

## ABSTRACT

Zulfatur Rukhamai. 2015, THESIS. Analysis on The Influence of Store Image on Purchasing Decision (A Case Study on Consumer of Indomaret Plus Soekarno Hatta, Malang, East Java)

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This study is based on the results of retail reports in Indonesia in 2013, which registered Indomaret as a minimarket with the largest number of outlets in Indonesia, namely 8039 outlets. However, that number does not equal to Indomaret's value of sales which over the years has always been under the main competitor Alfamart. This fact led the researcher to become interested in studying the effect of Indomaret's store image in influencing consumer purchasing decisions. This study aims to determine how the store image influence the purchasing decisions on Indomaret Plus Jalan Soekarno Hatta Malang, East Java, either simultaneously, partially and dominantly

The type of method used in this research is quantitative method, with a case study approach. The sampling technique that is used is *purposive sampling* with 208 respondents. The number of independent variable is 11 variables, namely the quality of the merchandise, price, diversity, promotion, advertising, shopping comfort, strategic location, store's facility, services, store atmosphere, and famous brands. While the dependent variable is purchasing decision. The instrument is examined through validity and reliability tests. The method of data analysis uses linear regression test. As for examining the assumption, a series of normality, multicollinearity, heteroscedasticity, and autocorrelation tests are used.

The results showed that simultaneous independent variables significantly influence the purchasing decisions in Indomaret Plus Jalan Soekarno Hatta Malang. Partially, the variables which have significant influence are the price, promotion, service vendors, and famous brands. While the less significant variables include the quality of merchandise, diversity, advertising, shopping comfort, strategic location, facilities store, and the store's atmosphere. The dominant influential variable is price variable.