

## **ABSTRACT**

### **EFFECT ON THE POINT OF PURCHASE PURCHASE DECISION**

**(Studies on Customer Chandra Superstore Tanjung Karang Bandar  
Lampung)**

**By**

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The purpose of this study is to determine the presence or absence of a significant effect between the variable point of purchase (display, signage, and in store media) to the consumer purchase decision variables Chandra Superstore Tanjung Karang Bandar Lampung.

Type of study is explanatory research. The population of this study is the consumers who shop in Chandra Superstore Tanjung Karang Bandar Lampung with multiple criteria. Sampling in this study using purposive sampling method and obtained a large sample of 100 respondents. Data collection techniques in this study using questionnaires and analysis tool used is multiple linear regression analysis.

The results of this study indicate that the partial variable display and in store media significantly influence the purchase decision variables. Whereas, for the variable signage does not significantly influence the purchase decision. Furthermore, the variables simultaneously displays, store signage and in media significantly influence the purchase decision.

Keywords : Point Of Purchase, Purchase Decision, Chandra Superstore