

ABSTRAK

Penelitian ini bertujuan untuk menguji pengaruh *Social Media*, *Store Atmosphere* dan *Quality Product* terhadap *Purchase Decision* (Survei pada Konsumen Waroenk Andya Sidoarjo). *Social Media* diukur melalui *participation and engagement*, *openness*, *conservation*, *community* dan *connectedness*. *Store Atmosphere* diukur melalui *exterior*, *general interior*, *store layout*, *interior* dan *quality product*. *Quality Product* diukur melalui performa, keistimewaan, kehandalan, kesesuaian dengan spesifikasi, daya tahan, kemampuan pelayanan, estetika, dan kualitas. *Purchase Decision* diukur melalui kemampuan pada sebuah produk, kebiasaan dalam pembelian produk, memberikan rekomendasi kepada orang lain dan melakukan pembelian ulang.

Jenis penelitian yang digunakan dalam penelitian ini merupakan penelitian kuantitatif dengan menggunakan metode deskriptif. Populasi dan sampel pada penelitian ini adalah seluruh pelanggan Waroenk Andya Sidoarjo dengan *purposive sampling* sebagai teknik penentuan pengambilan sampel. Metode analisis data yang digunakan adalah analisis linear berganda dengan program SPSS (*Statistical Product and Service Solution*) versi 22.0.

Hasil analisis linear berganda menunjukkan bahwa *Social Media* berpengaruh positif dan signifikan terhadap *Purchase Decision* Konsumen Waroenk Andya Sidoarjo. *Store Atmosphere* berpengaruh positif dan tidak signifikan terhadap *Purchase Decision* Konsumen Waroenk Andya Sidoarjo. *Quality Product* berpengaruh positif dan signifikan terhadap *Purchase Decision* konsumen Waroenk Andya Sidoarjo.

Kata Kunci: *Social Media*, *Store Atmosphere*, *Quality Product*, *Purchase Decision*



ABSTRACT

This study aims to examine the effect of Social Media, Store Atmosphere and Product Quality on Purchase Decisions (Survey of Waroenk Andy Sidoarjo Consumers). Social Media is measured through participation and engagement, openness, conservation, community and connectedness. Store atmosphere is measured through exterior, general interior, store layout, interior and product quality.

Product quality is measured through performance, features, reliability, conformance to specifications, durability, serviceability, aesthetics, and quality. Purchasing decisions are measured through the ability of a product, habits in purchasing products, providing recommendations to others and making repeat purchases. The type of research used in this research is quantitative research using descriptive method. The population and sample in this study were all customers of Waroenk Andy Sidoarjo with purposive sampling as a sampling technique. The data analysis method used is linear multiple analysis with SPSS (Statistical Product and Service Solution) version 22.0 program.

The results of multiple linear analysis show that Social Media has a positive and significant effect on Consumer Purchase Decisions at Waroenk Andy Sidoarjo. Store Atmosphere has a positive and insignificant effect on Consumer Purchase Decisions of Waroenk Andy Sidoarjo. Product quality has a positive and significant effect on consumer purchasing decisions Waroenk Andya Sidoarjo.

Keywords: Social Media, Store Atmosphere, Quality



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