Fulfillment for the Requirements for the Degree
of *Sarjana Sastra* in the English Study Program**



By

Tjioe, Novia Christiani

18.J2.0014

ENGLISH STUDY PROGRAM

FACULTY OF LANGUAGE AND ARTS

SOEGIJAPRANATA CATHOLIC UNIVERSITY

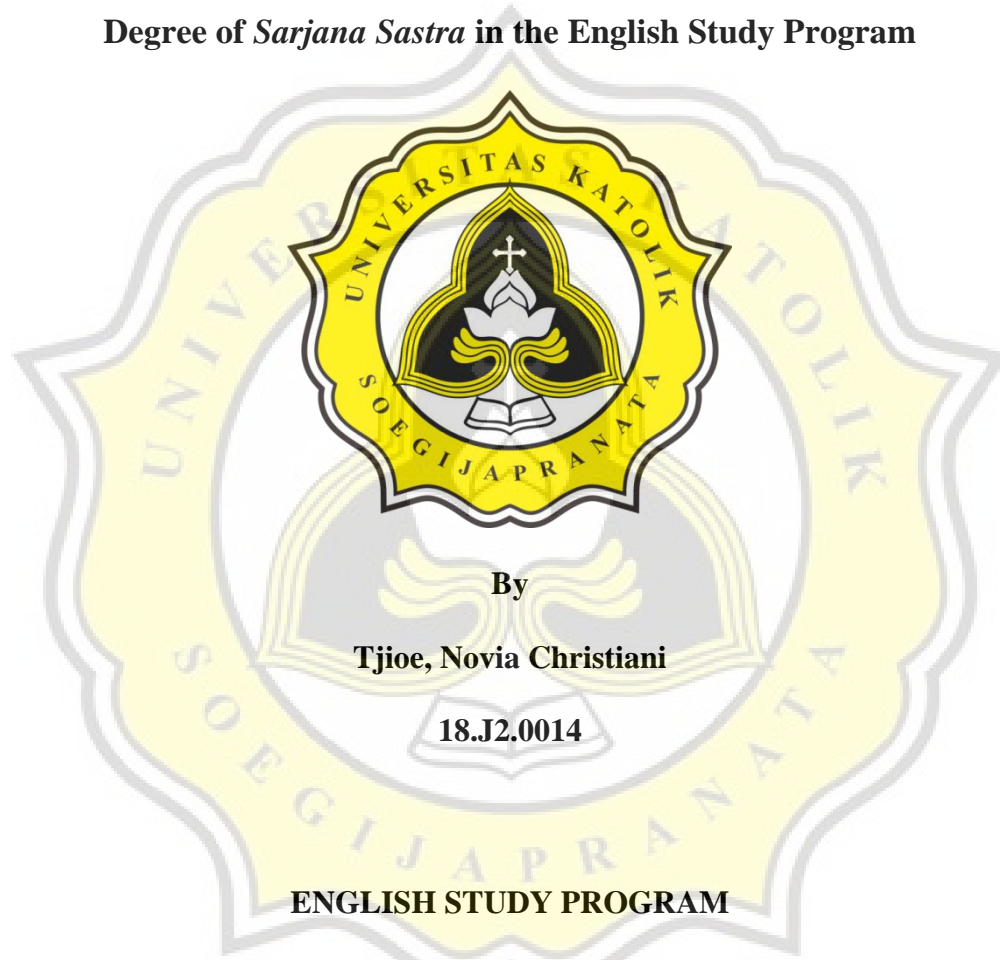
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ABSTRACT

This research aimed to determine the customers' preference to purchase poodles and corgi dog breeds and determine factors influencing customers to purchase pets. Four main factors could be affecting the customer's behavior. They are cultural, social, personal, and psychological factors. To find which factors affect the most, this study used a qualitative research method by interviewing six *Happy Doggy Kennel* customers. All of these factors are affecting the buying decision of pet customers. The most affecting factors are psychological factors, followed by personal, social, and cultural factors. This research concluded that all customers have their preferences, so there are no certain kinds of pets that attract the majority of buyers.

ABSTRAK

Penelitian ini bertujuan untuk mengetahui preferensi konsumen dalam membeli hewan peliharaan anjing corgi dan poodle serta untuk mengetahui faktor-faktor yang mempengaruhi konsumen dalam membeli hewan peliharaan. Ada empat faktor utama yang dapat mempengaruhi perilaku pelanggan yaitu faktor budaya, sosial, pribadi, dan psikologis. Untuk mengetahui faktor mana yang paling berpengaruh, penelitian ini menggunakan metode penelitian kualitatif yang dilakukan dengan melakukan wawancara kepada enam pelanggan *Happy Doggy Kennel*. Semua faktor tersebut mempengaruhi keputusan pembelian konsumen hewan peliharaan. Faktor psikologis paling berpengaruh diikuti oleh faktor personal, faktor sosial, dan terakhir faktor budaya. Penelitian ini menyimpulkan bahwa semua pelanggan memiliki preferensi masing-masing, sehingga tidak ada jenis hewan peliharaan tertentu yang memiliki pembeli terbanyak.

