

ABSTRACT

The rapid growth of the music industry along time is also impacts on music consumption in Indonesia which initially using physical release, shifted to digital music by 62%. This change affects the declining sales of vinyl records, one such example occurred at Sub Store Bandung. It is caused by price and location influences on purchase decisions.

This study aimed to examine the effect of price and location to purchasing decision LPs in Sub Store Bandung. This research method is a quantitative method. This type of research is Descriptive Causal. Samples are consumers Sub Store using simple random sampling technique to as many as 100 respondents. Data analysis technique used is multiple linear regression analysis.

Based on the results of the F test, the results obtained are F count is larger than F table which mean there are significant influences on the price and location on purchase decisions at Sub Store Bandung. Based on determination coefficient, price and location influence on purchase decisions as much as 60.5% and the remaining 39.5% is not described in this study. It can be concluded that price and location influence on purchase decisions of vinyl records at Sub Store Bandung. Sub Store Bandung should continue to pay attention to the price of its vinyl records so that consumers will be interested in making purchasing decisions.

Keyword : Price, Location, Purchase Decision