

## Analisis keputusan pemilihan tempat berbelanja bulanan mahasiswa strata satu (S1) Universitas Indonesia = Analysis on monthly shopping place decession bachelor students of University of Indonesia

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### Abstrak

Penelitian ini dilakukan untuk mengetahui pengaruh variabel demografi dan faktor bauran ritel retail mix terhadap keputusan pemilihan tempat berbelanja bulanan Mahasiswa Strata Satu S1 Universitas Indonesia. Penelitian ini dilakukan di Universitas Indonesia dengan besaran sampel yang diambil sebanyak 160 orang yang ditentukan berdasarkan metode convenience sampling. Pengumpulan data dilakukan dengan penyebaran kuesioner dan analisisnya menggunakan teknik analisis regresi logistik multinomial. Hasil penelitian menunjukkan bahwa terdapat pengaruh yang positif dan signifikan variabel demografi dan faktor bauran ritel terhadap keputusan pemilihan tempat berbelanja bulanan oleh Mahasiswa Universitas Indonesia. ....This study was conducted to determine the effect of demographic variables and retail mix factors on the decision of choosing monthly shopping place of Strata 1 S1 students in the University of Indonesia. This study was conducted at the University of Indonesia with the number of samples taken as many as 160 people determined based on convenience sampling method. The data were collected by distributing questionnaires and analyzes using multinomial logistic regression technique. The results showed that there was a positive and significant influence of demographic variables and retail mix factors on the decision of S1 students for their monthly shopping activities.