

UNIVERSITAS INTERNASIONAL BATAM

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ANALYSIS THE FACTORS THAT INFLUENCE CONSUMER PURCHASE DECISION AT CONVENIENCE STORE IN BATAM CITY

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ABSTRACT

The purpose of this study was to examine factors influencing consumer purchase decisions at convenience stores in Batam. In this research, several variables were used such as CSR, social media marketing, store environment, sales promotion, and purchase value. Batam consists of several convenience stores such as Alfamart, Indomaret, and Circle K consequently it becomes one of the interesting topics in Batam.

Purposive sampling was data collection method used in this study because there were required categories, namely the people of Batam shopped at convenience stores. This study also used the SPSS version 25.0 program to determine the relationship between independent and dependent variables.

The results of this study indicate that social media marketing and CSR have no significant positive effect on purchase decisions. Sales promotion, store environment, and purchase value variables have significant positive relationship to purchase decisions.

Keyword : *CSR, social media marketing, sales promotion, store environment, purchase value, purchase decision*