

## **ABSTRACT**

*Retail has become an important part of the process of distributing goods as it serves as the last link connecting consumers with goods from supply. In the last four years, the retail industry has undergone changes, in 2022 it decreased by 12.66% from 2019. Although the growth of traditional retail has decreased, the number is still greater than modern retail stores. Traditional retail is able to survive, one of which can be supported by using factors from consumer behavior. The purpose of this study is to determine the consumer behavior factors that motivate consumers to shop at traditional retail stores, and form a model. The formation of the consumer behavior model was carried out using logistic regression on 5 independent variables and 1 dependent variable spread into 16 questions. Of the 161 respondents from the distribution of questionnaires, clustering was carried out and profiling was obtained for each cluster. The results of the processing that have been carried out obtained consumer behavior factors that influence consumer buying intentions in traditional retail stores consisting of, transportation, the number of expired goods, recommendations for shopping places, and distance.*

**Keywords:** *Consumer Behavior Model, Consumer Behavior Factors, Logistic Regression, Traditional Retail Stores*