

## **ABSTRACT**

*This study aims to determine how much influence the retail marketing mix has on consumer purchasing decisions at CV. ARLI Singkawang. This analysis uses the independent variable, namely the retail marketing mix consisting of product diversity, price, communication mix, customer service, store design, and store location. While the dependent variable is consumer purchasing decisions. The sample in this study were residents of West Kalimantan who had visited and shopped at CV. ARLI Singkawang. The sample was carried out using a non-probability sampling method and the technique used was accidental sampling, data collection using direct questionnaires to visitors as many as 100 questionnaire respondents. The type of research used is descriptive using quantitative methods, the sampling is processed with data management techniques used are validity and reliability tests, classical assumption tests, linear regression, and hypothesis testing.*

***Keywords: Merchandise Assortment, Pricing, Communication Mix, Customer Service, Store Design and Display, Location, purchasing decisions.***