

ABSTRAK

Penelitian ini bertujuan untuk mengetahui pengaruh promosi, lokasi dan *store atmopshere* secara simultan dan parsial terhadap keputusan pembelian konsumen Coffee and John Bandung. Coffee and John merupakan sala satu Coffee shop yang ada di jalan Naripan Kota bandung. Metode yang digunakan adalah metode deskriptif dan verifakitf. Objek penelitian adalah konsumen Coffee and John sebanyak 100 responden. Analisis yang digunakan yaitu analisis korelasi berganda, analisis regresi dan koefisien determinasi.

Hasil penelitian menunjukkan bahwa promosi, lokasi dan *store atmosphere* berpengaruh positif dan signifikan terhadap keputusan pembelian. Berdasarkan analisis koefisien determinasi menunjukkan bahwa promosi, lokasi dan *store atmopshere* memberikan kontribusi sebesar 58,22% sedangkan sisanya 41,78% pengaruh variabel yang tidak diteliti. Promosi, lokasi dan store atmophere berpengaruh terhadap keputusan pembelian konsumen masing-masing sebesar 19,6%, 20,4% dan 25,6%.

Kata kunci : Promosi, Lokasi, Store Atmosphere dan Keputusan Pembelian

ABSTRACT

This research aims to know the influence of promotions, and store atmosphere simultaneously and partial towards purchasing decisions of consumers Coffee and John. Coffee and John is one of the coffee shop at Jalan Naripan Bandung. The method to use is descriptive method and verifaktif. The object of research is the consumer's Coffee and John as much as 100 respondents. The analysis used multiple correlation analysis, namely analysis regression and coefficient of determination.

The results showed that promotions, and store atmosphere are positive and significant effect against the purchasing decision. Based on the analysis of determination coefficients showed that promotions, store locations and atmopshere contributes of 58.22% while the rest 41.78%influence variables are not examined. Promotions, and store atmosphere effect on consumer purchasing decisions each amounting to 19 .6%, 20.4% and 25.6%.

Keyword : Promotion, Location, Store Atmosphere and Purchasing decision