

ABSTRAK

Perkembangan teknologi dan industri meningkatkan persaingan antar pelaku Ekonomi Kreatif, sehingga dibutuhkan sinergitas di antara pemangku kepentingan dan pelaku usaha. Peningkatan tren usaha Coffee Shop terjadi di berbagai daerah termasuk di Tasikmalaya. Terdapat berbagai faktor yang mempengaruhi tren Coffee Shop ini. Penelitian ini bertujuan untuk mengetahui pengaruh *store atmosphere* dan promosi terhadap keputusan pembelian (survey pada konsumen *Coffee Shop Staygood* Tasikmalaya) secara simultan maupun parsial. Metode penelitian yang digunakan adalah metode deskriptif dan verifikatif dengan jumlah sampel sebanyak 100 responden. Metode analisis data yang digunakan adalah analisis regresi linier berganda, korelasi berganda dan koefisien determinasi.

Hasil penelitian menunjukkan bahwa terdapat pengaruh positif dan signifikan antara *store atmosphere* dan promosi terhadap keputusan pembelian. Besarnya pengaruh *store atmosphere* dan promosi terhadap keputusan pembelian secara simultan 32,9% dan sisanya 67,1% dipengaruhi variabel lain yang tidak diteliti. Secara parsial besarnya pengaruh *store atmosphere* terhadap keputusan pembelian sebesar 14,993% dan promosi terhadap keputusan pembelian sebesar 17,919%, sehingga dapat disimpulkan bahwa promosi memberikan pengaruh paling besar terhadap keputusan pembelian.

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

ABSTRACT

The development of technology and industry increases competition between Creative Economy actors, so synergy is needed between stakeholders and business actors. The increase in coffee shop business trends occurred in various regions including tasikmalaya. There are various factors that affect this coffee shop trend. This research aims to find out the influence of store atmosphere and promotion on purchasing decisions (surveys on Consumers of Coffee Shop Staygood Tasikmalaya) simultaneously and partially. The research method used is a descriptive and verifiative method with a sample number of 100 respondents. The data analysis methods used are multiple linear regression analysis, multiple correlations and coefficients of determination.

The results showed that there was a positive and significant influence between store atmosphere and promotion on purchasing decisions. The magnitude of store atmosphere and promotion influence on simultaneous purchasing decisions was 32.9% and the remaining 67.1% was influenced by other variables that were not studied. Partially the influence of store atmosphere on purchasing decisions by 14,993% and promotion of purchasing decisions by 17,919% it can be concluded that promotions have the most influence on purchasing decisions.

Keywords: Store Atmosphere, Promotion and Purchase Decision