

***THE INFLUENCE OF STORE LAYOUT, BRAND IMAGE, AND PRICE ON
PURCHASING DECISIONS AT LAWSON BRANCHES IN
JEMBER REGENCY***

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ABSTRACT

The purpose of this study is to examine how store layout, brand image, and price influence purchasing decisions at Lawson branches in Jember Regency. This study uses a quantitative approach with a survey method. Data collection was carried out through questionnaires using Google Forms and shared through social media such as WhatsApp, Instagram, and other social media. The sampling technique used was purposive sampling using the Slovin formula. The number of samples in this study was 100 respondents. Instrument testing used validity and reliability tests. Data analysis techniques used were the classical assumption test, multiple linear regression analysis, coefficient of determination, simultaneous F test, and partial t test. The results showed that partially store layout did not influence purchasing decisions at Lawson branches in Jember Regency. Meanwhile, brand image and price partially influenced purchasing decisions at Lawson branches in Jember Regency. Simultaneously, store layout, brand image, and price influenced purchasing decisions at Lawson branches in Jember Regency

Keywords : Brand Image, Price, Purchasing Decision, Store Layout