

ABSTRACT

PT Matahari Department Store Tbk or known as “Matahari Department Store” is one of the leading retail companies in Indonesia that provides a selection of fashion with the latest trends for the clothing and fashion categories, as well as beauty products and other household goods at affordable prices. relatively affordable. The first retailer in Indonesia is Matahari Department Store, which was established in 1972. In 2019, Matahari has opened 162 outlets throughout Indonesia, but based on information quoted on the cnnindonesia.com website, PT Matahari Department Store Tbk stated that it would close six outlets. Thus, the number of retail outlets will be reduced from 153 to 147 outlets. This information is known from the company's report to the Indonesia Stock Exchange (IDX) through information disclosure. This is due to losses caused by the Covid-19 pandemic.

The research method uses a quantitative approach with descriptive research type. The sampling method used is non-probability sampling with a total of 100 purposive consumers who visit Matahari Department Store Bandung. The analysis technique used is descriptive analysis and multiple linear regression analysis.

Based on the result of the descriptive analysis, it was found that the Price Variable (X1) was included in the Good Enough category with a percentage value of 64%. The Service Quality Variable (X2) is included in the Good Enough category with a percentage value of 66%. The Purchase Decision Variabel (Y) is included in the Good category with a percentage value of 69,4%.