ABSTRACT

The development of retail business in Indonesia is increasingly rapidly, describing the purchasing power of consumers is quite high. Existing retail types of retailing is increasingly varied and diverse. Gramedia Bookstore as one of the biggest retailer network that sells book and stationery in indonesia presence in Semarang. Gramedia Bookstore Pandanaran in Semarang, become *one of the choice of books and stationery shop in Semarang.*

Various resasons for consumers to purchase at Gramedia Bookstore. It is important to indentified consumer behaviour in making puchasing decisions. An effort to encourage consumer purchasing decisions, Gramedia Pandanaran Bookstore in Semarang make marketing strategy through merchandise, promotions, store atmosphere, retail service, and price.

Based on research results of 100 respondents consumers at Gramedia Bookstore Pandanaran Semarang. data obtained for the test conducted to meet the test of validity, reliability, and test the classical assumptionThen the data is processed so as to produce a regression equation as follows:

$$Y = 0,258\ X_1 + 0,237\ X_4 + 0,197\ X_5 + 0,182\ X_3 + 0,175\ X_2$$

The results show that, independent variables are simultaneously are merchandise (X_1), promotion (X_2), store atmosphere (X_3), retail services (X_4), and price (X_5) influential positive impact on purchase decisions dependent variable (Y).

Adjusted R Square value = 0.529, meaning 52,9% purchase decision factors can be explained by the Independent variable (merchandise, promotions, store atmosphere, retail service, and price) while remaining 47.1% is explained by factors the other is not examined.

Key words: Merchandise, Promotions, The atmosphere in the front, Retail Services, and Price, Purchase Decision, Regression Analysis.