# Pengaruh Store Atmosphere Dan Customer Experience Terhadap Keputusan Pembelian Pada Café Teras Dangau Di Kabupaten Sijunjung


## Abstrak

Penelitian ini bertujuan untuk menganalisis pengaruh *store atmosphere* dan *customer experience* terhadap keputusan pembelian pada Café Teras Dangau di Kabupaten Sijunjung. Jenis penelitian ini adalah kuantitatif dengan pendekatan asosiatif. Populasi dalam penelitian ini adalah seluruh pelanggan Café Teras Dangau, dengan sampel sebanyak 100 responden yang dipilih menggunakan teknik *non-probability sampling*. Data dikumpulkan melalui kuesioner yang telah diuji validitas dan reliabilitasnya, kemudian dianalisis menggunakan regresi linear berganda melalui program SPSS 21. Hasil penelitian menunjukkan bahwa secara parsial, *store atmosphere* berpengaruh positif dan signifikan terhadap keputusan pembelian (sig 0,008 < 0,05). Demikian pula dengan *customer experience* yang memiliki pengaruh positif dan signifikan terhadap keputusan pembelian (sig 0,000 < 0,05). Secara simultan, *store atmosphere* dan *customer experience* berpengaruh signifikan terhadap keputusan pembelian dengan nilai F-hitung sebesar 153,215 dan tingkat signifikansi 0,000. Nilai *Adjusted R Square* sebesar 0,755 menunjukkan bahwa 75,5% variasi keputusan pembelian dapat dijelaskan oleh kedua variabel independen tersebut, sementara sisanya dipengaruhi oleh faktor lain di luar penelitian ini. Customer experience menjadi faktor yang lebih dominan dalam mempengaruhi keputusan pembelian dibandingkan store atmosphere.



**Kata Kunci: *Store Atmosphere*, *Customer Experience*, Keputusan Pembelian.**

# The Influence of Store Atmosphere and Customer Experience on Purchasing Decisions at Café Teras Dangau in Sijunjung Regency


## *Abstract*

*This study aims to analyze the influence of store atmosphere and customer experience on purchasing decisions at Café Teras Dangau in Sijunjung Regency. This research employed a quantitative approach with an associative research design. The population consisted of all customers of Café Teras Dangau, with a sample of 100 respondents selected using a non-probability sampling technique. Data were collected through questionnaires that had been tested for validity and reliability and were subsequently analyzed using multiple linear regression with SPSS version 21. The results indicate that, partially, store atmosphere has a positive and significant effect on purchasing decisions (sig. 0.008 < 0.05). Likewise, customer experience also has a positive and significant effect on purchasing decisions (sig. 0.000 < 0.05). Simultaneously, store atmosphere and customer experience significantly influence purchasing decisions, with an F-value of 153.215 and a significance level of 0.000. The Adjusted R Square value of 0.755 indicates that 75.5% of the variation in purchasing decisions can be explained by these two independent variables, while the remaining 24.5% is influenced by other factors outside the scope of this study. Furthermore, customer experience was found to be the more dominant factor in influencing purchasing decisions compared to store atmosphere.*



***Keywords: Store Atmosphere, Customer Experience, Purchasing Decision.***