

ABSTRACT

The growth of the retail industry in Indonesia has increased and decreased which means it is inconsistent. The cause of the recovery of the retail industry in Indonesia is due to the increasing consumption of people on retail goods and household needs.

Matahari Department Store is one of the retail companies in Indonesia that sells women's, men's, or children's fashion products, as well as beauty products, and household products which are sold through outlets or stores. Net profit obtained by Matahari Department Store in 2016-2019 experienced a significant decline.

This study aims to determine the effect of Social Media Marketing, Corporate Social Responsibility, Sales Promotion, Store Environment, and Perception Value on Consumer Purchasing Decisions at Matahari Department Store.

The method used in this study is a quantitative method with the type of descriptive research using a questionnaire. This research uses non-probability sampling, namely incidental sampling. The number of samples in this study were 433 consumer respondents who had made purchases at Matahari Department Store. Data analysis techniques used are descriptive analysis and multiple linear regression analysis.

Based on the results of data processing in this study shows that the variables of Social Media Marketing, Sales Promotion, Store Environment, and Perceived Value significantly influence the Purchasing Decision partially (T-Test) and simultaneous (F-Test) while Corporate Social Responsibility does not significantly influence Purchase Decision, the magnitude of influence is 65.2% and 34.8% shows that it is influenced by factors not examined in this study.

Keywords: *Social Media Marketing, Corporate Social Responsibility, Sales Promotion, Store Environment, Perceived Value, Purchasing Decisions.*