

ABSTRAK

PENGARUH DISPLAY, PROMOSI, DAN PELAYANAN TERHADAP KEPUTUSAN PEMBELIAN KONSUMEN Studi kasus pada Toserba Baru Wonogiri

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Penelitian ini bertujuan untuk mengetahui apakah faktor *display*, promosi, dan pelayanan secara parsial dan simultan berpengaruh terhadap keputusan pembelian konsumen di Toserba Baru Wonogiri. Lokasi penelitian di Toserba Baru Jl.Jendral Sudirman no.11 Wonogiri. Jumlah sampel sebanyak 100 orang responden. Teknik analisis data menggunakan analisis regresi linear berganda. Hasil penelitian ini menunjukkan bahwa faktor *display*, promosi, dan pelayanan secara parsial dan simultan berpengaruh pada keputusan pembelian konsumen Toserba Baru Wonogiri..

ABSTRACT

THE INFLUENCE OF DISPLAY, PROMOTION, AND SERVICE ON THE CONSUMER'S PURCHASING DECISION

Case study in Toserba Baru, Wonogiri

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The purpose of this research is to find out if the display, promotion and service partially and simultaneously influence the consumer's purchasing decision in Toserba Baru, Wonogiri. This research took place in Toserba Baru, Jl. Jendral Sudirman Nr. 11, Wonogiri. The size of sample was 100 respondents. Data analysis technique used was multiple linear regression analysis. The research showed that display, promotion and service were partially and simultaneously influenced the consumer's purchasing decision.