

# **THE INFLUENCE OF CULTURAL, SOCIAL, AND PERSONAL FACTORS ON PURCHASING DECISION OF RAMEN AT MARAMU RAMEN, JALAN MASTRIP, JEMBER REGENCY**

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## ***ABSTRACT***

The rapid development of technology and industry has led to changes in people's lifestyles, especially in the consumption of convenience foods such as ramen. The phenomenon of increasing demand for ramen in Indonesia, including in Jember Regency, opens up new business opportunities while increasing competition in the culinary sector. This study aims to determine and explain the influence of cultural, social, and personal factors on ramen purchasing decisions at Maramu Ramen Jalan Mastrip, Jember Regency, both partially and simultaneously. The research method used is quantitative with a survey approach, where data is collected through questionnaires distributed online to 40 Maramu Ramen consumer respondents aged 17-45 years who have made at least one purchase. The sampling technique used was purposive sampling. The results showed that cultural, social, and personal factors have a significant partial and simultaneous effect on ramen purchasing decisions at Maramu Ramen. These findings illustrate that cultural factors, social factors, and personal factors on purchasing decisions are the main considerations for consumers in choosing ramen, so that business actors can utilize the results of this study as a reference in designing more effective marketing strategies.

***Keywords:*** *Cultural Factors, Social Factors, Personal Factors, And Purchasing Decisions*