

UNIVERSITAS INTERNASIONAL BATAM

*Faculty of Economy
Management Study Program
Odd Semester 2019/2020*

ANALYSIS OF FACTORS THAT INFLUENCE THE CONSUMER PURCHASING DECISION IN HYPERMARKETS IN BATAM CITY

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ABSTRACT

This study uses an object that has the objective to find out what factors can influence purchasing decisions for the public against hypermarkets in Batam City. The study carried out also aims to help all parties concerned to pay attention to these factors in order to attract consumers to make purchases at the Hypermarkets in Batam City.

This study is aimed at Consumers who have visited Hypermarkets in Batam City for a visit or purchase transactions at Hypermarkets such as Carrefour, Hypermart and Lotte Mart. 380 Questionnaires were distributed for tests conducted using the SPSS 22 program.

The results of the study stated that all independent variables including CSR, Social Media Marketing, Store Environment, Sales Promotion, Perceived Value that affect Purchase Decision.

Keywords : *purchase decision, corporate social responsibility, social media marketing, store environment, sales promotion, perceived value.*