ABSTRACT

Rubangi. 2012. Thesis. Title: "The Analysis Retail Mix of the Influence Consumer Shopping in Kopma Padang Bulan UIN Maulana Malik Ibrahim Malang"

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Kopma Padang Bulan's shop or commonly called mini-department store whose management is shaped lead semi modern retail. With the proliferation of modern retail in the form of mini and serve similar needs Kopma Padang Bulan, governance should Kopma Padang Bulan also must be addressed in order to compete with modern retailers are also not so far away in the presence of mini-Kopma Padang Bulan. So it is important to identify the purchasing decisions, one of which is a mix of retail menganilisi consisting of several variables, namely: location, price, product, quality service.

The research was conducted in Kopma Padang Bulan UIN Maulana Malik Ibrahim Malang by using a survey to consumers. Because the sample size was limited, so to find a sample using the formula proposed by Suharyadi and Purwanto to obtain a sample size of 96. This research method using the quantitative research data analysis using multiple linear regression. Before performing multiple linear regression, need to do some testing including test validity, test reliability, and test the assumptions of classical (multicollinearity, heteroscedasticity, and normality) so that the resulting data are not biased.

The results of this study indicate that these variables were investigated, namely: location, price, product, quality of service, significantly influence the purchasing decisions in Padang Bulan Kopma UIN Maulana Malik Ibrahim Malang. It is shown from the calculation of the F test and t test where the test is obtained F_{hitung} F> F_{table} and the t-test obtained t_{hitung}> t_{table}. The coefficient of determination (adjusted R^2) of 0.533 obtained. This means that 53.3% of purchase decisions are influenced by location, product, price, and customer service, while the remaining 46.7% the purchase decision is influenced by other variables not examined in this study.

المستخلص