

ABSTRAK

Mutiara Septiani Sihite, NIM : 7201210011. “Pengaruh *Store Atmosphere* dan Kualitas Pelayanan Terhadap Keputusan Pembelian Pada Warung Kudeta Cik Ditiro”. Jurusan Manajemen, Fakultas Ekonomi Universitas Negeri Medan 2024.

Penelitian ini dilakukan untuk mengetahui apakah ada Pengaruh *Store Atmosphere* dan Kualitas Pelayanan Terhadap Keputusan Pembelian Pada Warung Kudeta Cik Ditiro. Penelitian ini menggunakan metode kuantitatif, populasi dalam penelitian ini berjumlah 19.252 orang. Pengolahan data menggunakan program SPSS 22. Hasil penelitian menunjukkan bahwa: (1) *Store Atmosphere* secara parsial memberikan pengaruh positif dan signifikan sebesar 21% terhadap Keputusan Pembelian, (2) Kualitas Pelayanan secara parsial memberikan pengaruh positif dan signifikan sebesar 10,2% terhadap Keputusan Pembelian, (3) *Store Atmosphere* dan Kualitas Pelayanan secara bersama-sama memberikan pengaruh positif dan signifikan terhadap Keputusan Pembelian. Koefisien Determinasi yang disesuaikan (Adjusted R²) sebesar 0,533 yang berarti variabel *Store Atmosphere* dan Kualitas Pelayanan mampu memberikan kontribusi terhadap pengaruh Keputusan Pembelian sebesar 53,3% sementara sisanya sebesar 46,7% ditentukan oleh variabel-variabel lain diluar model penelitian ini. Hal ini menunjukkan bahwa masih terdapat variabel-variabel lain yang dapat menjelaskan Keputusan Pembelian.

Kata Kunci: *Store Atmosphere*, Kualitas Pelayanan, Keputusan Pembelian

ABSTRACT

Mutiara Septiani Sihite, NIM : 7201210011. “The Effect of Store Atmosphere and Service Quality on Purchasing Decisions at Warung Kudeta Cik Ditiro”. Department of Management, Faculty of Economics, State University of Medan 2024.

This study was conducted to determine whether there is an effect of Store Atmosphere and Service Quality on Purchasing Decisions at Warung Kudeta Cik Ditiro. This study uses quantitative methods, the population in this study amounted to 19,252 people. Data processing using the SPSS 22 program. The results showed that: (1) Store Atmosphere partially has a positive and significant effect of 21% on Purchasing Decisions, (2) Service Quality partially has a positive and significant effect of 10.2% on Purchasing Decisions, (3) Store Atmosphere and Service Quality together have a positive and significant effect on Purchasing Decisions. The adjusted coefficient of determination (Adjusted R²) is 0.533, which means that the Store Atmosphere and Service Quality variables are able to contribute to the influence of Purchasing Decisions by 53.3%, while the remaining 46.7% is determined by other variables outside this research model. This shows that there are still other variables that can explain Purchasing Decisions.

Keywords: Store Atmosphere, Service Quality, Purchasing Decisions