

ABSTRACT

THE EFFECT OF CONSUMER KNOWLEDGE, BENEFIT AWARENESS, RISK AWARENESS AND ATTITUDE ON THE PURCHASE DECISION OF PERTAMINA 4T ENDURO OIL

Rifki Ananda

Student of Management Study Program, Pembangunan Jaya University

Competition in the business world in Indonesia is very tight, therefore every company needs to develop a strategy in order to compete. In formulating strategies, companies also need to pay attention to what factors are factors in consumer purchasing decisions. There are several factors that influence consumer purchasing decisions. This study discusses the influence of consumer knowledge, benefit awareness, risk awareness and attitudes towards consumer purchasing decisions.

This study aims to determine whether consumer knowledge, benefit awareness, risk awareness and attitudes influence the purchase decision of Pertamina's Enduro 4T oil. This research was conducted by distributing questionnaires to respondents, with the respondents in this study being users or having used Pertamina Enduro 4T oil.

Keywords: *consumer knowledge, benefit awareness, risk awareness and attitude*