

ABSTRAK

PENGARUH KUALITAS PRODUK, *STORE ATMOSPHERE*, DAN KUALITAS PELAYANAN TERHADAP KEPUTUSAN PEMBELIAN (Studi Pada Konsumen *Coffee Shop Starbucks Ahmad Yani Bandar Lampung*)

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Penelitian ini bertujuan untuk mengetahui seberapa besar pengaruh kualitas produk, *store atmosphere* dan kualitas pelayanan terhadap keputusan pembelian. Populasi yang digunakan adalah konsumen Starbucks *Coffee* Ahmad Yani Bandar Lampung. Teknik pengambilan sampel menggunakan *purposive sampling* dengan metode *nonprobability sampling* dan jumlah sampel sebanyak 100 responden. Penelitian ini menggunakan teknik analisis regresi linear berganda dengan alat bantu program SPSS 26.0. Hasil dari penelitian ini menunjukkan bahwa secara parsial variabel kualitas produk, *store atmosphere*, dan kualitas pelayanan berpengaruh positif dan signifikan terhadap keputusan pembelian. Hasil uji F pada penelitian ini menunjukkan bahwa variabel kualitas produk, *store atmosphere*, dan kualitas pelayanan secara bersama-sama berpengaruh signifikan sebesar 69,8% terhadap keputusan pembelian.

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

ABSTRACT

THE IMPACT OF PRODUCT QUALITY, STORE ATMOSPHERE, AND SERVICE QUALITY ON BUYING DECISIONS (Study on Starbucks Coffee Shop Consumers Ahmad Yani Bandar Lampung)

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This study aims to ascertain the extent to which product quality, store atmosphere, and service quality affect buying decisions. The population sampled is Starbucks Coffee Ahmad Yani Bandar Lampung customers. Purposive sampling was utilized in conjunction with a non-probability sampling procedure, and 100 respondents were sampled. Multiple linear regression analysis techniques are used in this research, along with SPSS 26.0 computer tools. The findings of this study demonstrate that product quality, store atmosphere, and service quality all have a favorable and statistically significant impact on buying decisions. The F test results reveal that when the variables of product quality, store atmosphere, and service quality are combined, they substantially affect buying decisions by 69.8 percent.

Keywords: Buying Decision, Product Quality, Store Atmosphere, and Service Quality