

## **ABSTRAK**

Penelitian ini dilakukan pada konsumen Butik Fenila Situbondo. Penelitian ini bertujuan untuk mengetahui pengaruh harga, lokasi, suasana toko, dan kualitas layanan terhadap keputusan pembelian pada Butik Fenila Situbondo. Dalam penelitian ini data dikumpulkan dengan alat bantu berupa observasi, wawancara dan kuesioner terhadap 100 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 F, uji t, koefisien determinasi). Dari hasil analisis menggunakan regresi dapat diketahui bahwa variabel harga (0,230), lokasi (0,285), suasana toko (0,262) dan kualitas layanan (0,190), semuanya berpengaruh positif terhadap keputusan pembelian. Dari uji t diperoleh hasil harga (0,001) berpengaruh signifikan terhadap keputusan pembelian. Uji lokasi (0,000) berpengaruh signifikan terhadap keputusan pembelian. Dan suasana toko (0,000) berpengaruh signifikan terhadap keputusan pembelian. Serta kualitas layanani (0,006), semuanya berpengaruh signifikan terhadap keputusan pembelian.

**Kata kunci:** harga, lokasi, suasana toko, kualitas layanan dan keputusan pembelian

## **ABSTRACT**

*This research was conducted on consumers of Fenila Situbondo Boutique. This study aims to determine the effect of price, location, store atmosphere, and service quality on purchasing decisions at Fenila Situbondo Boutique. In this study, data were collected by means of observation, interviews and questionnaires to 100 respondents with purposive sampling technique, which aims to determine respondents' perceptions of each variable. The analysis used includes data instrument testing (validity test, and reliability test), multiple linear regression analysis, classical assumption test (normality test, multicollinearity test, heteroscedasticity test), and hypothesis testing (F test, t test, coefficient of determination). From the results of the analysis using regression, it can be seen that the price variables (0.230), location (0.285), store atmosphere (0.262) and service quality (0.190), all have a positive effect on purchasing decisions. From the t test, the price (0.001) has a significant effect on purchasing decisions. Location test (0.000) has a significant effect on purchasing decisions. And the store atmosphere (0.000) has a significant effect on purchasing decisions. And the quality of service (0.006), all of which have a significant effect on purchasing decisions.*

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