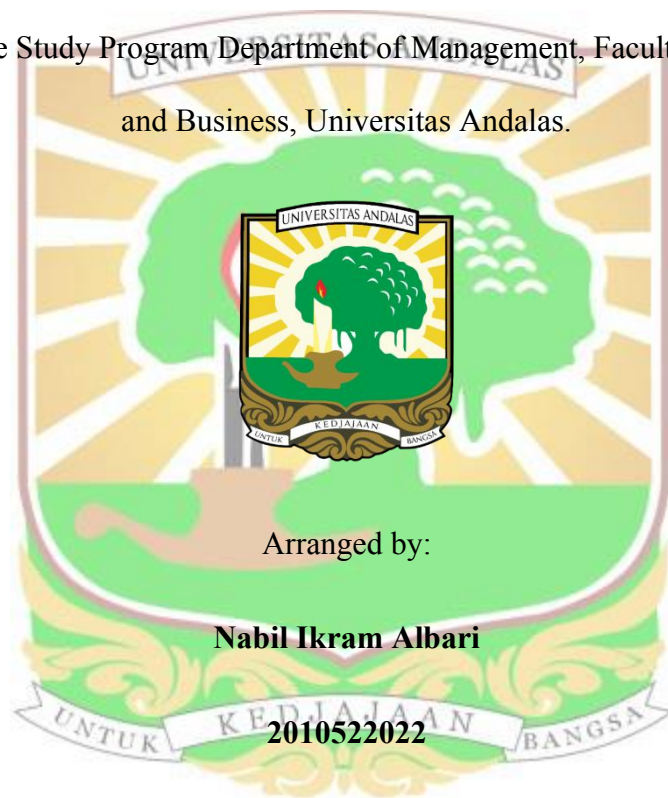


**“THE EFFECT OF PRODUCT ASSORTMENT, PRICE DISCOUNT, AND
EXPERIENTIAL MARKETING ON CUSTOMER PURCHASE DECISION
FOR TROPICANA SLIM PRODUCT IN PADANG CITY”**

THESIS

Submitted as one of the requirements for completing the bachelor’s degree in the Undergraduate Study Program Department of Management, Faculty of Economics and Business, Universitas Andalas.



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The Effect of Product Assortment, Price Discount, and Experiential Marketing on Customer Purchase Decision for Tropicana Slim Product in Padang City

*Thesis by: Nabil Ikram Albari
Thesis Supervisor: Meuthia, SE, M.Sc*

ABSTRACT

This study aims to test and analyze the role of product assortment, price discount, and experiential marketing on customer purchase decisions for Tropicana Slim products in Padang City. This research was conducted by distributing questionnaires to Tropicana Slim consumers online through WhatsApp. The sampling technique in this study was non-probability sampling and the sampling method used is purposive sampling. The sample of this study consisted of 139 respondents. Research data processing was carried out using Smart PLS 3.0. The result showed that product assortment has positive and significant effect on purchase decisions, price discount has positive and significant effect on customer purchase decision, and experiential marketing has positive and significant effect on customer purchase decision

Keywords: Product Assortment, Price Discount, Experiential Marketing, Purchase Decision

This thesis is already examined and passed on July 17, 2024.

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