

## ABSTRACT

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Retail mix is a marketing step for the success of the company, both are engaged in the production of goods and services. Supermarket Rajawali Pare is one of the retail supermarket engaged in the buying and selling of goods that need to pay attention to consumer behavior to take the policy. Therefore, this study aims to determine how the effect of the retail mix consisting of product, presentation/store atmosphere, price, promotion, location, and services to the purchasing decision at the supermarket Eagles Pare .

This research is a quantitative survey approach that seeks to find out how the retailing mix influence on purchase decisions in Supermarket Rajawali Pare. Data collection techniques are the methods of questionnaires and interviews. To test the validity of the test instrument use, reliability, and test assumptions Classic. As for the technique of data analysis using multiple linear regression method is used because the variables more than two variables, the F test and t test.

The results showed that the product variable (X1), presentation/atmosphere store (X2), price (X3), promotion (X4), location (X5), and services (X6) simultaneously significantly influence purchasing decisions at the Supermarket Rajawali Pare Kediri (Y). Obtained from the calculation of the F test  $9.773 F_{count} > F_{table} 2.30$  with  $p = 0.000 \leq 0.05$ . Additionally Adjusted R Square value of 0.324, which means that the influence of independent variables on the dependent variable was 32.4 %. So t test is known that partial product, promotion, location and service partial effect. While the retail mix that includes presentation (atmospheric shop) and the price is not affected significantly by the calculation of the variable product of t (X1) of  $2.529 \geq 1.984$  t table, presentation/atmosphere store (X2) has  $t \leq -0.304$  1.984 t table, the price (X3) have  $t 1.794 \leq 1.984$ , promotion (X4) had  $\geq 2.865$  t 1.984, location ( X5 ) t had  $2.316 \geq 1.984$ , and services (X6) has a  $1,651 t \leq 1.984$  . The variables are the most dominant promotion (X4) which have contributed 20.79%, then the variable product (X1) of 17.81 %, then the variable presentation/atmosphere store (X2) of 12.96 %, then the price variable (X3) by 9 %, then the location (X5) of 8.82 %, then the service variable (X6) of 8.47 % .