

Ahmad Firdaus Wardani, 143111107, **Pengaruh *Exterior, General Interior, Store Layout dan Interior Display* terhadap Keputusan Pembelian di Ramayana Mal Gresik**, Manajemen, Fakultas Ekonomi dan Bisnis, Universitas Muhammadiyah Gresik, Mei, 2018.

ABSTRAKSI

Penelitian ini bertujuan untuk melakukan pengujian pengaruh *Exterior, General Interior, Store Layout* dan *Interior Display* terhadap Keputusan Pembelian. Jumlah sampel dalam penelitian ini 154 orang pembelidi Ramayana Mal Gresik. Analisis data yang digunakan adalah analisis regresi linier berganda.

Hasil penelitian ini menyimpulkan bahwa hasil pengujian secara parsial *Store Layout* dan *Interior Display* berpengaruh signifikan terhadap keputusan pembelian. Sedangkan *Exterior* dan *General Interior* tidak berpengaruh terhadap keputusan pembelian.

Kata Kunci : *Exterior, General Interior, Store Layout, Interior Display*
Keputusan Pembelian

Ahmad Firdaus Wardani, 143111107, the influence of Exterior, Interior, General Store Layout and Interior Display against the purchasing decision in the Ramayana Mall Gresik, management, Faculty of Economics and business, University of Muhammadiyah Gresik, may, 2018.

ABSTRACTION

*This research aims to test **the influence of Exterior, Interior, General Store Layout and Interior Display against the purchasing decision**. The number of samples in this research 154 people buyers in Ramayana Mall Gresik. The data analysis used was multiple linear regression analysis.*

The results of this study concluded that the test results are partial Store Layout and Interior Display significant effect against the purchasing decision. While the Exterior and Interior are not General influence on purchasing decisions.

Keywords: Interior, Exterior, General Store Layouts, Interior Display and purchasing decisions