

ABSTRAK

Skripsi dengan judul “Pengaruh Promosi, Diskon, *Store Layout*, dan Kelengkapan Produk Terhadap Keputusan Pembelian Konsumen Pada Toko SRC Hanik Muslikah Selopuro Kab. Blitar” ini ditulis oleh Zeni Aminatul Rosida, NIM. 12405183345, Jurusan Manajemen Bisnis Syari’ah, Fakultas Ekonomi dan Bisnis Islam, Universitas Islam Negeri Sayyid Ali Rahmatullah Tulungagung, Pembimbing Dr. Ali Mauludi, AC. M.A.

Penulisan skripsi ini dilatarbelakangi oleh banyaknya pesaing perekonomian moderen. Bisnis moderen pada saat ini sudah menjamur sampai pelosok desa, sehingga bisnis toko klontong semakin terancam. Dengan demikian persaingan antar sesama bisnis semakin ketat. Hal ini mendasari diterapkannya strategi-strategi guna meningkatkan penjualan, mempertahankan bisnis, serta bangkit dari penurunan.

Penelitian ini mengambil permasalahan yang dirumuskan dalam 5 pertanyaan, yaitu: (1) Apakah variabel promosi berpengaruh terhadap keputusan pembelian konsumen pada toko SRC Hanik Muslikah Selopuro Kab. Blitar?, (2) Apakah variabel diskon berpengaruh terhadap keputusan pembelian konsumen pada toko SRC Hanik Muslikah Selopuro Kab. Blitar?, (3) Apakah variabel *store layout* berpengaruh terhadap keputusan pembelian konsumen pada toko SRC Hanik Muslikah Selopuro Kab. Blitar?, (4) Apakah variabel kelengkapan produk berpengaruh terhadap keputusan pembelian konsumen pada toko SRC Hanik Muslikah Selopuro Kab. Blitar?, (5) Apakah variabel promosi, diskon, *store layout*, dan kelengkapan produk berpengaruh secara bersama-sama terhadap keputusan pembelian konsumen pada toko SRC Hanik Muslikah Selopuro Kab. Blitar?

Penelitian ini menggunakan pendekatan kuantitatif dengan jenis asosiatif. Teknik pengambilan data primer yang diperoleh dari responden mealalui pengisian kuesioner dan pengambilan sampel menggunakan teknik *non probability sampling*, skala yang digunakan adalah skala likert, sedangkan teknik analisis penelitian ini menggunakan uji validitas, uji reabilitas, uji normalitas, uji asumsi klasik, uji regresi linier berganda, uji T, uji F, dan uji koefisien determinasi.

Dari hasil penelitian menyatakan bahwa secara parsial (uji-t) promosi, diskon, *store layout*, dan kelengkapan produk berpengaruh positif secara signifikan terhadap keputusan pembelian konsumen. Sedangkan secara simultan (uji-f) variabel promosi, diskon, *store layout*, dan kelengkapan produk berpengaruh positif terhadap keputusan pembelian konsumen pada toko SRC Hanik Muslikah Selopuro Kab. Blitar.

Kata kunci: Promosi, Diskon, *Store Layout*, dan Kelengkapan Produk

ABSTRACT

This thesis with the title "The Influence of Promotions, Discounts, Store Layout, and Completeness of Products on Consumer Purchase Decisions at SRC Hanik Muslikah Selopuro Stores Kab. Blitar" was written by Zeni Aminatul Rosida, NIM. 12405183345, Department of Sharia Business Management, Faculty of Economics and Islamic Business, State Islamic University Sayyid Ali Rahmatullah Tulungagung, Advisor Dr. Ali Mauludi, AC. M.A.

The background of writing this thesis is the many competitors of the modern economy. Modern businesses are now mushrooming to remote villages, so the grocery store business is increasingly threatened. Thus the competition between fellow businesses is getting tougher. This underlies the implementation of strategies to increase sales, maintain business, and recover from the downturn.

This research takes the problems that are formulated in 5 questions, that's: (1) Does the promotion variable affect consumer purchasing decisions at the SRC Hanik Muslikah Selopuro store, Kab. Blitar?, (2) Does the discount variable affect consumer purchasing decisions at the SRC Hanik Muslikah Selopuro store, Kab. Blitar?, (3) Does the store layout variable affect consumer purchasing decisions at the SRC Hanik Muslikah Selopuro store, Kab. Blitar?, (4) Does the product completeness variable affect consumer purchasing decisions at the SRC Hanik Muslikah Selopuro store, Kab. Blitar?, (5) What is the promotion variable, discount, store layout, and product completeness have a joint effect on consumer purchasing decisions at the SRC store Hanik Muslikah Selopuro Kab. Blitar?

This research uses a quantitative approach with associative type. The primary data retrieval technique obtained from respondents was through filling out questionnaires and taking samples using non-probability sampling techniques, the scale used was the Likert scale, while the analytical techniques of this study used validity tests, reliability tests, normality tests, classical assumption tests, multiple linear regression tests, T test, F test, and the coefficient of determination test.

The results of the study stated that partially (t-test) promotion, discount, store layout, and product completeness had a significant positive effect on consumer purchasing decisions. Meanwhile, simultaneously (f-test) the variables of promotion, discount, store layout, and product completeness have a positive effect on consumer purchasing decisions at the SRC Hanik Muslikah Selopuro store, Kab. Blitar.

Keywords: Promotion, Discount, Store Layout, and Product Completeness