

## **ABSTRACT**

*This study was conducted to determine the effect of retail marketing mix on customer purchase decisions at Brodo Store Bandung. The purpose of this study was to determine the retail marketing mix at Brodo Store Bandung, to determine customer purchasing decisions on Brodo products, to know simultaneous and partial between the effect of retail marketing mix on purchase decisions at Brodo Store Bandung.*

*This study uses quantitative method with a descriptive approach. Sampling technique used was accidental sampling type by non-probability sampling method, with the total number of 100 respondents. The data was analyzed descriptively and multiple linear regression analysis.*

*Based on the results of hypothesis testing, simultaneous the retail marketing mix significantly effect on customer purchase decisions at Brodo Store Bandung. This is proofed by F-count which is equal to 18,066 greater than the number of F-table, which is 2,20 ( $18,066 > 2,20$ ) with significance level of 0,000 less than 0,05 ( $0,000 < 0,05$ ). Based on the partial hypothesis test, the result showed that each location, merchandise assortments, pricing, communication mix, store design and display, and customer service significantly effect on purchasing decisions at Brodo Store Bandung. The results of coefficient of determination showed that the retail marketing mix variable had a significantly effect on the Brodo Store Bandung customer purchase decisions was able to explain 64.2% while the other 35.8% were influenced by other factors not examined in this study.*

*The conclusion of this study, the influence of the retail marketing mix has a significant and good influence on customer purchasing decisions at Brodo Store Bandung. However, customer relationship management development and the amount of stock for products other than shoes were also improved.*

**Keywords** : Retail marketing mix, purchase decisions.