

## **ABSTRACT**

*This research aimed to determine the effect of Product Mix, Price and Store Atmosphere on Purchasing Decisions either partially or simultaneously at CV. Bentang Fashion. The research method used was descriptive and verificative research methods in this research with a sample of 130 respondents. Data collection techniques used were observation, interviews, and questionnaires. The analysis methods used were multiple linear regression, multiple correlations, coefficient of determination, and hypothesis testing.*

*The results showed a positive and significant effect between Product Mix, Price and Store Atmosphere on Purchasing Decisions. The magnitude of the effect of Product Mix, Price and Store Atmosphere on Purchasing Decisions simultaneously was 46.2%, and the remaining 53.8% was influenced by other not examined variables. Partially, the influence of Product Mix on Purchase Decision is 16.1%, the effect of Price on Purchase Decision is 15% and the influence of Store Atmosphere on Purchase Decision is 15.1% so it can be concluded that Product Mix has the greatest influence on Purchase Decision.*

***Keywords: Product Mix, Price, Store Atmosphere and Purchasing Decisions***

## **ABSTRAK**

Penelitian ini bertujuan untuk mengetahui pengaruh Product Mix, Price dan Store Atmosphere terhadap Keputusan Pembelian baik secara parsial maupun simultan pada CV. Bentang Fashion. Metode penelitian yang digunakan adalah metode penelitian deskriptif dan verifikatif dalam penelitian ini dengan sampel sebanyak 130 responden. Teknik pengumpulan data yang digunakan adalah observasi, wawancara, dan kuesioner. Metode analisis yang digunakan adalah regresi linier berganda, korelasi berganda, koefisien determinasi, dan pengujian hipotesis.

Hasil penelitian menunjukkan adanya pengaruh positif dan signifikan antara Product Mix, Price dan Store Atmosphere terhadap Keputusan Pembelian. Besarnya pengaruh Product Mix, Price dan Store Atmosphere terhadap Keputusan Pembelian secara simultan sebesar 46,2%, dan sisanya sebesar 53,8% dipengaruhi oleh variabel lain yang tidak diteliti. Secara parsial pengaruh Product Mix terhadap Keputusan Pembelian sebesar 16,1%, Harga berpengaruh terhadap Keputusan Pembelian sebesar 15% dan pengaruh Store Atmosphere terhadap Keputusan Pembelian sebesar 15,1% sehingga dapat disimpulkan bahwa Product Mix memiliki pengaruh terbesar terhadap Pembelian Keputusan.

**Kata Kunci : Bauran Produk, Harga, Suasana Toko dan Keputusan Pembelian**