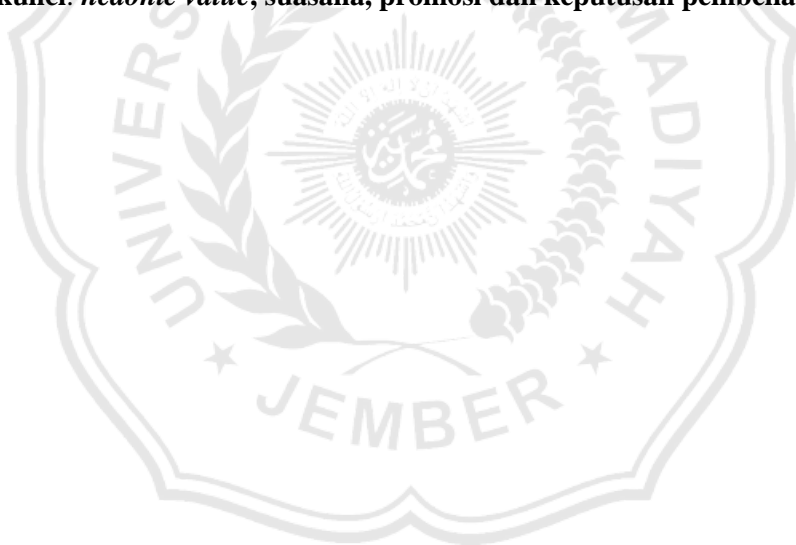


ABSTRAK

Penelitian ini dilakukan pada konsumen Pizza Hut Di Kedai Rilex Jember. Penelitian ini bertujuan untuk mengetahui pengaruh *hedonic value*, suasana toko, dan promosi terhadap keputusan pembelian pada Pizza Hut Di Kedai Rilex Jember. Dalam penelitian ini data dikumpulkan dengan melakukan 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 *hedonic value* (0,230), suasana (0,285), dan promosi (0,262), semuanya berpengaruh positif terhadap keputusan pembelian. Dari uji t diperoleh hasil *hedonic value* (0,001) berpengaruh signifikan terhadap keputusan pembelian. Uji suasana (0,000) berpengaruh signifikan terhadap keputusan pembelian. Serta promosi (0,000), semuanya berpengaruh signifikan terhadap keputusan pembelian.

Kata kunci: *hedonic value*, suasana, promosi dan keputusan pembelian



ABSTRACT

This research was conducted on Pizza Hut consumers at the Rilex Jember Shop. This study aims to determine the effect of hedonic value, store atmosphere, and promotion on purchasing decisions at Pizza Hut at Kedai Rilex Jember. 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 hedonic value variables (0.230), atmosphere (0.285), and promotions (0.262), all have a positive effect on purchasing decisions. From the t test, the hedonic value (0.001) has a significant effect on purchasing decisions. Atmosphere test (0.000) has a significant effect on purchasing decisions. As well as service promotion (0.000), all of them have a significant effect on purchasing decisions.

Keywords: *hedonic value, atmosphere, promotion and purchase decision*

