

ABSTRAK

Penelitian ini dilakukan pada seluruh pelanggan Cafe Ngomber Kangean Sumenep. Penelitian ini bertujuan untuk mengetahui pengaruh lokasi, kualitas pelayanan, store atmosphere terhadap keputusan pembelian. Dalam penelitian ini data dikumpulkan dengan alat bantu berupa observasi, wawancara dan kuesioner terhadap 96 responden dengan teknik purposive sampling, yang bertujuan untuk mengetahui persepsi responden terhadap masing-masing variabel. Analisis yang digunakan meliputi uji instrumen data (uji validitas, dan uji reliabilitas), analisis regresi linear berganda, uji asumsi klasik (uji normalitas, uji multikolinearitas, uji heteroskedastisitas), dan uji hipotesis (uji t). Dari hasil analisis menggunakan regresi dapat diketahui bahwa variabel lokasi, kualitas pelayanan, store atmosphere, semuanya berpengaruh positif terhadap keputusan pembelian. Dari uji t diperoleh hasil lokasi, kualitas pelayanan, store atmosphere, semuanya berpengaruh signifikan terhadap keputusan pembelian.

Kata kunci: lokasi, kualitas pelayanan, store atmosphere dan keputusan pembelian



ABSTRACT

This research was conducted on all customers of Cafe Ngomber Kangean Sumenep. This study aims to determine the effect of location, service quality, store atmosphere on purchasing decisions. In this study, data were collected using the tools of observation, interviews and questionnaires to 96 respondents using purposive sampling technique, which aims to determine the respondents' perceptions of each variable. The analysis used includes the data instrument test (validity test and reliability test), multiple linear regression analysis, classical assumption test (normality test, multicollinearity test, heteroscedasticity test), and hypothesis testing (t test). From the analysis using regression, it can be seen that the variables of location, service quality, store atmosphere, all have a positive effect on purchasing decisions. From the t test, the results of location, service quality, store atmosphere, all have a significant effect on purchasing decisions.

Keywords: *location, service quality, store atmosphere and purchasing decisions*

