ABSTRACT

SRI UMI LESTARI, *The Research Title* : *The Purchasing Situation and its Influence on The Consumer's Buying Decision at the Renaritti Factory Outlet,* Bandung, *Advised by* : Dra. Rahma Wahdiniwaty, M.Si.

The globalization era provides a promising new business opportunity and challenge for companies operating in Indonesia. This situation results in a more tightly competition. It is also occurred in retail industries where its expansion in Indonesia continuously develop such as supermarket, hypermarket, minimarket, and others typical retails. The purchasing situation constitutes an important aspect for shops, and to design an attractive buying atmospheres for consumers when they are in or outside shops will present consumer willingness for buying. In actually, a buying situation is a perceived or encountered environment or atmosphere by consumers when he or she bought a specific goods or services. For creating of attractive buying atmosphere, it will affect on easy for buying decision made by consumers. Such buying decision is a sequential process passed by a consumer in deciding for buying action. This research aims and objective is to understand consumer's responses on purchasing situation at Renaritti Factory Outlet, Bandung, to observe consumer's buying decision at Renaritti Factory Outlet Bandung, to examine the extent of purchasing situation toward consumer's buying decision at Renaritti Factory Outlet, Bandung.

The method used in this research is a descriptive method by quantitative approach. It is used to obtain an illustration about implementation of Purchasing Situation and Consumer's Buying Decision. Meanwhile, a quantitative research is used to understand relationship between variables through statistical calculations. Data for script compilation was obtained through literature study, interviews, observation, and questionnaire distribution, and to analyze those data, it is utilized the SPSS 13 program for windows. The survey took approximately 100 respondents as samples with error level is 10%.

Based on research finding, it is understood that relationship level between purchasing situation and consumer's buying decision shows those two variables are strong. The effect of purchasing situation on buying decision is approximately 52.9%, meanwhile the remaining about 47.1% comes from another factors avoiding by author in this research, such as product quality, prices, etc. Therefore, the better purchasing situation implemented by shops, it will provide a better impact toward consumer's buying decision at Renaritti Factory Outlet Bandung, too.

Keywords : The purchasing Situation, Consumer's Buying Decision, and Renaritti Factory Outlet