

ABSTRAK

Persaingan yang semakin ketat pada bisnis yang ada, membuat perusahaan semakin dituntut untuk melakukan tindakan yang lebih cepat dalam menarik konsumen. Oleh karena itu, perusahaan yang menerapkan konsep pemasaran perlu memperhatikan perilaku konsumen dan faktor faktor yang mempengaruhi keputusan pembeliannya selama melakukan pemasaran. Tujuan penelitian ini Untuk menganalisis pengaruh harga, lokasi dan *store atmosphere* terhadap keputusan pembelian di Giant ekstra rajawali di Surabaya.

Jenis penelitian ini adalah penelitian kuantitatif, dengan Teknik pengambilan sampel menggunakan teknik *purposive sampling*. Sampel dalam penelitian ini adalah konsumen Giant Ekstra Rajawali di Surabaya sebanyak 100 responden. Teknik pengambilan data diperoleh dari data primer dengan menyebarkan kuisioner. Teknik analisis data dalam penelitian ini menggunakan analisis regresi linier berganda.

Hasil analisis data dalam penelitian ini dibuktikan melalui uji t yang diperoleh bahwa: (1) Terdapat pengaruh signifikan Harga terhadap Keputusan Pembelian di Giant ekstra rajawali di Surabaya; (2) Terdapat pengaruh signifikan Lokasi terhadap Keputusan Pembelian di Giant ekstra rajawali di Surabaya; dan (3) Terdapat pengaruh signifikan *Store Atmosphere* terhadap Keputusan Pembelian di Giant ekstra rajawali di Surabaya.

Kata Kunci : Harga, Lokasi, *Store Atmosphere*, Keputusan Pembelian

ABSTRACT

The business competition is rapidly increasing; therefore, the company will require faster action to attract customers. Furthermore, with the implementation of marketing concepts, the company will be able to find out the customers' behaviour and the factors that affect the customers in the purchase decision of its product. This research aimed to analyze the effect of price, location, and store atmosphere on Giant extra Rajawali Surabaya's purchase decision.

This research used a quantitative method, while the sample collection technique used a purposive sampling technique. Moreover, the research sample used customers at Giant Ekstra Rajawali in Surabaya as many as 100 respondents. Furthermore, the data collection technique of this research used primary data with distributed questionnaires. Meanwhile, the data analysis of this research used multiple linear regressions analysis.

The hypothesis test result showed that: 1) Price had a significant effect on the purchase decision at Giant Ekstra Rajawali in Surabaya; 2) Location had a significant effect on the purchase decision at Giant Ekstra Rajawali in Surabaya; and 3) Store atmosphere had a significant effect on the purchase decision at Giant Ekstra Rajawali in Surabaya. Meanwhile, the coefficient determination result showed that (R^2) was 0,870 showed that 87% of its product's purchase decisions were able to explain the variables of price, locations, and store atmosphere. Meanwhile, the rest was affected by other variables outside of the research model.

Keywords : price, location, store atmosphere, purchase decision.