

ABSTRAK

Saat ini, industri ritel sedang mengalami pertumbuhan yang sangat pesat, tercermin dari munculnya sejumlah besar perusahaan ritel modern sebagai respons terhadap perkembangan usaha yang semakin dinamis dan peluang pasar yang sangat luas. Tujuan penelitian ini adalah untuk menguji secara empiris pengaruh Harga, Kualitas Produk, Promosi, dan *Store Atmosphere* Terhadap Keputusan Pembelian konsumen Surabayacam.

Penelitian ini menggunakan jenis penelitian kuantitatif dengan teknik pengambilan sampel menggunakan teknik *Accidental Sampling*. Populasi yang digunakan adalah konsumen yang bertransaksi pada Surabayacam yang tidak diketahui pasti jumlah konsumen (*infinite population*), sehingga menggunakan rumus *Lemeshow* dan ditentukan 100 orang responden. Teknik pengumpulan data menggunakan kuesioner melalui *g-form* yang disebarkan kepada konsumen Surabayacam. Metode analisis yang digunakan yaitu analisis regresi linier berganda dengan program SPSS (*Statistic Product and Service Solution*).

Hasil penelitian menunjukkan bahwa Harga berpengaruh positif dan signifikan terhadap keputusan pembelian Surabayacam, Kualitas Produk berpengaruh positif dan signifikan terhadap keputusan pembelian Surabayacam, Promosi berpengaruh positif dan signifikan terhadap keputusan pembelian Surabayacam dan *Store Atmosphere* berpengaruh positif dan signifikan terhadap keputusan pembelian Surabayacam.

Kata Kunci : Harga, Kualitas Produk, Promosi, *Store Atmosphere*, Keputusan Pembelian

ABSTRACT

Nowadays, retail industries are growing significantly. It can be seen in the rise of some modern big retail companies as a response towards more dynamic business development, and huge market opportunities. This research aimed to examine empirically the effect of price, product quality, promotion, and store atmosphere on consumers' purchasing decisions of Surabaya.

The research was quantitative. Moreover, the data collection technique used accidental sampling. The population was consumers who purchased in Surabaya with an infinite number. Therefore, Lemeshow was used. In line with that, there were 100 respondents as the sample. Furthermore, the instrument used was questionnaires through Goggle form. The questionnaires were distributed to the respondents of Surabaya. Additionally, the data analysis technique used multiple linear regression with SPSS.

The result showed that price had a positive and significant effect on consumers' purchasing decisions of Surabaya. Likewise, product quality had a positive and significant effect on consumers' purchasing decisions of Surabaya. Similarly, both promotion and store atmosphere had a significantly positive effect on consumers' purchasing decisions of Surabaya.

Keywords: Price, Product Quality, Promotion, Store Atmosphere, Purchasing Decisions

I certify that this translation is true and accurate, Prepared by a professional translator. This translation is provided on this day—

21/12/23

M. Faisol, S.Pd., M.Pd
STIESIA Language Center
Menur Pumpungan 30 Surabaya 60118, Indonesia