

ABSTRAK

Industri pakaian di toko piala tanggul telah berkembang menjadi kebutuhan bagi masyarakat. Salah satunya faktor pendorong tumbuhnya banyaknya konsumen membeli produk pakaian di toko piala tanggul terletak pada industri pakaian yang melalui harga, *Digital Marketing*, *Store Atmosphere* Dan Keragaman Produk. Penelitian ini bertujuan untuk mengetahui dan menganalisis pengaruh harga, *Digital Marketing*, *Store Atmosphere* Dan Keragaman Produk terhadap keputusan pembelian pada toko piala tanggul. Jenis penelitian ini menggunakan metode kuantitatif dengan jumlah sampel sebanyak 96 responden dan menggunakan teknik pengambilan sampel Non-probability sampling dengan teknik purposive sampling menggunakan teknik pengumpulan data berupa kuesioner kepada responden. Adapun teknik analisis data penelitian ini dengan menggunakan pengujian instrument, asumsi klasik, regresi linear berganda, hipotesis dan koefisien determinasi. Hasil analisis yang diperoleh menunjukkan bahwa harga, *Digital Marketing*, *store atmosphere* dan keragaman produk berpengaruh positif dan signifikan secara parsial terhadap keputusan pembelian, serta berpengaruh secara simultan.

Kata Kunci : Harga., *Digital Marketing*., *Store Atmosphere*., Keragaman Produk., Keputusan Pembelian



ABSTRACT

The clothing industry at Piala Tanggul Store has developed into a necessity for the community. One of the driving factors for the growth of consumers buying clothing products at Piala Tanggul Store lies in the clothing industry through price, Digital Marketing, Store Atmosphere and Product Diversity. This study aims to determine and analyze the effect of price, Digital Marketing, Store Atmosphere and Product Diversity on purchasing decisions at Piala Tanggul Store. This type of research uses a quantitative method with a sample size of 96 respondents and uses a non-probability sampling technique with a purposive sampling technique using a data collection technique in the form of a questionnaire to respondents. The data analysis technique for this study uses instrument testing, classical assumptions, multiple linear regression, hypotheses and coefficients of determination. The results of the analysis obtained show that price, Digital Marketing, store atmosphere and product diversity have a positive and significant partial effect on purchasing decisions, as well as a simultaneous effect.

Keywords: price., Digital Marketing., Store Atmosphere., product diversity., purchasing decisions

