

ABSTRACT

Currently, the condition of the consumption market in Indonesia is experiencing panic buying, panic buying appears in the context of anxiety about the Corona COVID-19 outbreak. One of the businesses affected by panic buying by the public is a retail business. Alfamart minimarket under the auspices of PT Sumber Alfaria Trijaya Tbk (AMRT) is one of the companies engaged in the retail industry in Indonesia. Profit for the current year of Alfamart Minimarket has decreased in 2020.

This study aims to determine the effect of social media marketing, corporate social responsibility, sales promotion, store environment and perceptual value on purchasing decisions of Alfamart Minimarket consumers.

The method used in this research is a quantitative method with the type of conclusive (causal) research. by distributing questionnaires to 431 respondents who had made purchases at Alfamart Minimarket. The sampling technique used non-probability sampling types. purposive sampling.

In this study, the results showed that the variables of social media marketing, corporate social responsibility, sales promotion and shop environment had a significant effect on purchasing decisions partially (T test) and simultaneously (F test), while the perception value did not significantly influence the decision. purchase. The magnitude of the influence is 70.2% and 29.8% indicates that it is influenced by factors not examined in this study.

Researchers provide suggestions for Alfamart Minimarket companies are expected to make social media a top priority, then companies develop and implement environmentally friendly CSR plans such as environmentally friendly bags (Eco Bags), hire a marketing team and graphic design should be more focused on creating attractive promotions and companies create a more comfortable store atmosphere.

Keywords: Corporate Social Responsibility, Perceived Value, Purchase Decision, Sales Promotion, Social Media Marketing, Store Environment