

ABSTRAK

PENGARUH *STORE ATMOSPHERE*, *SERVICE QUALITY*, DAN *BRAND IMAGE* TERHADAP KEPUTUSAN PEMBELIAN (STUDI KASUS PADA NUJU *COFFEE* BANDAR LAMPUNG)

Oleh

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Meningkatnya produksi dan konsumsi kopi memberikan peluang untuk membuka usaha pengelolaan kopi seperti *coffee shop*. Akibatnya, banyak *coffee shop* bermunculan, yang menyebabkan persaingan semakin ketat. Oleh karena itu, inovasi perlu dilakukan untuk mendorong keputusan pembelian konsumen. Penelitian ini bertujuan untuk mengetahui seberapa besar pengaruh atmosfir toko, kualitas pelayanan, dan citra merek terhadap keputusan pembelian konsumen Nuju *Coffee*. Penelitian ini menggunakan pendekatan kuantitatif dan teknik *accidental sampling* dengan data diperoleh dari 100 responden konsumen produk Nuju *Coffee*, serta data dianalisis dengan teknik *Structural Equation Model* (SEM) berbasis *Partial Least Square* (PLS) menggunakan perangkat lunak SmartPLS 4.0. Hasil penelitian menunjukkan bahwa citra merek memiliki pengaruh signifikan terhadap keputusan pembelian, sementara atmosfir toko dan kualitas pelayanan tidak berpengaruh signifikan terhadap keputusan pembelian. Selain itu, secara keseluruhan, atmosfir toko, kualitas pelayanan, dan citra merek berpengaruh terhadap keputusan pembelian konsumen pada Nuju *Coffee*.

Kata Kunci : Atmosfir Toko, Kualitas Pelayanan, Citra Merek.

ABSTRACT

THE INFLUENCE OF STORE ATMOSPHERE, SERVICE QUALITY, AND BRAND IMAGE ON PURCHASE DECISIONS (CASE STUDY ON NUJU COFFEE BANDAR LAMPUNG)

By

SITI PRASANTI PARAMITHA

The increase in coffee production and consumption provides opportunities to open coffee management businesses such as coffee shops. As a result, many coffee shops have emerged, leading to increasingly fierce competition. Therefore, innovation needs to be implemented to encourage consumer purchasing decisions. This study aims to determine the extent of the influence of store atmosphere, service quality, and brand image on the purchasing decisions of Nuju Coffee consumers. This research uses a quantitative approach and accidental sampling technique with data obtained from 100 respondents of Nuju Coffee product consumers, and the data is analyzed using the Structural Equation Model (SEM) technique based on Partial Least Square (PLS) with the SmartPLS 4.0 software. The research results show that brand image has a significant influence on purchasing decisions, while store atmosphere and service quality do not have a significant impact on purchasing decisions. In addition, overall, the store atmosphere, service quality, and brand image have an impact on consumer purchasing decisions at Nuju Coffee.

Keywords: Store Atmosphere, Service Quality, Brand Image.