

ABSTRACT

The study on consumer behavior concerns in the various activities encircling any purchases, usage, and discharge of products and services, by measuring attitudes, emotions, taste, and preferences, which are likely affecting the purchase behavior.

The survival of a company or brands is strongly influenced by the role of consumers. Therefore, companies or brands are strived to be able to get and satisfy their consumer or their target market. Consumer behavior is influenced by several factors, both external and internal factors, both of which are very influential on consumers in making a purchase of a product.

Customer purchase decision is influencing the level of customer satisfaction. Therefore, this study is going to do research on the impact of consumer behavior on customer purchase decision and how strong the impact of customer purchase decision on the level of customer satisfaction.

Keyword: Consumer Behavior, Purchasing Decision, Customer Satisfaction, SERVQUAL