**PENGARUH *STORE ATMOSPHERE* DAN KUALITAS LAYANAN TERHADAP KEPUTUSAN PEMBELIAN**

**(Studi Pada Cozy Ceker and Coffee Jombang)**

**ABSTRAKSI**

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Peningkatan penjualan pada Cozy Ceker and Coffee dapat di tingkatkan dengan memberikan kualitas layanan dan *store atmosphere*, Kualitas pelayanan merupakan suatu bentuk penilaian konsumen terhadap tingkat layanan yang diterima (*perceived service*) dengan tingkat layanan yang diharapkan (*expected service*). Tujuan penelitian ini adalah untuk mengetahui dan menganalisis pengaruh antara *store atmosphere* dan kualitas layanan terhadap keputusan pembelian pada Cozy Ceker and Coffee.

Rancangan penelitian ini merupakan penelitian eksplanasi (*explanatory* *research*), Variabel independen yaitu *cafe atmosphere* dan kualitas layanan dan variabel dependen keputusan pembelian. Populasinya konsumen Cozy Ceker and Coffee yang ada di kota Jombang yang jumlahnya tidak diketahui dan sampel 100 orang. Analisis data menggunakan uji asumsi klasik dan analisis regresi linier berganda.

Hasil penelitian diperoleh variabel *cafe atmosphere* nilai t hitung sebesar 3,451 dengan ttabel sebesar 1,661 serta signifikansi 0,001. Dan variabel kualitas layanan diperoleh nilai t hitung sebesar 2,624 dengan t tabel sebesar 1,661 serta signifikansi 0,010. Hal ini berarti H2 diterima, sehingga artinya ada pengaruh secara parsial *cafe atmosphere* dan kualitas layanan terhadap keputusan pembelian.

Penelitian yang akan datang perlu dilakukan penelitian lebih lanjut terhadap faktor selain *cafe atmosphere* dan kualitas layanan di karenakan ketepatan didalam model yang menjelaskan variabel keputusan pembelian cukup baik namun perlu menambahkan variabel lain sehingga dapat menyempurnakan penelitian ini.

***Kata Kunci: Store Atmosphere, Kualitas Layanan, Keputusan Pembelian***

***EFFECT OF ATMOSPHERE STORE AND SERVICE QUALITY***

***ON PURCHASE DECISIONS***

**(Study at Cozy Ceker and Coffee sJombang)**

***ABSTRACT***

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*Increased sales at Cozy Ceker and Coffee can be increased by providing quality services and store atmosphere, Quality of service is a form of consumer assessment of the level of perceived service with the expected service level. The purpose of this study was to determine and analyze the influence between store atmosphere and service quality on purchasing decisions at Cozy Ceker and Coffee.*

*The design of this research is explanatory research (explanatory research), independent variables namely cafe atmosphere and service quality and dependent variable purchasing decisions. The population is Cozy Ceker and Coffee consumers in the city of Jombang, whose numbers are unknown and a sample of 100 people. Data analysis uses classical assumption test and multiple linear regression analysis.*

*The results of the research obtained cafe atmosphere variables t value of 3.451 with a ttable of 1.661 and a significance of 0.001. And service quality variables obtained by value of t count of 2.624 with t table of 1.661 and the significance of 0.010. This means that H2 is accepted, so that means there is a partial effect of cafe atmosphere and service quality on purchasing decisions.*

*Future research needs to be carried out further research on factors other than cafe atmosphere and service quality because accuracy in the model that explains the purchase decision variable is good enough but needs to add other variables so that this research can be improved.*

*Keywords:* *Store Atmosphere*, *Service Quality, Purchase Decisions*