ABSTRAK

Nur Laili Fikriah. 2015, Thesis. Title: “Diffusion Effect of Retailing Mix in purchase decision (study case of UD. Hartono Jaya Beji, Pasuruan, Jawa Timur)

Advisor : Yayuk Sri Rahayu, SE., MM

Keywords : Retailing Mix and purchase decision

Hardly, retailing mix, one of the type of business raise rapidly in Indonesia. to support retailing mix, it need to have integration methods in minimizing lose for company. By understanding the consumers act and how consumers take the purchase decision, hopefully it could pull the market target from buyers. Purpose of the thesis is to know the influences of retailing mix which consisting with product, price, service, physic facilities which simultaneously, partially and dominantly happen in taking purchase decision by the consumers in UD. Hartono Jaya Beji Pasuruan Jawa Timur.

This thesis uses the qualitative method and take the sample based on the accidental sampling, the sampling are taken from 90 respondents who had purchased in UD. Hartono Jaya Beji Pasuruan Jawa Timur as the buyers and consumers. for Analyzing data researcher uses analysis of multiple linear regression.

The result of the analysis provides the variable of product, price, service have simultaneous effect to the purchase decision. Partially, variable of product, price, service and physical facilities significantly influence the purchase decision. Take from variable dominant analysis the most dominant from purchase decision is variable product.