ABSTRACT

Stianti. "Analysis Of Product Assortment's Impact On Consumer Purchase Decisions at Indomaret Tubagus Ismail Raya Bandung". Under The Guidance Of: Elvira Azis, SE., MT.

Product assortment is a collection of all products and goods offered by a particular seller to the buyer (Kotler, 2007:15). The relationship between product assortment and consumer behavior in making purchasing decisions very closely related to the sale of a company's survival. According to Asep (2005: 9) conditions created by the availability of goods in the amount and type is varied, causing many choices in the process of consumer spending. Often the consumer in the shopping process, decisions taken to buy an item that previously were not listed in expenditure (out-of-purchase list). This decision comes out of nowhere is stimulated by a variety of product mix (assortment) and the price level of goods being offered.

This research was performed to determine consumer responses about the product assortment and consumer purchasing that are at Indomaret Tubagus Ismail Raya Bandung and also to know the impact of product absortment on consumer purchasing decisions at Indomaret Tubagus Ismail Raya. The method used in this research is descriptive and verifikation method with 'product absortment' as the independen variable and 'consumer purchasing decision' as the dependent variable. Primary data were collected using a questionnaire distributed to consumers Indomaret Tubagus Ismail Raya Bandung by simple random sampling with respondents consisting of 100 samples.

From the research that has been done, we can note that the first, product assortment at Indomaret is variant, secondly, the consumer has a good buying interest towards the products offered Indomaret; and the latest product diversity has contributed for 20% of the impact on consumer purchasing decisions, whereas 80% is explained by other factors.

Keywords: product assortment, purchase decisions..