

### ABSTRACT

The objective of this research is to analyze the factors which influence consist of education, income, product, price, promotion, service and location on the supermarkets consumers decision in the municipal of Kupang; and to know the difference consumers decision on supermarkets attribute based on the income and the consumers status.

The objective of this research is the decision of consumers at the five supermarket in Kupang. Using purposive sampling technique for 360 samples of the supermarkets consumers in the municipal of Kupang. This research uses both "the multiple linear regression analysis" to test the first hypothesis (F test) and the second hypothesis (t test); and "the Chi-square analysis" to test the third and fourth hypothesis. The dependent variable is the supermarkets consumers decision (Y); and the independent variables are the factors which consist of education ( $X_1$ ), income ( $X_2$ ), product ( $X_3$ ), price ( $X_4$ ), promotion ( $X_5$ ), service ( $X_6$ ), and location ( $X_7$ ).

The result of the research shows that the factors of education, income, product, price, promotion, service and location have significant influence on the supermarkets consumers decision in the municipal of Kupang; it were indicated by the F-test result at 231,487 larger than F-table at the probability level 0,05 at 2,01. The second hypothesis was rejected at the probability level 0,05; because in fact the service factor have dominant influence on the supermarkets consumers decision in the the municipal of Kupang, with the  $r^2$  at 0,3972 by the probability of 0,00000. While the third and fourth hypothesis can be accepted, based on the test result of the Chi-Square indicate the  $X^2$  test larger than  $X^2$  table at the probability level 0,05 % ( $P < 0,05$ ).