

## ABSTRAK

Penelitian ini bertujuan untuk menguji (1) pengaruh potongan harga, citra merek, dan lingkungan fisik terhadap keputusan pembelian konsumen di Alfamart Jalan Ngurah Rai Singaraja, (2) pengaruh potongan harga terhadap keputusan pembelian konsumen di Alfamart Jalan Ngurah Rai Singaraja, (3) pengaruh citra merek terhadap keputusan pembelian konsumen di Alfamart Jalan Ngurah Rai Singaraja, dan (4) pengaruh lingkungan fisik terhadap keputusan pembelian konsumen di Alfamart Jalan Ngurah Rai Singaraja. Desain penelitian yang digunakan adalah kuantitatif kausal. Subjek dalam penelitian ini adalah konsumen yang berbelanja di Alfamart Jalan Ngurah Rai Singaraja. Sedangkan yang menjadi objek penelitian adalah potongan harga ( $X_1$ ), citra merek ( $X_2$ ), lingkungan fisik ( $X_3$ ), serta keputusan pembelian ( $Y$ ). Data dikumpulkan dengan pencatatan dokumen dan metode kuesioner, serta dianalisis dengan analisis regresi linear berganda. Pengolahan data menggunakan bantuan program *Statistical Package for Social Science (SPSS) 23.0 for windows*. Hasil penelitian menunjukkan bahwa (1) potongan harga, citra merek, dan lingkungan fisik berpengaruh signifikan terhadap keputusan pembelian konsumen di Alfamart Jalan Ngurah Rai Singaraja, (2) potongan harga berpengaruh positif dan signifikan terhadap keputusan pembelian konsumen di Alfamart Jalan Ngurah Rai Singaraja, (3) citra merek berpengaruh positif dan signifikan terhadap keputusan pembelian konsumen di Alfamart Jalan Ngurah Rai Singaraja, dan (4) lingkungan fisik berpengaruh positif dan signifikan terhadap keputusan pembelian konsumen di Alfamart Jalan Ngurah Rai Singaraja.

Kata-kata kunci: citra merek, keputusan pembelian, lingkungan fisik, potongan harga

## ABSTRACT

*This study aims to examine (1) the effect of price discounts, brand image, and physical environment on consumer purchasing decisions at Alfamart Jalan Ngurah Rai Singaraja, (2) the effect of price discounts on consumer purchasing decisions at Alfamart Jalan Ngurah Rai Singaraja, (3) the influence brand image on consumer purchasing decisions at Alfamart Jalan Ngurah Rai Singaraja, and (4) the influence of the physical environment on consumer purchasing decisions at Alfamart Jalan Ngurah Rai Singaraja. The research design used is causal quantitative. The subjects in this study were consumers who shopped at Alfamart Jalan Ngurah Rai Singaraja. While the objects of research are price discounts ( $X_1$ ), brand image ( $X_2$ ), physical environment ( $X_3$ ), and purchasing decisions ( $Y$ ). Data were collected by recording documents and questionnaire methods, and analyzed by multiple linear regression analysis. Data processing using the Statistical Package for Social Science (SPSS) 23.0 for windows program. The*

*results showed that (1) price discounts, brand image, and physical environment had a significant effect on consumer purchasing decisions at Alfamart Jalan Ngurah Rai Singaraja, (2) price discounts had a positive and significant effect on consumer purchasing decisions at Alfamart Jalan Ngurah Rai Singaraja, ( 3) brand image has a positive and significant effect on consumer purchasing decisions at Alfamart Jalan Ngurah Rai Singaraja, and (4) physical environment positive and significant effect on consumer purchasing decisions at Alfamart Jalan Ngurah Rai Singaraja.*

*Keywords:* *brand image, purchase decision, physical environment, discount*

