

ABSTRAK

Penelitian ini bertujuan untuk menganalisis: tanggapan konsumen mengenai *Store Atmosphere* di Toko Buku Rumah Buku Bandung, tanggapan konsumen mengenai *Product Assortment* di Toko Buku Rumah Buku Bandung, tanggapan konsumen mengenai Keputusan Pembelian di Toko Buku Rumah Buku Bandung, serta untuk mengetahui seberapa besar tanggapan konsumen mengenai pengaruh *Store Atmosphere* dan *Product Assortment* terhadap Keputusan Pembelian pada Toko Buku Rumah Buku Bandung.

Metode yang digunakan pada penelitian ini adalah metode deskriptif dan verifikatif. Objek dalam penelitian ini adalah konsumen Toko Buku Rumah Buku Bandung, dengan total sampel 100 responden. Data yang dikumpulkan berupa data primer dan sekunder. Data analisis yang digunakan adalah analisis regresi linier berganda, korelasi berganda, dan koefisien determinasi.

Hasil penelitian menunjukkan bahwa *Store Atmosphere*, *Product Assortment*, dan Keputusan Pembelian Toko Buku Rumah Buku Bandung dapat dikatakan baik. Berdasarkan analisis koefisien determinasi menunjukkan bahwa *Store Atmosphere* dan *Product Assortment* memberikan kontribusi terhadap Keputusan Pembelian konsumen sebesar 59,4% sedangkan sisanya sebesar 40,6% merupakan pengaruh dari variabel lain. Secara keseluruhan hasil penelitian menunjukkan terdapat pengaruh *Store Atmosphere* dan *Product Assortment* terhadap Keputusan Pembelian, namun besarnya *Store Atmosphere* terhadap Keputusan Pembelian dalam penelitian ini lebih besar dibandingkan dengan pengaruh *Product Assortment* terhadap Keputusan Pembelian.

Kata kunci : *Store Atmosphere*, *Product Assortment*, Keputusan Pembelian

ABSTRACT

This study aims to analyze : the responses of consumers about the Store Atmosphere in the bookstore Rumah Buku Bandung, consumer feedback regarding the Product Assortment at the bookstore Rumah Buku Bandung, the responses of consumers regarding the Purchase Decision in a bookstore Rumah Buku Bandung, As well as to determine how much the responses of consumers about the influence of Store Atmosphere and Product Assortment to the Purchase Decision in a bookstore Rumah Buku Bandung.

The method used in this research in descriptive method and verification method. The object in this research is that consumers bookstore Rumah Buku Bandung, with a total sample of 100 respondents. Data collected in the form of primary data and secondary data. Data analysis used is multiple linier correlation, and the coefficient of determination.

The results of the research show that Store Atmosphere, Product Assortment and Purchase Decisions bookstore Rumah Buku Bandung can be said to be good. Based on the analysis of the coefficient of determination indicates that the Store Atmosphere and Product Assortment contributed to the Purchase Decisions of consumers by 59,4% while the remaining 40,6% is the influence of other variables. Overall the results showed there is the influence of Store Atmosphere and Product Assortment on Purchase Decisions, but the magnitude of the influence of Store Atmosphere on Purchase Decision in this study is large compared with the influence of Product Assortment on Purchase Decisions.

Keywords : Store Atmosphere, Product Assortment, Purchase Decision