

ABSTRAK

Pengaruh *Store Atmosphere* Terhadap Keputusan Pembelian Konsumen di Resto Cikwo Kuliner Khas Lampung

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Penelitian ini bertujuan untuk mengetahui pengaruh *store atmosphere* terhadap keputusan pembelian konsumen di Resto Cikwo Kuliner Khas Lampung. *Store atmosphere* dalam penelitian ini mencakup empat dimensi, yaitu *store exterior*, *general interior*, *store layout*, dan *interior display*. Penelitian mempergunakan pendekatan kuantitatif dengan teknik *purposive sampling* terhadap 100 responden yang telah berkunjung dan melakukan pembelian langsung di tempat pasca-renovasi restoran. Temuan penelitian mengindikasikan, terdapat pengaruh signifikan antara *store atmosphere* terhadap keputusan pembelian konsumen. Nilai korelasi antara kedua variabel tergolong berkategori tinggi sebesar 0,752. Persamaan regresi yang dihasilkan ialah $Y = 4,227 + 1,099X$, dengan nilai koefisien determinasi (R^2) sebesar 56,5%. Nilai signifikansi (Sig.) sebesar 0,000 mengindikasikan, hipotesis diterima dan terdapat pengaruh yang signifikan antara *store atmosphere* terhadap keputusan pembelian. Temuan ini mengindikasikan, suasana restoran yang ditata secara visual dan fungsional mampu meningkatkan kecenderungan konsumen dalam mengambil keputusan pembelian.

Kata kunci: *Store Atmosphere*, Keputusan Pembelian, Restoran Lokal, Perilaku Konsumen

ABSTRACT

THE INFLUENCE OF STORE ATMOSPHERE ON CONSUMER PURCHASE DECISIONS AT CIKWO KULINER KHAS LAMPUNG RESTAURANT

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This study aims to determine the influence of store atmosphere on consumer purchase decisions at Cikwo Kuliner Khas Lampung Restaurant. The store atmosphere in this research includes four dimensions: store exterior, general interior, store layout, and interior display. A quantitative approach was applied using purposive sampling, with 100 respondents who had visited the restaurant and made in-person purchases after its renovation. The results show a significant influence between store atmosphere and consumer purchase decisions. The correlation value between the two variables is 0.752, which indicates a strong relationship. The regression equation obtained is $Y = 4.227 + 1.099X$, with a coefficient of determination (R^2) of 56.5%. The significance value (Sig.) of 0.000 indicates that the hypothesis is accepted and that store atmosphere has a significant effect on purchase decisions. These findings suggest that a visually and functionally designed restaurant atmosphere can enhance consumer tendencies in making purchase decisions.

Keywords: *Store Atmosphere, Purchase Decision, Local Restaurant, Consumer Behavior*