

## ABSTRAK

**Esther Simanjuntak, Nim 7192510004. Pengaruh *Store Atmosphere* dan Kualitas Produk Terhadap Keputusan Pembelian di Jalan Prof H.M.Yamin Medan”.**

Penelitian ini bertujuan untuk mengetahui pengaruh *Store Atmosphere* dan Kualitas produk terhadap Keputusan pembelian di Jalan Prof H.M Yamin Medan. Penelitian ini menggunakan metode kuantitatif dengan teknik pengambilan sampel menggunakan *purposive sampling* dengan jumlah sampel sebanyak 130 orang. Teknik analisis data menggunakan Uji Validitas, Uji Reliabilitas, Uji Asumsi Klasik, Analisis Regresi Linear Berganda, dan Uji Hipotesis dengan bantuan software SPSS. Hasil penelitian menunjukkan bahwa *Store Atmosphere* dan kualitas produk berpengaruh positif dan signifikan secara parsial terhadap keputusan pembelian. Uji koefisien determinasi menunjukkan nilai sebesar 0,485 yang berarti Pengaruh *Store Atmosphere* dan Kualitas Produk terhadap Keputusan Pembelian sebesar 48,5% sedangkan sisanya dipengaruhi variabel lain di luar penelitian ini

**Kata kunci : *Store Atmosphere*, Kualitas Produk, Keputusan Pembelian**



## **ABSTRACT**

***Esther Simanjuntak, Nim 7192510004. The Effect of Store Atmosphere and Product Quality on Purchasing Decisions on Jalan Prof H.M.Yamin Medan''.***

*This study aims to determine the effect of Store Atmosphere and Product Quality on Purchase Decisions at Jalan Prof. H.M Yamin Medan. This study used a quantitative method with a sampling technique using purposive sampling with a total sample of 130 people. Data analysis techniques used Validity Test, Reliability Test, Classical Assumption Test, Multiple Linear Regression Analysis, and Hypothesis Testing with the help of SPSS software. The results showed that Store Atmosphere and product quality have a positive and significant effect partially on purchasing decisions. The coefficient of determination test shows a value of 0.485 which means that the influence of store atmosphere and product quality on purchasing decisions is 48.5%, while the rest is influenced by other variables outside this study.*

***Keywords: Store Atmosphere, Product Quality, Purchase Decision***

