

**Pengaruh *Product diversity*, *Service quality*, Dan *Store Layout* Terhadap
Purchase Decision Pada Konsumen Mr. Diy Lippo Plaza Jember**

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ABSTRAK

Penelitian ini bertujuan untuk menganalisis pengaruh *product diversity*, *service quality*, dan *store layout* terhadap *purchase decision* pada MR.DIY Lippo Plaza Jember. Penelitian ini menggunakan pendekatan kuantitatif dengan metode survei. Data dikumpulkan melalui penyebaran kuesioner kepada konsumen yang pernah melakukan pembelian. Metode sampling yang digunakan adalah non-probability sampling dengan pendekatan purposive sampling pada 100 responden yang ditentukan berdasarkan rumus roscoe. Teknik analisis data yang digunakan adalah regresi linier berganda dengan bantuan *software* SPSS versi 26. Hasil penelitian menunjukkan bahwa variable *product diversity* tidak berpengaruh signifikan terhadap *purchase decision*. Variabel *service quality* dan *store layout* berpengaruh signifikan terhadap *purchase decision*. Dan secara simultan variabel *product diversity*, *service quality*, dan *store layout* berpengaruh signifikan terhadap *purchase decision* pada MR.DIY Lippo Plaza Jember.

Kata kunci: *product diversity*, *purchase decision*, *service quality*, *store layout*

The Effect Of Product diversity, Service quality, And Store Layout On Purchase Decision Of Mr. Diy Consumers At Lippo Plaza Jember

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ABSTRACT

This study aims to analyze the effect of product diversity, service quality, and store layout on purchase decisions at MR.DIY Lippo Plaza Jember. This research uses a quantitative approach with a survey method. Data were collected through the distribution of questionnaires to consumers who had made purchases. The sampling method used was non-probability sampling with a purposive sampling approach on 100 respondents determined based on Roscoe's formula. The data analysis technique used was multiple linear regression with the help of SPSS software version 26. The results of the study show that the product diversity variable does not have a significant effect on purchase decisions. The service quality and store layout variables have a significant effect on purchase decisions. And simultaneously, the variables of product diversity, service quality, and store layout have a significant effect on purchase decisions at MR.DIY Lippo Plaza Jember.

Keywords: *product diversity, purchase decision, service quality, store layout*