

Maulidiyatun Ni'mah, 13.312.074, **Pengaruh Kualitas Pelayanan, Harga, Lokasi Dan *Store Atmosphere* Terhadap Keputusan Pembelian Konsumen Di *Tool Station Gresik***. Manajemen, Fakultas Ekonomi Dan Bisnis, Universitas Muhammadiyah Gresik, Juli, 2017.

ABSTRAKSI

Penelitian ini bertujuan untuk mengidentifikasi faktor-faktor yang mempengaruhi Keputusan Pembelian Konsumen Di *Tool Station Gresik*. Penelitian ini menggunakan 100 responden, jenis data yang digunakan primer. Penelitian ini juga menguji empat variabel independen yaitu Kualitas Pelayanan, Harga, Lokasi dan *Store Atmosphere* Terhadap Keputusan Pembelian Konsumen. Tujuan penelitian ini adalah untuk mengetahui Pengaruh Kualitas Pelayanan, Harga, Lokasi dan *Store Atmosphere* Terhadap Keputusan Pembelian Konsumen dengan menggunakan metode analisis regresi linier berganda. Hasil penelitian menunjukkan bahwa variabel Kualitas Pelayanan, Harga, Lokasi dan *Store Atmosphere* berpengaruh terhadap keputusan pembelian konsumen.

Kata Kunci : Kualitas Pelayanan, Harga, Lokasi dan *Store Atmosphere* Terhadap Keputusan Pembelian Konsumen

Maulidiyatun Ni'mah, 13.312.074, Influence Service Quality, Price, Location And Store Atmosphere Against Consumer Purchase Decision In Gresik Station Tool. Management, Faculty of Economics and Business, University of Muhammadiyah Gresik, July, 2017.

ABSTRACTION

This study aims to identify the factors that affect Consumer Purchase Decision In Gresik Station Tool. This study used 100 respondents, the type of data used primary. This study also tested four independent variables of Quality Service, Price, Location and Store Atmosphere Against Consumer Purchase Decision. The purpose of this study is to determine the Influence of Service Quality, Price, Location and Store Atmosphere Against Consumer Purchase Decision by using multiple linier regression analysis method. The results showed that the variable Quality of Service, Price, Location and Store Atmosphere effect on consumer purchasing decisions.

Keywords: Service Quality, Price, Location and Store Atmosphere Against Consumer Purchase Decision