

## ABSTRACT

Well knowing of consumer behaviour is absolutely needed, especially in time with the fast changing world, every single thing may become profitable business. One of this thing is basketball competition, it has become very important for the organizers if you want to be accepted by consumers. This study aims to determine whether personality, psychological, and social factors simultaneously influence the purchasing decisions ticket competition Age Groups 14,16 and 18 in 2014 at Surabaya also know which the dominant variable influence on purchasing decisions ticket competition Age Groups 14,16 and 18 in 2014 at Surabaya.

In this study, samples taken as many as 120 respondents as object and retrieval of data through observation and questionnaires. Statistical tool used is Factor Analysis continued with Multiple Linear Regression Analysis using SPSS version 23 for Windows. The results of analysis are  $F_{count} > F_{table} = 11.512 > 2,68$  and personality variables ( $X_2$ )  $T_{count} (1.026) < T_{table} (1.98063)$ , psychological variable ( $X_3$ )  $T_{count} (5.398) > T_{table} (1.98063)$ , social variables ( $X_1$ )  $T_{count} (2,085) > T_{table} (1.98063)$ .

Conclusions in this research are the personality factors ( $X_1$ ), the psychological factor ( $X_2$ ), and the social factors ( $X_3$ ) simultaneously / together have a significant influence (significant) on purchasing decisions ticket competition Age Groups 14,16 and 18 in 2014 at Surabaya and psychological variables have a dominant influence on purchasing decisions ticket competition Age Groups 14,16 and 18 in 2014 at Surabaya.

**Keywords: Social factors, Factor Personality, Psychological Factor, Purchase Decision,**