

Abstracks

Title : **Effects of Store Atmosphere, Sales Promotion and Location On Buying Interest**
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This study aims to determine the effect of Store Atmosphere, Sales Promotion and Location on Purchase Interest partially or simultaneously. The study was conducted at Matahari Department Store Metropolis. The method of data analysis uses multiple linear regression analysis. The population is all solar consumers and the sample is 145 respondents with non-probability sampling technique, namely accidental sampling. Methods of data collection using questionnaires and analysis of this data using the technique of Multiple Linear Regression Analysis. The results of this study indicate that Store Atmosphere, Sales Promotion and Location have a positive effect on Purchase Interest in Matahari Department Store Metropolis Consumers.

Keywords : ***Store Atmosphere, Sales Promotion and Location, Buying Interest***