

## ABSTRAK

Penulis melakukan penelitian dengan judul : **"Analisa Pengaruh *Store Atmosphere* Terhadap Keputusan Pembelian di Bober Café Cabang Riau Bandung"**. Tujuan penelitian ini adalah untuk mengetahui bagaimana *store atmosphere* mempengaruhi keputusan pembelian konsumen di Bober Café cabang Riau Bandung.

Dalam penelitian ini penulis menggunakan metode penelitian metode deskriptif. Dengan variabel penelitian *store atmosphere* (X) dan keputusan pembelian konsumen (Y) untuk menganalisis kedua variabel diatas penulis menyebarkan kuesioner kepada 100 orang responden yang sedang berbelanja di Bober Café cabang Riau Bandung. Kemudian hasil penelitian tersebut diolah dan dianalisis dengan menggunakan metode statistik, yaitu korelasi Rank Spearman, koefisien determinasi  $r$  dan statistic uji  $t$ .

Identifikasi masalah dalam penelitian ini adalah bagaimana pelaksanaan *store atmosphere* yang dilakukan oleh Bober Café cabang Riau Bandung, bagaimana tanggapan konsumen terhadap pelaksanaan *store atmosphere* di Bober Café cabang Riau Bandung, dan seberapa besar pengaruh *store atmosphere* di Bober Café cabang Riau Bandung terhadap keputusan pembelian konsumen.

Dari hasil penelitian bahwa tanggapan konsumen atas *store atmosphere* dinilai baik, yang ditunjukkan dengan nilai rata-rata secara keseluruhan atas pernyataan responden terhadap *store atmosphere* adalah 4,00 dan nilai rata-rata secara keseluruhan atas pernyataan responden terhadap keputusan pembelian konsumen di Bober Café cabang Riau Bandung dengan nilai rata-rata 4,10.

Hasil perhitungan SPSS 15.00 menunjukkan bahwa hubungan *store atmosphere* terhadap keputusan pembelian konsumen di Bober Café cabang Riau Bandung adalah cukup kuat dan searah yaitu sebesar 0,422. Maka diperoleh koefisien determinasi sebesar 17,80%, artinya *store atmosphere* pada Bober Café cabang Riau Bandung mempengaruhi keputusan pembelian konsumen sebesar 17,80%, dan sisanya yaitu 82,20% oleh penulis dianggap faktor lain yang tidak termasuk dalam bagian penelitian ini, seperti harga produk, *brand image*, promosi, dan lain sebagainya. Dari hasil pengujian hipotesis dapat diketahui bahwa nilai  $t$  hitung sebesar 4,607 lebih besar dari nilai  $t$  tabel sebesar 1,660 dengan demikian  $H_0$  ditolak dan  $H_1$  diterima yang berarti ada hubungan positif antara *store atmosphere* dengan keputusan pembelian konsumen di Bober Café cabang Riau Bandung.

## ABSTRACT

The authors conducted a study with the title: "Analysis of The Influence of Store Atmosphere Of Purchasing Decisions in Bandung's Riau branch of Café Bober". The purpose of this research is to know how to store atmosphere affects the purchasing decisions of consumers in Bandung's Riau branch of Café Bober.

In this study the authors use research methods a descriptive method. With variable atmospheric research store (X), and consumer purchasing decisions (Y) to analyze the two variables above the author deploys the questionnaire to respondents that 100 people are shopping in Bandung's Riau branch of Café Bober. The research results are then processed and analyzed by using statistical methods, i.e., the correlation coefficient, Spearman Rank determination of  $r$  and  $t$ -test statistics "

Identification of problems in the study is how the implementation of store atmosphere conducted by Bober Café Bandung's Riau branch, how consumer response against the execution of store atmosphere in Café Bandung's Riau branch Bober, and how great the influence of store atmosphere in Café Bandung's Riau branch Bober to consumer purchasing decisions.

From the results of research that the responses of consumers over the store atmosphere is rated good, demonstrated by the average rating for the statement in its entirety the respondents against the store atmosphere was 4.00 and the average rating for the overall appearance of the respondent with respect to consumer purchasing decisions in Bandung's Riau branch of Café Bober with an average rating of 4, 10.

The calculation result SPSS 15.00 indicates that relationship store atmosphere against the purchasing decisions of consumers in Bandung's Riau branch of Café Bober is strong enough and the direction of 0,422. The determination coefficient obtained by 17.80%, meaning that store atmosphere at Bandung's Riau branch of Café Bober affect consumer purchasing decisions amounting to 17.80%, and the rest IE 82,20% by the author considered other factors that are not included in the current study, such as the product price, brand image, promotion, etc.

From the results of hypothesis testing can be known that value  $t$  calculate of 4,607  $t$  value is greater than the table of 1,660 thus rejected and  $H_1$   $H_0$  is accepted which means there is a positive relationship between the store atmosphere with the purchasing decisions of consumers in Bandung's Riau branch of Café Bober.