

## ABSTRAK

**Helmi Sinta Ritonga, NIM. 7151210008. Pengaruh *Store Environment* dan *Store Location* Terhadap Keputusan Pembelian di Butik *Brandedshop* Medan. Skripsi Jurusan Manajemen, Fakultas Ekonomi, Universitas Negeri Medan, Tahun 2019.**

Penelitian ini bertujuan untuk mengetahui dan menjelaskan *Store Environment* dan *Store Location* Terhadap Keputusan Pembelian di Butik *Brandedshop*. Populasi dalam penelitian ini adalah rata-rata seluruh konsumen wanita baik remaja hingga dewasa yang membeli di toko butik *Brandedshop* Medan dengan jumlah sampel sebanyak 89 orang. Teknik pengumpulan data yang digunakan adalah observasi, wawancara dan angket/kuesioner. Teknik analisis data yang digunakan adalah model regresi linear berganda dan pengujian hipotesis uji t, uji f dan koefisien determinasi yang sebelumnya data telah diuji menggunakan uji validitas, uji reliabilitas dan asumsi klasik, pengolahan data menggunakan SPSS 22.0 *for windows*. Berdasarkan hasil penelitian uji hipotesis menunjukkan bahwa : 1) *Store Environment* berpengaruh positif dan signifikan terhadap Keputusan Pembelian 2) *Store Location* berpengaruh positif dan signifikan terhadap Keputusan Pembelian. Hasil analisis *Adjusted R Square* sebesar 0,254 yang artinya Keputusan Pembelian sebesar 25,4% dipengaruhi oleh *Store Environment* dan *Store Location* sisanya 74,6% variabel Keputusan Pembelian dijelaskan oleh variabel lain diluar penelitian. Dari hasil analisis ini dapat disimpulkan bahwa Keputusan Pembelian pada butik *Brandedshop* Medan di pengaruhi oleh *Store Environment* dan *Store Location*.

***Kata Kunci : Store Environment, Store Location, Keputusan Pembelian***



## ABSTACK

**Helmi Sinta Ritonga, NIM. 7151210008. *Effect of Store Environment and Store Location on Purchasing Decisions in Medan Brandedshop Boutique. Thesis of Management Department, Faculty of Economics, Medan State University, 2019.***

*This study aims to determine and explain the Store Environment and Store Location Against Purchasing Decisions in Brandedshop Boutique. The population in this study was the average of all female consumers, both adolescents and adults, who bought at Brandedshop boutique store in Medan with a sample of 89 people. Data collection techniques used were observation, interviews and questionnaires. Data analysis techniques used are multiple linear regression models and hypothesis testing *t* test, *f* test and the coefficient of determination before the data has been tested using validity, reliability and classical assumptions, processing data using SPSS 22.0 for windows. Based on the results of the hypothesis test show that: 1) Store Environment has a positive and significant effect on Purchasing Decisions 2) Store Location has a positive and significant influence on Purchasing Decisions. The results of the analysis of Adjusted R Square of 0, 254 which means the Purchase Decision of 25.4% is influenced by Store Environment and Store Location the remaining 74.6% of the Purchase Decision variable is explained by other variables outside the study. From the results of this analysis it can be concluded that the Purchasing Decision at Medan Brandedshop boutique is influenced by Store Environment and Store Location.*

**Keywords: Store Environment, Store Location, Purchase Decision**

