

ABSTRAK

Penelitian ini bertujuan untuk mengetahui pengaruh dari tiga variabel yaitu atmosfer toko, harga, dan lokasi terhadap keputusan pembelian. Hipotesis dalam penelitian ini atmosfer toko, harga, dan lokasi berpengaruh terhadap keputusan pembelian secara simultan maupun secara parsial. Objek penelitian ini adalah konsumen toko Fajar collections Genteng Banyuwangi yang memiliki jumlah populasi 80 responden menggunakan teknik sensus. Teknik pengumpulan data menggunakan observasi, wawancara dan kuesioner. Analisis yang digunakan meliputi uji validitas, uji reliabilitas, uji asumsi klasik (uji normalitas, uji multikolinearitas, uji heteroskedastisitas), analisis regresi linear berganda dan uji hipotesis (uji F, uji t, koefisien determinasi). Hasil penelitian menunjukkan bahwa atmosfer toko, harga, dan lokasi secara simultan berpengaruh terhadap keputusan pembelian dan atmosfer toko, harga, dan lokasi secara parsial berpengaruh signifikan terhadap keputusan pembelian.

Kata kunci: Atmosfer Toko, Harga, Lokasi, Dan Keputusan Pembelian



ABSTRACT

This study aims to determine the effect of three variables, store atmosphere, price and location on the decision buying. The hypothesis in this study is that store atmosphere, price and location influence the decision buying simultaneously or partially. The object of this research is customer's of Fajar collections in Genteng Banyuwangi who have a population of 80 respondents using census techniques. Data collection techniques used observation, interviews and questionnaires. The analysis used included the validity test, reliability test, classic assumption test (normality test, multicollinearity test, heteroscedasticity test), multiple linear regression analysis and hypothesis testing (F test, t test, coefficient of determination). The results showed that store atmosphere, price and location simultaneously influence the decision buying and store atmosphere, price and location partially have a significant effect on the decision buying.

Keywords: *Store Atmosphere, Price, Location And Decision Buying.*

