

ABSTRACT

THE INFLUENCE OF STORE ATMOSPHERE, PRICE, AND SALES PROMOTION ON PURCHASING DECISIONS AT WARUNG UPDATE IN BANDAR LAMPUNG

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This study's purpose was to determine the effect of Store Atmosphere, Price, and Sales Promotion on purchasing decisions at Warung Update in Bandar Lampung. This type of research was quantitative causality. The sampling techniques used in this study were non-probability sampling and purposive sampling techniques. The number of samples was 85 respondents with the Hair formula. The data analysis tool used in this study was SmartPls 3. This study showed that Store Atmosphere did not affect the Purchasing Decision of Warung Update. Price affected the Purchasing Decision. Sales Promotion affected Purchasing Decisions.

Keywords: Store Atmosphere, Price, Sales Promotion, and Purchasing Decisions.