ABSTRAK

PENGARUH STORE ATMOSPHERE DAN DAYA TARIK PROMOSI TERHADAP KEPUTUSAN PEMBELIAN KONSUMEN DOESOEN *COFFEE* BANDAR LAMPUNG

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Store atmosphere adalah karakteristik lingkungan toko, seperti arsitektur, *layout*, *signage*, *display*, warna, pencahayaan, temperatur, musik dan aroma, yang secara menyeluruh akan membentuk *image* di benak konsumen. Daya tarik adalah segala sesuatu disuatu tempat yang memiliki keunikan, keindahaan, kemudahan dan nilai yang berwujud keanekaragaman kekayaan alam maupun buatan manusia yang menarik dan mempunyai nilai untuk dikunjungi. Tujuan riset ini, ingin mengetahui besarnya pengaruh *store atmosphere* dan daya tarik promosi terhadap keputusan konsumen dalam pembelian produk Doesoen *Coffee* Bandar Lampung. Metode yang digunakan adalah *explanatory research* dengan pendekatan penelitian kuantitatif melalui program SPSS 27 sebagai pengolahan data. Teknik sampel yang digunakan yaitu *non probability sampling* dengan metode *purposive sampling*, populasi penelitian ini yaitu konsumen Doesoen *Coffee* Bandar Lampung. Penelitian ini terdiri dari variabel bebas (X) yaitu *store atmosphere* (X1), daya tarik promosi (X2), dan variabel terikat yaitu Keputusan Pembelian (Y). Hasil penelitian ini menunjukan bahwa *store atmosphere* secara parsial berpengaruh tetapi tidak signifikan terhadap keputusan pembelian, sedangkan daya tarik promosi secara parsial berpengaruh dan signifikan terhadap keputusan pembelian. Variabel *store atmosphere* memiliki nilai koefisien linear berganda sebesar 0,046%. Sedangkan variabel daya tarik memiliki nilai koefisien linear berganda sebesar 78,3%. Secara simultan besarnya pengaruh *store atmosphere* dan daya tarik promosi terhadap keputusan pembelian yaitu 0.664 atau 66,4%, yang berarti variabel independen berpengaruh signifikan terhadap keputusan pembelian.

Kata kunci: Store Atmosphere, Daya Tarik Promosi, Keputusan Pembelian, Doesoen *Coffee*

ABSTRACT

THE INFLUENCE OF STORE ATMOSPHERE AND PROMOTIONAL ATTRACTIVENESS ON DOESOEN COFFEE BANDAR LAMPUNG CONSUMER PURCHASING DECISIONS

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Store atmosphere is a characteristic of the store environment, such as architecture, layout, signage, display, color, lighting, temperature, music and aroma, which as a whole will form an image in the minds of consumers. Attraction is everything in a place that has uniqueness, beauty, convenience and value in the form of a diversity of natural and man-made wealth that is attractive and has value to be visited. The purpose of this research is to determine the magnitude of the influence of store atmosphere and promotional attractiveness on consumer decisions in purchasing Doesoen Coffee Bandar Lampung products. The method used is explanatory research with a quantitative research approach using the SPSS 27 program for data processing. The sampling technique used is nonprobability sampling with a purposive sampling method. The population of this study are consumers of Doesoen Coffee Bandar Lampung. This research consists of independent variables (X), namely store atmosphere (X1), promotional attractiveness (X2), and the dependent variable, namely Purchase Decision (Y). The results of this research show that store atmosphere partially but not significantly influences purchasing decisions, while promotional attractiveness partially and significantly influences purchasing decisions. The store atmosphere variable has a multiple linear coefficient value of 0.046%. While the attractiveness variable has a multiple linear coefficient value of 78.3%. Simultaneously, the influence of store atmosphere and promotional attractiveness on purchasing decisions is 0.664 or 66.4%, which means the independent variables have a significant effect on purchasing decisions.

Key Word: Store Atmosphere, Promotional Attractiveness, Consumer Purchasing, Doesoen Coffee