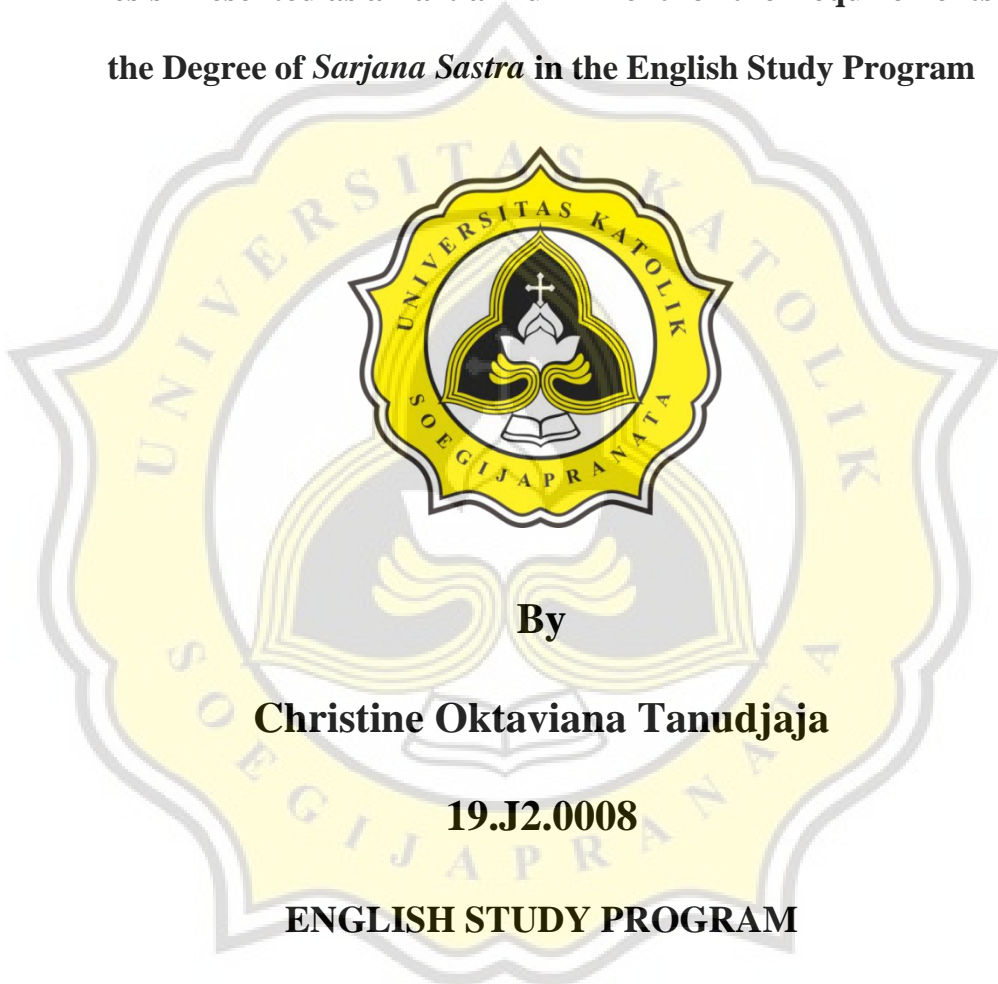


**FACTORS AFFECTING CONSUMERS' BEHAVIOR
IN BUYING DECISION PROCESS WHEN
PURCHASING FLOWER BOARDS**

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



By

Christine Oktaviana Tanudjaja

19.J2.0008

ENGLISH STUDY PROGRAM

FACULTY OF LANGUAGE AND ARTS

SOEGIJAPRANATA CATHOLIC UNIVERSITY

SEMARANG

2023

**FACTORS AFFECTING CONSUMERS' BEHAVIOR IN
BUYING DECISION PROCESS WHEN PURCHASING
FLOWER BOARDS**

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



By

Christine Oktaviana Tanudjaja

19.J2.0008

ENGLISH STUDY PROGRAM

FACULTY OF LANGUAGE AND ARTS

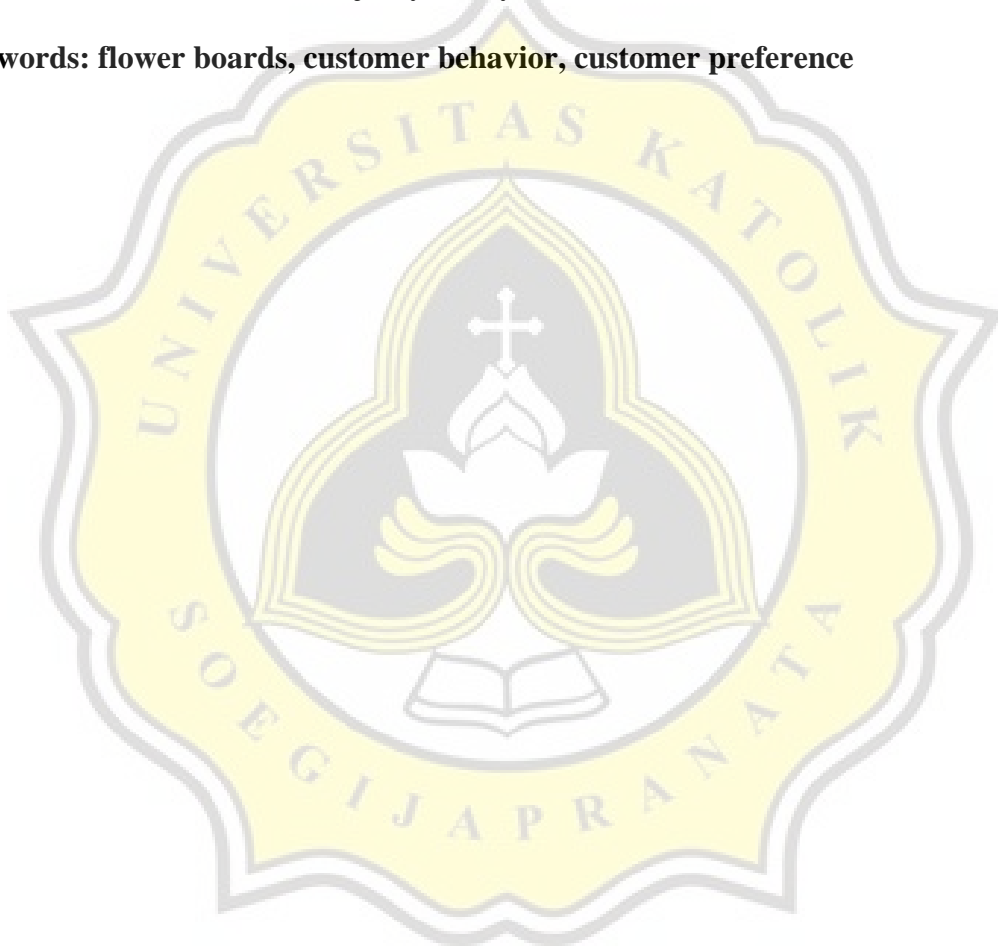
SEMARANG

2023

ABSTRACT

This research aimed at finding out the customers' preference to purchase styrofoam and paper flower boards and to find out factors influencing customers to purchase flower boards. 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 which is conducted by doing interviews with ten loyal customers in *Tina S. Hadi Florist*. All of these factors are affecting the buying decision of flower board customers. The most affecting factor is psychological factor followed by cultural factors, personal factors, and last, social factors. This research concluded that all customers have their own preferences, so there is no certain type of flower board that attracts the majority of buyers.

Keywords: flower boards, customer behavior, customer preference



ABSTRAK

Penelitian ini bertujuan untuk mengetahui preferensi konsumen dalam membeli bunga papan styrofoam dan kertas serta untuk mengetahui faktor-faktor yang mempengaruhi konsumen dalam membeli bunga papan. 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 sepuluh pelanggan setia *Tina S. Hadi Florist*. Semua faktor tersebut mempengaruhi keputusan pembelian konsumen papan bunga. Faktor psikologis paling berpengaruh diikuti oleh faktor budaya, faktor personal, dan terakhir faktor sosial. Penelitian ini menyimpulkan bahwa semua pelanggan memiliki preferensi masing-masing, sehingga tidak ada jenis papan bunga tertentu yang memiliki pembeli terbanyak.

Kata Kunci : bunga papan, perilaku pelanggan, pilihan pelanggan

