

**THE EFFECT OF RETAIL MIX TOWARDS CUSTOMER PURCHASE  
DECISION IN TOKO AROMA YOGYAKARTA**

**Thesis**

**Presented as partial fulfilment of requirements for the degree of Sarjana  
Ekonomi in International Business Management Program  
Faculty of Business and Economics Universitas Atma Jaya Yogyakarta**



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THESIS

THE EFFECT OF RETAIL MIX TOWARDS CUSTOMER PURCHASE DECISION IN TOKO  
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## **AUTHENTICITY ACKNOWLEDGEMENT**

I, Chen Vanchristia, the undersigned, certify that thesis with the title:

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Completely are my own work. Statements, ideas, and direct quotations of indirectly sourced from writings or ideas of others stated in writing in this thesis in the bibliography.

Yogyakarta, December 2023

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## **ABSTRACT**

The purpose of this research was to find out the significant effect of product, price, promotion, store atmosphere, service, and location towards customer purchase decision at Toko Aroma Yogyakarta. The population that becomes the object of this research is all customers of Toko Aroma Yogyakarta. The number of samples used in this study were 100 respondents. The method of analysis used in this study is multiple regression analysis. The result of the study showed that product, store atmosphere, and location have a significant and positive effect towards customer purchase decision in Toko Aroma Yogyakarta. While price, promotion, and service doesn't have a significant effect towards customer purchase decision in Toko Aroma Yogyakarta.

**Keywords: retail mix, product, price, promotion, store atmosphere, service, location, customer purchase decisions**

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