

***The Influence of Facilities and Service Quality on Purchase Decisions at Diva  
Swalayan Kraksaan Probolinggo***

**Natasya Stevany Putri Trianto**  
***Study Program of International Marketing Management***  
***Majoring of Business Departement***

***ABSTRAC***

*This study aims to examine and analyze the influence of facility and service quality variables on consumer purchase decisions at Diva Swalayan Kraksaan, Probolinggo Regency, in 2026. Employing a quantitative approach, data were gathered through questionnaires distributed directly to the customers of Diva Swalayan Kraksaan. The sampling technique utilized was non-probability sampling with a purposive sampling method, involving 100 respondents as determined by Roscoe's formula. Data analysis was conducted using classical assumption tests and multiple linear regression analysis, processed through the SPSS version 25 statistical tool. The results of the study indicate that the facility variable partially has a significant effect on purchase decisions, and the service quality variable also partially exerts a significant influence on purchase decisions. Furthermore, the variables of facilities and service quality simultaneously have a significant impact on consumer purchase decisions.*

*Keywords : facilities, service quality, purchase decision*