

ABSTRAK

Herlina febberiani, Pengaruh *Retail Mix* Terhadap Keputusan Pembelian Pada Toko Darussalam Di Banyuates. Dibawah bimbingan Yudhi Prasetya Mada, SE., MM. Penelitian ini bertujuan untuk mengetahui pengaruh Produk, Harga, Promosi, Lokasi, Atmosfer, Pelayanan terhadap Keputusan Pembelian di Banyuates Kabupaten Sampang secara parsial. Penelitian ini dilakukan secara deskriptif dan verifikatif dengan metode kuantitatif. Teknik penarikan sampel menggunakan purposive sampling. Dianalisis menggunakan SPSS 24.

Hipotesis penelitian ini adalah: variabel Produk, Harga, Promosi, Lokasi, Atmosfer, Pelayanan secara parsial berpengaruh terhadap Keputusan Pembelian Konsumen Darussalam. Kesimpulan dari penelitian ini variabel Produk, Harga, Lokasi, Atmosfer secara parsial berpengaruh dan signifikan terhadap Keputusan Pembelian, variabel Promosi dan variable Pelayanan sacara parsial tidak berpengaruh dan tidak signifikan terhadap keputusan pembelian konsumen Darussalam.

Kata kunci: Produk, Harga, Promosi, Lokasi, Atmosfer, Pelayanan Dan Keputusan Pembelian.

ABSTRACT

Herlina febberiani, *The Influence of Retail Mix on Purchasing Decisions at the Darussalam Stores in Banyuates. Under the guidance of Yudhi Prasetya Mada, SE., MM. This study aims to determine the effect of product, price, promotion, location, atmosphere, service on purchasing decisions in Banyuates, Sampang district partially.*

This research was conducted descriptively and verificatively with quantitative methods. The sampling technique used purposive non-probability sampling. Analyzed using SPSS 24. The hypothesis of this research is: variable product, price, promotion, location, atmosphere, service partially affect consumer purchasing decisions Darussalam. The conclusion of this study variable Product, Price, Location, Atmosphere partially and significantly influences the Purchasing Decision, Promotion variable and Service partially has no and no significant effect on consumer purchasing decisions Darussalam.

Keywords: Product, Price, Promotion, Location, Atmosphere, Service and Purchase Decision.