

## **ABSTRACT**

This study examines the influence of price, health, taste, and smell on consumer purchasing decisions for edible palm oil in Jakarta, Indonesia. A binary logistic regression analysis was conducted on a sample of 150 individuals to identify the significant determinants influencing behavior. The findings indicate that only price provided a statistically significant influence on consumer purchasing decisions. Health concerns and sensory perceptions such as taste and smell did not have a significant influence. The results indicate that economic factors are crucial in Jakarta consumer decisions of a palm oil brand. This suggests that pricing takes priority over health or sensory factors in decision-making.

**Keywords: Palm oil, Health, Price, Smell, Taste, Decision, Indonesia**