

ABSTRACT

Minimarket is one of rapid development of business. This is challenge for Alfamart to compete with other minimarkets. There is a decrease in the level of sales at Alfamart Badak Timur V. The decrease happens because a lot of factor such as the number of costumer that decrease. The purpose of this research is to analyze the effect of location, price persepction and promotion on purchase decision at Alfamart Badak Timur V.

This research test three independent variables they are location, price perception and promotion. Population of this research is consumers who are around in Alfamart Badak Timur V. Samples were taken of 100 respondens by using non probability sampling technique with the purposive sampling approach. Data was collected by using a survey method through quetionnaires which were filled out by customers. The data were analyze using multiple regression analysis. This analysis includes: validity test, reliability test, classic assumption test, normality test, multiple regression analysis, hypothesis testing through the t and F test, and coeffisient of determination analysis (R^2).

The result of research that location had a positive and significant effect on purchasing decision at Alfamart Badak Timur V. Price perception had a positive and significant effect on purchasing decision at Alfamart Badak Timur V. Promotion had a positive and significant effect on purchasing decision at Alfamart Badak Timur V.

Key word : location, price perception, promotion, purchase decision