

ABSTRAK

Penelitian ini bertujuan untuk mengetahui pengaruh *store atmosphere* dan lokasi terhadap keputusan pembelian pada Kopi Ruang Hati Bandung baik secara silmutan maupun parasial. Metode penelitian yang digunakan adalah metode deskriptif dan verifikatif dengan jumlah sampel sebanyak 90 responden. Pengujian instrumen penelitian menggunakan uji validitas dan reliabilitas. Metode analisis data yang digunakan adalah regresi linier berganda, korelasi berganda dan koefisien determinasi. Hasil penelitian menunjukkan bahwa *store atmosphere* dan lokasi berpengaruh positif dan signifikan terhadap keputusan pembelian. Besarnya pengaruh *store atmosphere* dan lokasi terhadap keputusan pembelian secara simultan sebesar 73,7% dan sisanya 26,3% dipengaruhi variabel lain yang tidak diteliti. Secara parsial besarnya pengaruh *store atmosphere* terhadap keputusan pembelian sebesar 63,2% dan pengaruh lokasi terhadap keputusan pembelian sebesar 10,5%.

Kata kunci : *Store Atmosphere, Lokasi, Keputusan Pembelian*

ABSTRACT

This study aims to determine the effect of store atmosphere and location on the store purchasing decision in Kopi Ruang Hati Bandung, both silmutan and paracially. The research method used is descriptive and verification methods with a total sample of 90 respondents. Testing research instruments using validity and reliability tests. Data analysis methods used are multiple linear regression, multiple correlation and coefficient of determination. The results showed that store atmosphere and location had a positive and significant effect on the purchasing decision. The magnitude of the effect of store atmosphere and location on the buying decision simultaneously was 73,7% and the remaining 24.2% was influenced by other variables not examined. Partially, the influence of store atmosphere on the purchasing decision process was 63,2% and the effect of location on the purchasing decision was 10,5%.

Keywords: *Store Atmosphere, Location, Purchasing Decision*

