

INTISARI

Penelitian ini bertujuan untuk mengetahui dan menganalisa pengaruh harga terhadap keputusan pembelian pada *Garlick Store* Surabaya, mengetahui dan menganalisa pengaruh lokasi terhadap keputusan pembelian pada *Garlick Store* Surabaya, mengetahui dan menganalisa pengaruh *Store Atmosphere* terhadap keputusan pembelian pada *Garlick Store* Surabaya. Populasi yang digunakan dalam penelitian ini adalah konsumen yang membeli produk di *Garlick Store* Surabaya yang bertempat di Jl. Bawean No.28 Surabaya dengan jumlah sampel sebanyak 100 responden.

Teknik pengumpulan data menggunakan kuesioner. Teknik analisis data dilakukan dengan menggunakan uji instrumen (Uji Validitas, Uji Reliabilitas), analisis regresi linier berganda, uji asumsi klasik (Uji Normalitas, Uji Multikolinieritas, Uji Heteroskedastisitas), uji *goodness of fit* (Koefisien Determinasi (R^2), Uji F) dan pengujian hipotesis.

Hasil penelitian ini menunjukkan bahwa harga berpengaruh signifikan terhadap keputusan pembelian *Garlick Store* Surabaya, lokasi berpengaruh tidak signifikan terhadap keputusan pembelian *Garlick Store* Surabaya, dan *store atmosphere* berpengaruh tidak signifikan terhadap keputusan pembelian *Garlick Store* Surabaya. Hasil ini menunjukkan bahwa harga yang paling berpengaruh terhadap keputusan pembelian *Garlick Store* Surabaya.

Kata Kunci : Harga, Lokasi, *Store Atmosphere*, Keputusan Pembelian

ABSTRACT

This research is aimed to find out and to analyze the influence of price to the purchasing decisions at Garlick Store Surabaya, to investigate and to analyze the influence of place to the purchasing decisions at Garlick Store Surabaya, to investigate and to analyze the influence of Store Atmosphere to the purchasing decisions on Garlick Store Surabaya. The population is all customers who have ever bought the products at Garlick Store Surabaya which is located on Jl. Bawean 28 Surabaya and the samples are 100 respondents.

The data collection technique has been done by issuing questionnaires. The data analysis technique has been done by using test instruments (validity test, reliability test), multiple linear regressions analysis, classic assumption test (normality test, multicollinearity test, and heteroscedasticity test), goodness of fit test (determination coefficient (R^2), F test) and hypothesis test.

The result of this research indicates that price give significant influence to the purchasing decision at Garlick Store Surabaya, place does not give any significant influence to the purchasing decision at Garlick Store Surabaya, and store atmosphere does not give any significant influence to the purchasing decision at Garlick Store Surabaya. These results indicate that price is the most influential variable to the purchasing decision at Garlick Store Surabaya.

Keywords: price, place, store atmosphere and purchasing decision