

ABSTRAK

Penelitian ini bertujuan melihat pengaruh kualitas produk, kualitas pelayanan dan *store atmosphere* dalam mengambil keputusan pembelian. Penelitian ini merupakan penelitian deskriptif kuantitatif. Populasi dalam penelitian ini adalah pelanggan Summerz Cafe Surabaya, dan jumlah sampel 96 orang. Pengujian analisis regresi berganda yang digunakan mencakup uji analisis regresi, uji F, uji t dan koefisien determinasi. Penelitian ini memberikan hasil bahwa kualitas produk, kualitas pelayanan dan *store atmosphere* berpengaruh pada keputusan pembelian. Hasil uji-t (parsial) kualitas produk berpengaruh positif dan signifikan terhadap keputusan pembelian, kualitas pelayanan berpengaruh positif dan signifikan terhadap keputusan pembelian dan *store atmosphere* berpengaruh positif dan signifikan terhadap keputusan pembelian. Secara simultan kualitas produk, kualitas pelayanan dan *store atmosphere* berkontribusi sebesar 43,2% dan sisanya sebesar 56,8% dipengaruhi oleh variabel lain diluar penelitian ini.

Kata Kunci : Kualitas Produk, Kualitas Pelayanan, Store Atmosphere, Keputusan Pembelian

ABSTRACT

The purpose of this research is to determine the effect of product quality, services quality and store atmosphere ease of use of the tool on purchase decisions through purchase interest. This research is quantitative descriptive. The population in this research is consumers Summerz Cafe Surabaya, and the number of samples in this study is 96 consumer. Multiple regression test used f – test, t – test and coefficient determination. The result of study is product quality, services quality and store atmosphere to purchase decisions. t – test result (partial) product quality has a positive and significant effect on purchase decisions, services quality has a positive and significant effect on purchase decisions, and store atmosphere has a positive and significant effect on purchase decisions. Simultaneously product quality, service quality and store atmosphere contribute 43,2% and the remaining 56.8% is influenced by other variables outside of this study.

Keywords : *Product Quality, Services Quality, Store Atmosphere, Purchase Decisions*