

**THE EFFECT OF LOCATION, STORE ATMOSPHERE, PRICE AND
TASTE ON THE PURCHASE DECISION OF BITTERSWEET
DESSERTBOX BY NAJLA SUMMARECON BEKASI**

ABSTRACT

The purpose of this study is to analyze the influences of Location, Store Atmosphere, Price, Taste both partially and simultaneously on the Decision to Purchase of Bittersweet Dessert Box by Najla.

The type of data used in this research is primary data. Primary data are collected using a questionnaire distributed via Google form to 100 potential respondents. The method research used in this research is quantitative research using a non-probability sampling method. Non-probability sampling applies non-random criteria and does not consider the same opportunity to each member of the population to be selected as sample.

The results of this study indicates that Location has positive and significant effect on Purchasing Decision of Bittersweet dessert box by Najla. Store Atmosphere has no significant effect on to Purchase Decision of Bittersweet dessert box by Najla. Price has positive and significant effect on purchasing decisions of Bittersweet dessert box by Najla. and Taste has positive and significant effect on Purchase Decision of Bittersweet dessert box by Najla. simultaneously, Location, Store Atmosphere, Price, and Taste have positive and significant effect on purchase decision of Bittersweet dessert box by Najla.

Keywords: Purchase Decision, Location, Store Atmosphere, Price, Taste

(xi + 91 + Attachments)

Bibliography (2015 – 2023)