

ABSTRAK

Skripsi dengan judul “Pengaruh *Store Atmosphere*, Keragaman Produk, dan Harga terhadap Keputusan Pembelian Konsumen (Studi pada Minimarket Doremi di Kecamatan Sendang Kabupaten Tulungagung)” ini ditulis oleh Wiji Sri Lestari, NIM.17402163258, Pembimbing Dr. Ali Mauludi, AC., MA.

Penelitian ini dilatarbelakangi oleh tingginya persaingan ritel format meliputi toko tematik (toko khusus), toko kelontong, minimarket, supermarket, hypermarket, *department store* dengan sistem pelayanan *self service* atau swalayan. Karena konsumen akan melihat dari berbagai faktor yang akan menumbuhkan keinginan untuk memilih berbelanja di minimarket Doremi seperti dalam marketing mix nya maupun menciptakan hal penting yang dapat ditawarkan kepada konsumen, meliputi *store atmosphere*, keragaman produk, dan harga. Serta dari calon konsumen itu sendiri seperti kebutuhan dan tingkat keinginan juga penting untuk digunakan sebagai perbandingan memilih berbelanja di minimarket Doremi atau tidak.

Penelitian ini merupakan penelitian yang menggunakan metode kuantitatif. Dan metode pengumpulan data yang digunakan dalam penelitian ini adalah data primer yang diperoleh dari penyebaran angket yang diisi oleh konsumen minimarket Doremi di Kecamatan Sendang, Kabupaten Tulungagung yang menjadi sampel penelitian. Data yang sudah terkumpul kemudian di uji dan di analisis menggunakan aplikasi *software* IBM SPSS 21.0.

Pengujian hipotesis menggunakan uji t dapat disimpulkan bahwa, (1) variabel *store atmosphere* berpengaruh secara positif signifikan terhadap keputusan pembelian konsumen minimarket Doremi di Kecamatan Sendang, Kabupaten Tulungagung, (2) variabel keragaman produk berpengaruh positif signifikan terhadap keputusan pembelian konsumen minimarket Doremi di Kecamatan Sendang, Kabupaten Tulungagung, (3) variabel harga berpengaruh positif signifikan terhadap keputusan pembelian konsumen minimarket Doremi di Kecamatan Sendang, Kabupaten Tulungagung. Dan uji F secara bersama-sama variabel *store atmosphere*, keragaman produk, dan harga berpengaruh terhadap keputusan pembelian konsumen minimarket Doremi di Kecamatan Sendang, Kabupaten Tulungagung. Kemudian untuk *R Square* menghasilkan variasi keputusan pembelian sebesar 0,453 menunjukkan bahwa 45,3% variasi keputusan pembelian dijelaskan oleh ketiga variabel independen yang digunakan dalam regresi. Sedangkan sisanya 54,7% dijelaskan oleh variabel lain diluar ketiga variabel yang digunakan dalam penelitian ini.

Kata Kunci: *store atmosphere*, keragaman produk, harga, dan keputusan pembelian konsumen di minimarket

ABSTRACT

This thesis with the title “The Influence of Store Atmosphere, Product Diversity, and Prices on Consumer Purchase Decisions (Study at the Doremi Minimarket in Sendang District, Tulungagung Regency)” was written by Wiji Sri Lestari, NIM. 17402163258, Advisor Dr. Ali Mauludi, AC., MA.

This research is motivated by the high competition in retail formats including thematic stores (specialty stores), grocery stores, minimarkets, supermarkets, hypermarkets, department stores with self-service or self-service systems. Because consumers will see various factors that will foster the desire to choose to shop at the Doremi minimarket such as in its marketing mix and create important things that can be offered to consumers, including store atmosphere, product diversity, and prices. As well as from the prospective customers themselves, such as the need and level of desire, it is also important to be used as a comparison to choose to shop at the Doremi minimarket or not.

*This research is a research that uses quantitative methods. And the data method used in this research is primary data obtained from the distribution of questionnaires filled out by consumers of Doremi minimarkets in Sendang District, Tulungagung Regency who are the research samples. The collected data is then tested and analyzed using the IBM SPSS 21.0 software application. Hypothesis testing using the *t* test can be concluded that, (1) the store atmosphere variable has a significant positive effect on consumer purchasing decisions of Doremi minimarkets in Sendang District, Tulungagung Regency, (2) the product diversity variable has a significant positive effect on consumer purchasing decisions of Doremi minimarkets in Sendang District, Tulungagung Regency, (3) price variable has a significant positive effect on consumer purchasing decisions of Doremi minimarkets in Sendang District, Tulungagung Regency. And the *F* test together, store atmosphere, product diversity, and price variables influence consumer purchasing decisions of Doremi minimarkets in Sendang District, Tulungagung Regency. Then for *R* Square to produce a purchase decision variation of 0.453 indicating that 45.3% of the variation in purchasing decisions is explained by the three independent variables used in the regression. While the remaining 54.7% is explained by other variables outside the three variables used in this study.*

Keywords: *store atmosphere, product diversity, prices, and consumer purchasing decisions at minimarkets*