

INTISARI

Perkembangan bisnis yang semakin modem memunculkan berbagai macam pertimbangan terhadap keputusan pembelian yang dilakukan oleh konsumen. Konsumen semakin cerdas dalam pemilihan produk dan perolehan informasi yang semakin mudah membuat para pelaku bisnis lebih aktif dalam menarik perhatian konsumen terhadap produk mereka terlebih mengenai suasana gerai, pelayanan maupun membangun ekuitas merek yang telah dimiliki oleh bisnis dan produk.

Penelitian ini ditujukan untuk mengetahui pengaruh store atmosphere, kualitas layanan, dan ekuitas merek terhadap keputusan pembelian. Populasi yang digunakan pada penelitian ini yaitu konsumen yang berbelanja di Gramedia Expo Surabaya. Teknik pengambilan sampel menggunakan accidental sampling dengan jumlah sampel sebanyak 100 responden. Teknik analisis yang digunakan adalah regresi linier berganda. Pengujian asumsi multikolinieritas menunjukkan tidak adanya hubungan diantara variabel-variabel independen sehingga multikolinieritas tidak menjadi suatu permasalahan yang serius. Pengujian asumsi heteroskedasitas menunjukkan bahwa varian dari distribusi probabilitas gangguan konstan untuk seluruh pengamatan atas variabel independen, atau dengan kata lain heteroskedasitas tidak menjadi masalah.

Hasil pengujian ini menunjukkan bahwa store atmosphere, kualitas layanan dan ekuitas merek berpengaruh secara signifikan terhadap keputusan pembelian.

Kata kunci: Store atmosphere, kualitas layanan, ekuitas merek, dan keputusan pembelian



ABSTRACT

The business development which is getting more modern has emerged various considerations to the purchasing decision which will be conducted by customer. Customers are becoming smarter in selecting a product and the acquisition of information is becoming easier and it has made business practitioners become more active in attracting customers' attention to their products particularly to the .store atmosphere, services and building brand equity which has been possessed by products and businesses.

This research is meant to find out the influence of store atmosphere, service quality, and brand equity to the purchasing decision. The population is all customers who conduct shopping at Gramedia Expo Surabaya. The sample collection technique has been carried out by using accidental sampling and 100 respondents have been selected as samples. The analysis technique has been done by using multiple linear regressions. The examination of multicollinearity assumption shows that there is correlation among independent variables so multicollinearity does not become a serious problem. The examination of heteroscedasticity assumption shows that the variant of constant disturbance probability distribution for all observations on independent variables or in other words heteroscedasticity does not become a problem.

The result of the research shows that store atmosphere, service quality, and brand equity has significant influence to the purchasing decision.

Keywords: Store atmosphere, service quality, brand equity, and purchasing decision

