



**POST PANDEMIC ERA OF OFFLINE STORE IN GREATER JAKARTA:
A MARKETING MIX RETAIL PERSPECTIVE**

UNDERGRADUATE THESIS

**Submitted as one of the requirements to obtain
Sarjana Administrasi Bisnis**

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CIKARANG
JUNE, 2023**

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ABSTRACT

Purpose – This study aims to determine the factors that influence customer purchase decision in offline store of Greater Jakarta citizen.

Design/methodology/Approach – This research uses quantitative research with 7Ps variables: product, price, place, people, promotion, process and physical evidence to identify the factors influences offline purchase decision. The survey using questionnaire with non-probability sampling which is purposive sampling made by using Google Form as a tool and distributed to people who live in Greater Jakarta that collected 400 respondents. To determine the influences each independent variable to dependent variable, this research using multiple analysis regression.

Findings – This research finds that there are five variables significantly influences to customer purchase decision. There are price, promotion, people, process and physical evidence who have significantly influence and proven as factors to influence people in Greater Jakarta to buy in-stores. In addition, product and place not significantly influence to customer purchase decision, therefore that variables can't prove as factors to influence on customer purchase decision.

Originality Value – This study contributes to understanding people to know what factors which influences on Greater Jakarta customer purchase decision to buy in-store as a part of study in retail business.

Keywords – Retail business, Retail Marketing Mix, 7Ps, Offline Purchase Decision, Greater Jakarta

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