

## ABSTRAK

*Store atmosphere* sangat penting bagi suatu bentuk usaha, karena *Store atmosphere* itu sendiri akan menjadi salah satu faktor dalam proses keputusan pembelian konsumen selain melalui promosi, harga dan bauran ritel lainnya. Atmosphere toko dengan suasana yang nyaman diharapkan akan membuat konsumen tidak bosan berkunjung dan menumbuhkan persepsi yang baik tentang bentuk usahanya, karena konsumen yang berkunjung akan melakukan konsumsi dengan adanya proses minat beli terlebih dahulu untuk memenuhi kebutuhannya. Disamping *store atmosphere*, faktor yang mempengaruhi proses keputusan pembelian adalah kualitas pelayanan. Pelayanan merupakan perilaku produsen dalam rangka memenuhi kebutuhan dan keinginan konsumen demi tercapainya kepuasan pada konsumen itu sendiri.

Tujuan dari penelitian ini adalah untuk mengetahui pengaruh *Store Atmosphere* dan kualitas pelayanan terhadap proses keputusan pembelian di Distro SCREAMOUS. Penelitian ini menggunakan metode deskriptif dan verifikatif dengan pendekatan studi kasus dimana sampel diambil dari konsumen Distro SCREAMOUS. Pengolahan data dilakukan dengan regresi linear berganda, analisis koefisien korelasi, koefisien determinasi, pengujian hipotesis.

Berdasarkan hasil penelitian dapat disimpulkan bahwa *Store Atmosphere* memiliki keeratan hubungan yang kuat dengan Proses keputusan pembelian. Berdasarkan Koefisien determinasi dan hasil uji hipotesis menunjukkan bahwa *Store Atmosphere* berpengaruh secara signifikan terhadap variabel Proses keputusan pembelian. Begitu juga Kualitas pelayanan memiliki keeratan hubungan yang cukup kuat/sedang dengan Proses keputusan pembelian. Berdasarkan Koefisien determinasi dan hasil uji hipotesis menunjukkan bahwa Kualitas pelayanan berpengaruh secara signifikan terhadap variabel Proses keputusan pembelian. Secara simultan Hasil perhitungan koefisien korelasi berganda (R) menunjukkan bahwa *Store Atmosphere* dan Kualitas pelayanan memiliki keeratan hubungan yang kuat dengan Proses keputusan pembelian. Hasil koefisien determinasi dan hasil uji hipotesis secara simultan menunjukkan bahwa *Store Atmosphere* dan Kualitas pelayanan terhadap Proses keputusan pembelian

Kata Kunci: *Store atmosphere*, Kualitas pelayanan, Proses keputusan pembelian

## **ABSTRACT**

*Store atmosphere is very important for a business, because the Store atmosphere itself will be one of the factors in the process of consumer purchasing decisions in addition to promotion, prices and other retail mixes. The atmosphere of the store with a comfortable atmosphere is expected to make consumers not bored visiting and foster a good perception of the shape of their business, because consumers who visit will consume with the process of buying interest first to meet their needs. Besides store atmosphere, the factors that influence the process of purchasing decisions are the quality of service. Service is the behavior of producers in order to meet the needs and desires of consumers in order to achieve satisfaction with the consumers themselves.*

*The purpose of this study was to determine the effect of Store Atmosphere and service quality on the purchasing decision process on the SCREAMOUS distribution. This study uses descriptive and verification methods with a case study approach where samples are taken from consumers of SCREAMOUS distributions. Data processing is done by multiple linear regression, correlation coefficient analysis, coefficient of determination, hypothesis testing.*

*Based on the results of the study it can be concluded that Store Atmosphere has a strong relationship with the purchasing decision process. Based on the coefficient of determination and the results of hypothesis testing indicate that the Store Atmosphere has a significant effect on the variables of the purchasing decision process. Likewise service quality has a close relationship that is quite strong / moderate with the process of purchasing decisions. Based on the coefficient of determination and the results of hypothesis testing indicate that service quality has a significant effect on the variables of the purchasing decision process. Simultaneously, the results of the calculation of multiple correlation coefficients ( $R$ ) indicate that Store Atmosphere and service quality have strong relationships with the purchasing decision process. The results of the coefficient of determination and the results of simultaneous hypothesis testing indicate that the Store Atmosphere and service quality on the purchasing decision process*

*Keywords: Store atmosphere, Quality of service, Process of purchasing decisions*