

**PENGARUH STORE ATMOSPHERE DAN BRAND IMAGE TERHADAP
KEPUTUSAN PEMBELIAN MAJESTYK BAKERY AND CAKE SHOP
CAB. KRAKATAU MEDAN**

ABSTRAK

Penelitian ini bertujuan untuk mengetahui apakah ada pengaruh antara Store Atmosphere terhadap keputusan pembelian, Brand Image terhadap keputusan pembelian pada produk Majestyk Bakery and Cake Shop cab. Krakatau Medan serta melihat pengaruh simultan antara Store Atmosphere dan Brand Image. Teknik pengumpulan sampel dalam penelitian ini menggunakan teknik accidental sampling yang terdiri dari 100 responden.

Teknik analisis data pada penelitian ini menggunakan analisis deskriptif, uji instrument penelitian, uji asumsi klasik, uji hipotesis, analisis regresi linear berganda, uji koefisien determinasi dan metode dalam pengumpulan data berupa daftar pertanyaan, dan dokumentasi

Hasil penelitian menunjukkan bahwa pengaruh Store Atmosphere , dan Brand Image secara serentak berpengaruh signifikan terhadap Keputusan Pembelian dengan nilai $F_{hitung} 26,521 >$ nilai $F_{tabel} 3,09$. Uji parsial menunjukkan bahwa Store Atmosphere dan Brand Image berpengaruh positif dan signifikan terhadap Keputusan Pembelian. Nilai Adjusted R Square yang didapat dari hasil pengujian Koefisien Determinan (R^2) terhadap minat berkunjung sebesar 0,354 menjelaskan bahwa 35,4% Keputusan Pembelian mampu dijelaskan oleh variabel Store Atmosphere dan Brand Image sedangkan sisanya 64,6% di pengaruhi oleh variabel-variabel lain diluar variabel dalam penelitian ini.

Kata Kunci : *Store Atmosphere, Brand Image, Keputusan Pembelian.*



**THE INFLUENCE OF STORE ATMOSPHERE AND BRAND
IMAGE ON PURCHASING DECISIONS MAJESTYK BAKERY AND
CAKE SHOP CAB. MEDAN KRAKATAU**

ABSTRACT

This study aims to determine whether there is an influence between Store Atmosphere on purchasing decisions, Brand Image on purchasing decisions on Majestyk Bakery and Cake Shop cab products. Krakatau Medan and see the simultaneous influence of Store Atmosphere and Brand Image. The sample collection technique in this study used an accidental sampling technique consisting of 100 respondents.

Data analysis techniques in this study used descriptive analysis, research instrument testing, classical assumption testing, hypothesis testing, multiple linear regression analysis, coefficient of determination test and methods in collecting data in the form of a list of questions, and documentation.

The results showed that the influence of Store Atmosphere and Brand Image simultaneously had a significant effect on Purchasing Decisions with an Fcount value of 26.521 > Ftable value of 3.09. Partial test shows that Store Atmosphere and Brand Image have a positive and significant effect on Purchase Decision. The Adjusted R Square value obtained from the results of the Determinant Coefficient test (R²) on visiting interest is 0.354 explaining that 35.4% of Purchase Decisions can be explained by the Store Atmosphere and Brand Image variables while the remaining 64.6% is influenced by other variables outside variables in this study.

Key Words: Store Atmosphere, Brand Image, Purchasing Decisions

