

## ABSTRAK

Permasalahan pada penelitian ini yaitu mengenai masalah manajemen pemasaran yang berfokus pada Store Atmosphere, Kelengkapan Produk, dan Harga terhadap keputusan pembelian. Tujuan dari penelitian ini yaitu untuk mengetahui dan menjelaskan pengaruh store atmosphere, kelengkapan produk, dan harga terhadap keputusan pembelian baik secara parsial maupun secara simultan. Penelitian ini menggunakan pendekatan kuantitatif, populasi pada penelitian ini adalah seluruh konsumen yang berbelanja di Swalayan Prasanthi. Pengambilan sampel pada penelitian ini menggunakan metode accidental sampling. Jumlah sampel pada penelitian ini sebanyak 99 responden. Pengumpulan data menggunakan instrument kuesioner dan Teknik analisis data melalui uji validitas, uji reliabilitas, uji asumsi klasik, uji regresi linier berganda, dan uji hipotesis penelitian. Berdasarkan hasil penelitian yang diperoleh dari hasil persamaan regresi  $Y=3,472 + 0,200X_1 + 0,600X_2 + 0,326X_3$ . Berdasarkan hipotesis penelitian diperoleh hasil yaitu terdapat pengaruh secara parsial antara store atmosphere terhadap keputusan pembelian dimana hasil uji t diperoleh nilai signifikan  $0,018 < 0,05$ . terdapat pengaruh secara parsial antara kelengkapan produk terhadap keputusan pembelian dimana hasil uji t diperoleh nilai signifikan  $0,000 < 0,05$ . terdapat pengaruh secara parsial antara harga terhadap keputusan pembelian dimana hasil uji t diperoleh nilai signifikan  $0,001 < 0,05$ . Terdapat pengaruh secara simultan store atmosphere, kelengkapan produk, dan harga, terhadap keputusan pembelian pada Swalayan Prasanthi Sumberkepuh Nganjuk dimana hasil uji F diperoleh  $0,000 < 0,05$ . Kata Kunci: Store Atmosphere, Kelengkapan Produk, Harga, Keputusan Pembelian

## ABSTRACT

The problem in this research is marketing management issues that focus on Store Atmosphere, Product Completeness, and Price on purchasing decisions. The aim of this research is to determine and explain the influence of store atmosphere, product completeness, and price on purchasing decisions both partially and simultaneously. This research uses a quantitative approach, the population in this research is all consumers who shop at Prasanthi Supermarket. Sampling in this study used the accidental sampling method. The number of samples in this study was 99 respondents. Data collection uses a questionnaire instrument and data analysis techniques through validity testing, reliability testing, classical assumption testing, multiple linear regression testing, and research hypothesis testing. Based on the research results obtained from the results of the regression equation  $Y=3.472 + 0.200X_1 + 0.600X_2 + 0.326X_3$ . Based on the research hypothesis, the results obtained are that there is a partial influence between store atmosphere on purchasing decisions where the t test results obtained a significant value of  $0.018 < 0.05$ . There is a partial influence between product completeness on purchasing decisions where the t test results obtained a significant value of  $0.000 < 0.05$ . There is a partial influence between price on purchasing decisions where the t test results obtained a significant value of  $0.001 < 0.05$ . There is a simultaneous influence of store atmosphere, product completeness, and price on purchasing decisions at the Prasanthi Sumberkepuh Nganjuk Supermarket where the F test results obtained were  $0.000 < 0.05$ . Keywords: Store Atmosphere, Product Completeness, Price, Purchase Decision