ABSTRAK

Pengaruh *Store Atmosphere*, Keragaman Produk Dan Lokasi Toko Terhadap Keputusan Pembelian
(Studi Kasus Pada Toko Eiger Tebing Tinggi)

MUHAMMAD ZULFAHMI
Prodi S1 Manajemen STIE Bina Karya Tebing Tinggi
muhammadzulfahmi439@gmail.com
Dosen Pembimbing I :
Dedy Dwi Arseto, S.E., MM.

Dosen Pembimbing II :
Bobby Hartanto S.Kom, MMSI., CIISA.

Penelitian ini bertujuan untuk mengetahui Pengaruh *Store Atmosphere*, Keragaman Produk Dan Lokasi Toko Terhadap Keputusan Pembelian Studi Kasus Pada Toko Eiger Tebing Tinggi. Metode penelitian yang digunakan adalah metode kuantitatif dengan menggunakan bantuan SPSS versi 25.00. yang dikumpulkan dari hasil penyebaran kuesioner terhadap konsumen toko Eiger Tebing Tinggi sebanyak 72 responden. Metode analisis yang digunakan dalam penelitian ini yaitu instrument berupa uji validitas dan realibilitas. Uji asumsi klasik berupa uji normalitas, uji multikolonearitas, uji heteroskedasitas, analisis regresi linier berganda, dan analisis koefisien determinasi (R^2). Uji hipotesis berupa uji (T) dan uji simultan (F). Hasil dari SPSS dalam penelitian ini yaitu 1) Variabel *Store Atmosphere* (X1) berpengaruh terhadap variabel keputusan pembelian (Y). 2) keragaman produk (X2) tidak berpengaruh terhadap keputusan pembelian (Y). 3) variabel lokasi toko (X3) berpengaruh terhadap variabel Keputusan Pembelian (Y).

Kata kunci : *Store Atmosphere*, **Keragaman Produk, Lokasi Toko Dan Keputusan Pembelian.**

ABSTRACT

The Influence of Store Atmosphere, Product Diversity and Store Location on Purchasing Decisions
(Case Study at the Eiger Tebing Tinggi Store)

MUHAMMAD ZULFAHMI
STIE Bina Karya Tebing Tinggi S1 Management Study Program
muhammadzulfahmi439@gmail.com
Supervisor I :
Dedy Dwi Arseto, S.E., MM.

Supervisor II :
Bobby Hartanto S.Kom, MMSI., CIISA.

This study aims to determine the effect of store atmosphere, product diversity and store location on purchasing decisions. Case studies at the Eiger Tebing Tinggi store. The research method used is a quantitative method with the help of SPSS version 25.00. collected from the results of distributing questionnaires to consumers at the Eiger Tebing Tinggi store as many as 72 respondents. The analytical method used in this study is an instrument in the form of validity and reliability tests. The classic assumption test is in the form of normality test, multicolonearity test, heteroscedasticity test, multiple linear regression analysis, and analysis of the coefficient of determination (R2). Hypothesis testing in the form of test (T) and simultaneous test (F). The results of SPSS in this study are 1) The Store Atmosphere Variable (X1) influences the purchasing decision variable (Y). 2) product diversity (X2) has no effect on purchasing decisions (Y). 3) the store location variable (X3) has an effect on the Purchase Decision variable (Y).. Keywords: Store Atmosphere, Product Diversity, Store Locations and Purchasing Decisions.

Keywords **:** *Store Atmosphere, Product Diversity, Store Location and Purchasing Decisions.*