

THE INFLUENCE OF THE IRON “ADI JAYA” STORE IMAGE IS SUPERIOR TO THE
PURCHASE DECISION IN BANGKALAN CITY

ABSTRACT

Arddy Firmansyah, 130211100075, Undergraduate Program of Management Faculty of Economics and Business Universitas Trunojoyo Madura. the influence of the iron “adi jaya” store image is superior to the purchase decision with explanatory research approach under the guidance of Nirma Kurriwati, S.P.,M.Si dan Yudhi Prasetya Mada,SE.,M.M.

This research aim to know how the influence of the iron “Adi Jaya” store image is superior to the purchase decision. The research approach is with quantitative approach through explanatory research method by using cross sectional data or data collected from the results of research in the field. While the data source used used primary data type and secondary data. Independent variables used in this study are the store location, merchandise, price, customer service, and physical facilities. In addition, this study uses the dependent variable that is the purchase decision in Bangkalan city.

Based on the results of research, store location, merchandise, price, customer service, and physical facilities to have results on purchase decision. Store location that have positive influence both partially and simultaneously. Merchandise that have positive influence both partially and simultaneously. Price that have positive influence both partially and simultaneously. Customer service that have positive influence both partially and simultaneously. Physical facilities that have positive influence both partially and simultaneously. As for price dominant influence on purchase decision with the highest beta (β) value of 0.361.

Keywords: Store Location, Merchandise, Price, Customer Service, Physical Facilities and Purchase Decision