ABSTRACT

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This study aims to discover the role of the dependent variable, the purchase decision, on the independent variable that is the store image at Giant Hypermarket Malang. The number of respondents in this study are 171 consumers. The study employs scales as the data collection method. They consist of purchase decision and store image scale. They, respectively, consists of 20 items and 24 items. A simple linear regression analysis is employed as the analysis technique.

Based on the analysis of the study, the results are: the purchase decision variable produces 26 consumers (15%) having high purchase decision, 130 consumers (76%) having medium purchase decisions, and 15 consumers (9%) having low purchase decision. Mean while, store image variable produces 28 consumers (16%) having high judgment, 116 consumers (68%) having medium judgment, and 27 consumers (15%) having low judgment on store image in Giant Hypermart Malang.

The results of the study on both variables (purchase decision and store image) points out that there is a positive correlation (rxy 0.748; with sig <0.05). It indicates that the relationship of purchase decision and store image variable is significantly positive with a value of 0.000. More over, the significance value that is Sig. (2-tailed) is below or less than 0.05. In addition, the effective contribution or predictive power of the store image on the purchase decision is shown by determinant coefficient that isr² = 0.559. It indicates that 55.9% of the purchase decisions are influenced by the image of the store.