

ABSTRAK

Yunda Kristin Sihombing, NIM : 7202560001, Pengaruh Suasana Toko, Kualitas Pelayanan dan Kualitas Produk terhadap Minat Beli Konsumen di *Eat Aja Tasty Burger* Lubuk Pakam. Skripsi, Prodi Kewirausahaan, Jurusan Manajemen, Fakultas Ekonomi, Universitas Negeri Medan, 2024.

Penelitian ini bertujuan untuk mengetahui dan memperjelas variabel yang mempengaruhi Keputusan Pembelian konsumen di *Eat Aja Tasty Burger* Lubuk Pakam. Penelitian ini menggunakan pendekatan Kuantitatif Asosiatif. Metode penelitian ini yaitu *Non Probability Sampling* dengan teknik *Accidental Sampling*. Adapun Populasi yang digunakan dalam penelitian ini yaitu konsumen yang pernah melakukan pembelian di *Eat Aja Tasty Burger* Lubuk Pakam, dengan jumlah sampel dalam penelitian ini sebanyak 96 responden. Pengumpulan data penelitian ini melalui Kuesioner yang diolah menggunakan perangkat lunak *SmartPLS* Versi 4.1. Hasil Penelitian ini menunjukkan bahwa Suasana Toko, Kualitas Pelayanan dan Kualitas Produk bersama-sama memiliki pengaruh Positif dan Signifikan Terhadap Keputusan Pembelian di *Eat Aja Tasty Burger* Lubuk Pakam.

Kata Kunci : Suasana Toko, Kualitas Pelayanan, Kualitas Produk, Keputusan Pembelian.



ABSTRACT

Yunda Kristin Sihombing, NIM: 7202560001, The Influence of Store Atmosphere, Service Quality and Product Quality on Consumer Purchase Interest at Eat Aja Tasty Burger Lubuk Pakam. Thesis, Entrepreneurship Study Program, Management Department, Faculty of Economics, Medan State University, 2024.

This research aims to determine and clarify the variables that influence consumer purchasing decisions at Eat Aja Tasty Burger Lubuk Pakam. This research uses a quantitative associative approach. This research method is Non Probability Sampling with Accidental Sampling techniques. The population used in this research is consumers who have made purchases at Eat Aja Tasty Burger Lubuk Pakam, with a sample size of 96 respondents in this research. This research data was collected through questionnaires which were processed using SmartPLS Version 4.1 software. The results of this research show that store atmosphere, service quality and product quality together have a positive and significant influence on purchasing decisions at Eat Aja Tasty Burger Lubuk Pakam.

Keywords: Store atmosphere, service quality, product quality, purchasing decisions.

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