

ABSTRACT

The development of local retail Indonesia more rapidly. However this is not easy in the competition due to foreign retailers to enter Indonesia. Therefore, the necessary is strategy to win the competition. This research aims to know the things that affect the variety-seeking behavior in a store / retail. In regression, the variable service and price as independent variables and variety-seeking behavior as the dependent variable.

This research was conducted by questionnaire method use accidental sampling techniques (part of a non-probability sampling method) and purposive sampling of 100 respondents who happened to be found as Diponegoro University student and ever make purchases in store Tembalang (Totem). Analysis of the data obtained in the form of quantitative and qualitative analysis. Quantitative analysis involves the validity and reliability, the classical assumption test, multiple regression analysis, test of Goodness of Fit via the F test and t test and analysis of regression coefficients (R^2). Qualitative analysis is an interpretation of the data obtained in this study and the results of data processing that have been implemented by giving descriptions and explanations.

The results of this research was obtained from regression, the variable service has negative and significant impact, while the price variable has positive and significant impact on variety-seeking behavior. Adjusted R^2 value of 0.191 on regression showed 19.1% can be explained by the two independent variables and by 80.9% explained by other factors outside of the research.

Keywords: Retail, Service, Price, Variety Seeking Behavior