

ABSTRAK

Penelitian ini berjudul: “Analisis *Store Atmosphere*, Lokasi dan Kualitas Produk Terhadap Keputusan Pembelian”. Penelitian ini bertujuan mengetahui : (1) pengaruh store atmosphere terhadap keputusan pembelian, (2) pengaruh lokasi terhadap keputusan pembelian (3) pengaruh kualitas produk terhadap keputusan pembelian. Objek penelitian ini adalah Cafe Gunitir Banyuwangi dengan menggunakan 100 sampel dalam penelitian. Teknik pengambilan sampel menggunakan *purposive sampling*. Teknik pengumpulan data menggunakan wawancara dan kuesioner. Alat analisis yang data menggunakan regresi linier berganda. Berdasarkan penelitian diperoleh nilai koefisien variabel *store atmosphere* dengan arah positif, serta variabel lokasi dengan arah positif, serta variabel kualitas produk dengan arah positif, serta berpengaruh positif terhadap keputusan pembelian di Cafe Gunitir Banyuwangi secara parsial. Dan hasil penelitian di peroleh menunjukkan bahwa variabel bebas mempunyai pengaruh positif terhadap keputusan pembelian.

Kata Kunci : *store atmosphere*, lokasi, kualitas produk



ABSTRACK

This study entitled: "Analysis of Effect of Atmosphere Stores, Location and Quality Products Buying Decision Against". This study aimed to: (1) the influence of the atmosphere of the store on purchasing decisions, (2) the effect of location on purchase decisions (3) the impact of product quality on purchase decisions. The object of this study is to Café and resto gunitir banyuwangi using 100 samples in the study. The sampling technique used purposive sampling. The technique of collecting data using interviews and questionnaires. The analytical tool data using linear regression. Based on research obtained value coefficient shop atmosphere, with positive direction and, variable locations, with positive direction and, the variable quality of the product with positive direction and, positive effect on keputusan purchase in Cak Sis Seafood Resto partially. And research results obtained this shows that the independent variable has a positive influence on purchase decisions.

Keywords: *shop atmosphere, the location, the quality of the product*

