

ABSTRACT

THE INFLUENCE OF STORE ATMOSPHERE AND SALES PROMOTIONS ON PURCHASING DECISIONS AT INDOGROSIR BANDAR LAMPUNG

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This research aimed to determine the influence of store atmosphere and sales promotions on purchasing decisions at Indogrosir Bandar Lampung. This type of research was quantitative. The sampling technique used was purposive sampling technique where the number of samples was 160 people who shop at Indogrosir Bandar Lampung offline. The data analysis used is multiple linear regression. The independent variables in this research were store atmosphere and sales promotions. The dependent variable in this research was the purchasing decision. Hypothesis testing showed that store atmosphere and sales promotion variables significantly positively influence Indogrosir Bandar Lampung's purchasing decisions. Indogrosir should pay attention to things that can influence purchasing decisions, namely store atmosphere, promotions, and location so that it can have a good effect on the company. In the sales promotion aspect, Indogrosir Bandar Lampung can provide discounts more often on certain days such as holidays, customer birthdays, and other discounts.

Keywords: Store Atmosphere, Sales Promotion, Purchasing Decisions.