

ABSTRAK

Penelitian ini bertujuan untuk menganalisis pengaruh suasana toko dan iklan terhadap keputusan pembelian konsumen pada *Clothing Smoke Syndicate* di Kota Bandung. Metode yang digunakan adalah kuantitatif dengan pendekatan deskriptif dan verifikatif, melalui penyebaran kuesioner kepada 82 responden yang ditentukan dengan rumus slovin menggunakan teknik *non-probability* sampling. Analisis data meliputi uji validitas, uji reliabilitas, transformasi *Method of Successive Interval (MSI)*, regresi linier berganda, korelasi berganda, koefisien determinasi, serta uji hipotesis (uji F dan uji t). Hasil penelitian menunjukkan bahwa nilai koefisien korelasi sebesar 0,883 berada pada interval 0,800–0,999, yang mengindikasikan hubungan yang sangat kuat antara suasana toko dan iklan dengan proses keputusan pembelian. Secara simultan, kedua variabel tersebut memberikan kontribusi sebesar 78% terhadap proses keputusan pembelian, sedangkan 22% sisanya dipengaruhi oleh faktor lain yang tidak diteliti dalam penelitian ini. Analisis parsial mengungkapkan bahwa suasana toko memberikan pengaruh sebesar 56% terhadap keputusan pembelian, sementara iklan memberikan pengaruh sebesar 22%. Temuan ini menegaskan bahwa suasana toko merupakan faktor dominan dalam memengaruhi proses keputusan pembelian konsumen di Smoke Syndicate.

Kata Kunci: Suasana Toko, Iklan, Proses Keputusan Pembelian

ABSTRACT

This study aims to analyze the effect of store atmosphere and advertising on consumer purchasing decisions at Clothing Smoke Syndicate in Bandung. The method used is quantitative with a descriptive and verificative approach, through the distribution of questionnaires to 82 respondents determined by the Slovin formula using non-probability sampling techniques. Data analysis included validity testing, reliability testing, Method of Successive Interval (MSI) transformation, multiple linear regression, multiple correlation, coefficient of determination, and hypothesis testing (F test and t test). The results showed that the correlation coefficient value of 0.883 was in the interval of 0.800–0.999, indicating a very strong relationship between store atmosphere and advertising with purchasing decisions. Simultaneously, these two variables contributed 78% to purchasing decisions, while the remaining 22% was influenced by other factors not examined in this study. Partial analysis revealed that store atmosphere had a 56% influence on purchasing decisions, while advertising had a 22% influence. These findings confirm that store atmosphere is a dominant factor in influencing the consumer purchasing decision process at Smoke Syndicate.

Keyword: Store Atmosphere, Advertising, Purchase Decision Process