ABSTRAK

Penelitian ini bertujuan untuk menganalisis pengaruh citra merek, kualitas pelayalanan, atmosfer toko dan harga terhadap keputusan pembelian produk Teras Atas Coffee di surabaya.

Jenis peneltian ini dikategorikan sebagai penelitian yang bersifat deskriptif analisis dengan menggunakan pendekatan kuantitatif. Sampel penelitian ini berjumlah 100 responden terdiri dari konsumen yang sedang melakukan pembelian dan yang telah melakukan pembelian produk Teras Atas Coffee yang di ambil menggunakan teknik *purpose sampling*. Pengumpulan data menggunakan kuesioner. Metode analisis data dengan menggunakan analisis linear berganda dengan alat bantu applikasi SPSS *(Statistical Produt and Service Solution)*. Pengujian instrumen menggunakan uji validitas dan realibilitas.

Hasil penelitian ini menunjukan bahwa variabel citra merek, kualitas pelayanan, atmosfer toko dan harga berpengaruh positif dan signifikan terhadap keputusan pembelian.

Kata Kunci : citra merek, kualitas pelayanan, atmosfer toko, harga, keputusan pembelian.

ABSTRACT

This research aimed to analyze the effect of brand image, service quality store atmosphere and price on product buying decision of Teras Atas Coffe, Surabaya.

The research was descriptive-quantitative. While, the data collection technique used purposive sampling. In line with, there were 100 respondents of consumers who having and had bought products of Teras Coffee, Surabaya, as sample. Moreover, the instrument was questionnaires. The questionnaire were distributed directly to respondents. Furthermore, the data analysis technique used multiple linear analysis with SPSS (Statistical Product and Service Solution). Meanwhile, the testing instrument used validaty and reliability test.

The research result concluded brand image had positive and significant effect on product buying decision of Teras Atas Coffee, Surabaya. Likewise, service quality had positive effect on product buying decision of Teras Atas Coffee, Surabaya. In addition, store atmosphere as well as price had positive and significant effect on product buying decision of Teras Atas Coffee, Surabaya.

Keywords: Brand Image, Service Quality, Store Atmosphere, Price, Buying, Decision.