

PENGARUH *STORE ATMOSPHERE*, KUALITAS PRODUK DAN PERSEPSI HARGA TERHADAP KEPUTUSAN PEMBELIAN PADA *CORNER HOUSE VAPE* DI ABIANSEMAL KABUPATEN BADUNG

ABSTRAK

Keputusan pembelian adalah suatu keputusan konsumen yang dipengaruhi oleh ekonomi keuangan, teknologi, politik, budaya, produk, harga, lokasi, promosi, *physical evidence*, *people* dan *process*. Faktor - faktor yang mempengaruhi keputusan pembelian yaitu *Store Atmosphere*, kualitas produk dan persepsi harga. Tujuan penelitian yaitu untuk menganalisis dan menjelaskan pengaruh *store atmosphere*, kualitas produk, dan persepsi harga terhadap keputusan pembelian pada *Corner House Vape* di Abiansemal Kabupaten Badung.

Populasi dalam penelitian ini adalah seluruh pelanggan yang telah menjadi member pada *Corner House Vape* di Abiansemal Kabupaten Badung yang berjumlah 489 pelanggan. Teknik pengambilan sampel pada penelitian ini menggunakan teknik *purposive sampling*. Sampel dalam penelitian ini diambil dari pelanggan *Corner House Vape* di Abiansemal Kabupaten Badung yang telah menjadi member. Metode pengumpulan data yang digunakan yaitu dokumentasi dan kuesioner. Teknik analisis data yang digunakan dalam penelitian ini yaitu analisis regresi linier berganda.

Hasil penelitian menunjukkan *Store atmosphere* (X_1) berpengaruh positif dan signifikan terhadap keputusan pembelian (Y) pada *Corner House Vape* di Abiansemal Kabupaten Badung. Kualitas produk (X_2) berpengaruh positif dan signifikan terhadap keputusan pembelian (Y) pada *Corner House Vape* di Abiansemal Kabupaten Badung. Persepsi harga (X_3) berpengaruh positif dan signifikan terhadap keputusan pembelian (Y) pada *Corner House Vape* di Abiansemal Kabupaten Badung.

Kata kunci: *store atmosphere*, kualitas produk, persepsi harga, dan keputusan pembelian

ABSTRACT

Purchase decision is a consumer decision that is influenced by economics, finance, technology, politics, culture, product, price, location, promotion, physical evidence, people and process. The factors that influence purchasing decisions are Store Atmosphere, product quality and price perception. The purpose of this research is to analyze and explain the influence of store atmosphere, product quality, and price perception on purchasing decisions at Corner House Vape in Abiansema, Badung Regency.

The population in this study were all customers who had become members of Corner House Vape in Abiansema, Badung Regency, totaling 489 customers. The sampling technique in this study used purposive sampling technique. The sample in this study was taken from Corner House Vape customers in Abiansema, Badung Regency who have become members. Data collection methods used are documentation and questionnaires. The data analysis technique used in this research is multiple linear regression analysis.

The results showed that Store atmosphere (X1) had a positive and significant effect on purchasing decisions (Y) at Corner House Vape in Abiansema, Badung Regency. Product quality (X2) has a positive and significant effect on purchasing decisions (Y) at Corner House Vape in Abiansema, Badung Regency. Price perception (X3) has a positive and significant effect on purchasing decisions (Y) at Corner House Vape in Abiansema, Badung Regency.

Keywords: store atmosphere, product quality, price perception, and purchasing decisions

