

ABSTRAK

Dinda Pertiwi, NIM 7163210020. “Pengaruh *Store Atmosphere* dan *Responsiveness* Terhadap Keputusan Pembelian pada Rocket Chicken di Jalan Garu II A No. 68 Medan” skripsi Jurusan Manajemen, Fakultas Ekonomi Universitas Negeri Medan 2020.

Penelitian ini bertujuan untuk mengetahui pengaruh *Store Atmosphere* dan *Responsiveness* terhadap Keputusan Pembelian pada Rocket Chicken di Jalan Garu II A No. 68 Medan. Populasi dalam penelitian ini adalah pelanggan yang berkunjung ke Rocket Chicken di Jalan Garu II A No. 68 Medan. Sampel dalam penelitian ini sebanyak 150 responden. Teknik pengambilan sampel yang digunakan adalah teknik *non probability sampling*. Pengumpulan data primer dilakukan dengan menggunakan kuesioner yang diukur dengan skala Likert. Data sekunder diambil dari literatur yang berkaitan dengan penelitian ini. Teknik analisis yang digunakan adalah analisis regresi linear berganda. Pengolahan data dalam penelitian ini menggunakan program SPSS 21.0 for windows. Hasil penelitian menunjukkan bahwa *Store Atmosphere* dan *Responsiveness* secara bersama-sama berpengaruh positif dan signifikan terhadap Keputusan Pembelian pada Rocket Chicken di Jalan Garu II A No. 68 Medan. Melalui pengujian koefisien determinasi (R^2) diperoleh nilai *R square* sebesar 0.637 atau 63.7% yang artinya variabel *Store Atmosphere* dan *Responsiveness* memiliki pengaruh sebesar 63.7% terhadap Keputusan Pembelian pada Rocket Chicken di Jalan Garu II A No. 68 Medan, sedangkan selebihnya dipengaruhi oleh faktor lain diluar variabel dalam penelitian ini.

Kata Kunci : *Store Atmosphere*, *Responsiveness*, dan Keputusan Pembelian

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ABSTRACT

Dinda Pertiwi, NIM 7163210020. "The Effect of Store Atmosphere and Responsiveness on Purchasing Decisions on Rocket Chicken in Jalan Garu II A No. 68 Medan "thesis Management Department, Faculty of Economics, State University of Medan 2020.

This study aims to determine the effect of Store Atmosphere and Responsiveness on Purchasing Decisions on Rocket Chicken in Jalan Garu II A No. 68 Medan. The population in this study were customers who visited Rocket Chicken on Jalan Garu II A No. 68 Medan. The sample in this study were 150 respondents. The sampling technique used is non probability sampling technique. Primary data collection is done by using a questionnaire that is measured by a Likert scale. Secondary data were taken from the literature relating to this study. The analysis technique used is multiple linear regression analysis. Data processing in this study uses SPSS 21.0 for windows. The results showed that the Store Atmosphere and Responsiveness together had a positive and significant effect on Purchasing Decisions on Rocket Chicken in Jalan Garu II A No. 68 Medan. Through testing the coefficient of determination (R^2) obtained R square value of 0.637 or 63.7%, which means the Store Atmosphere and Responsiveness variables have an influence of 63.7% on the Purchasing Decision on Rocket Chicken in Jalan Garu II A No. 68 Medan, while the rest is influenced by other factors outside the variables in this study.

Keywords : Store Atmosphere, Responsiveness, and Purchasing Decisions

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