

ABSTRACT

This study aims to examine the influence of location, service, and facilities on purchasing decisions at Alfamart Parung 3, based on the phenomenon that occurs, namely a decrease in sales and in the pre-survey results there are also still problems, the sample is determined based on indicators multiplied by 5-10 and found 115 research samples, with the characteristics of consumers who shop at Alfamart Parung 3. This research is descriptive quantitative, which proves the theory numerically and processed by multiple linear regression, and the results found Location has a significant influence on purchasing decisions, Services have a significant influence on purchasing decisions and Facilities have a significant influence on purchasing decisions.

Keywords : Location, Service, Facilities, Purchasing Decision and Alfamart