

ABSTRAK

Skripsi dengan judul "Analisis Faktor-faktor yang Mempengaruhi Keputusan Pembelian di Sakinah 212 Mart Kediri" ditulis oleh Muhammad Fiqhur Rizali, NIM. 17402153147 dibimbing oleh Lantip Susilowati, S.Pd., M.M.

Latar belakang penelitian ini adalah adanya keputusan pembelian yang menjadi prioritas dalam bisnis ritel serta didorong oleh tingkat persaingan yang semakin ketat dan juga mengingat banyaknya perusahaan ritel modern yang sejenis. Maka Salah satu cara untuk menarik keinginan konsumen untuk melakukan pembelian adalah dengan penerapan strategi Bauran pemasaran ritel atau *Retailing mix*. Apabila suatu perusahaan dapat menerapkan strategi tersebut dengan baik maka akan mempengaruhi terhadap keputusan pembelian konsumen.

Rumusan masalah dalam penelitian ini adalah: (1) Apakah faktor-faktor yang terdiri dari lokasi, harga, produk, promosi, pelayanan, dan suasana toko dipertimbangkan konsumen dalam melakukan keputusan pembelian? (2) Apakah lokasi berpengaruh parsial terhadap keputusan pembelian? (3) Apakah produk berpengaruh parsial terhadap keputusan pembelian? (4) Apakah harga berpengaruh parsial terhadap keputusan pembelian? (5) Apakah promosi berpengaruh parsial terhadap keputusan pembelian? (6) Apakah pelayanan berpengaruh parsial terhadap keputusan pembelian? (7) Apakah suasana toko berpengaruh parsial terhadap keputusan pembelian? (8) Apakah lokasi, produk, harga, promosi, pelayanan, dan suasana toko berpengaruh secara simultan terhadap keputusan pembelian? Penelitian ini bertujuan untuk mengetahui pengaruh bauran pemasaran ritel (*Retailing mix*) meliputi lokasi, produk, harga, promosi, pelayanan, dan suasana toko, baik secara simultan maupun parsial terhadap keputusan pembelian konsumen di *Sakinah 212 Mart Kediri*

Penelitian ini menggunakan metode pendekatan kuantitatif jenis asosiatif. Teknik pengambilan sampel yang digunakan adalah *sampling incidental*, dan dengan teknik tersebut diperoleh 125 responden sebagai sampel. Teknik pengumpulan data yang digunakan adalah kuesioner. Metode analisis data yang digunakan adalah analisis faktor dan analisis regresi berganda.

Hasil analisis data menunjukkan bahwa keenam faktor bauran ritel yang terdiri dari lokasi, harga, produk, promosi, pelayanan, dan suasana toko dipertimbangkan konsumen dalam melakukan keputusan pembelian. Lokasi berpengaruh positif dan signifikan terhadap keputusan pembelian. Produk berpengaruh positif dan signifikan terhadap keputusan pembelian. Harga berpengaruh positif dan signifikan terhadap keputusan pembelian. Promosi berpengaruh positif dan tidak signifikan terhadap keputusan pembelian. Pelayanan berpengaruh positif dan signifikan terhadap keputusan pembelian. Suasana toko berpengaruh positif dan tidak signifikan terhadap keputusan pembelian. Secara simultan lokasi, harga, produk, promosi, pelayanan, dan atmosfer toko berpengaruh positif dan signifikan terhadap keputusan pembelian.

Kata kunci : Bauran pemasaran ritel, keputusan pembelian.

ABSTRACT

The thesis entitled “Analysis of Factors Affecting Purchase Decision in Sakinah 212 Mart Kediri” written by Muhammad Fiqhur Rizali. Register Number 15402153157. Advisor: Lantip Susilowati, S.Pd., M.M.

The background of this research was purchase decision that becomes business priority in retail business, it was motivated by high competition level and also there are many others modern retail companies. Therefore, one of the way to attract the customers to buy was applying Retailing mix strategy. If a company could apply that strategy well, it would affect purchase decision.

The formulations of this research are: (1) What are the factors consisting of location, price, product, promotion, service, and shop atmosphere considered by customers in purchase decision? (2) Is the location affected partially in purchase decision? (3) Is the product affected partially in purchase decision? (4) Is the price affected partially in purchase decision? (5) Is the promotion affected partially in purchase decision? (6) Is the service affected partially in purchase decision? (7) Is the shop atmosphere affected partially in purchase decision? (8) Is the location, product, price, promotion, service, and shop atmosphere affected simultaneously in purchase decision? The objectives of this research are to find out the effectiveness of Retailing mix consisting of location, product, price, promotion, service, and shop atmosphere partially and simultaneously on customers' purchase decision in Sakinah 212 Mart Kediri.

This research used quantitative approach with associative design. The technique of sampling was sampling incidental, and by using that technique gotten 125 respondents as sample. Technique of data collection was questionnaire. The analysis method was analysis factor and double regression analysis.

The result of this research showed that those six factors of retailing mix consisting of location, price, product, promotion, service, and shop atmosphere considered by customers in purchase decision, location had positive and significant effect on purchase decision, product had positive and significant effect on purchase decision, price had positive and significant effect on purchase decision, promotion had positive effect and did not significantly effect on purchase decision, service had positive and significant effect on purchase decision, shop atmosphere had positive effect and did not significantly effect on purchase decision. Location, price, product, promotion, service, and atmosphere shop simultaneously had positive and significant effect in purchase decision.

Key words : Retailing mix, purchase decision.