

**PENGARUH *BRAND IMAGE*, *STORE ATMOSPHERE*, DAN HARGA
TERHADAP KEPUTUSAN PEMBELIAN PADA HOUSE OF SMITH DI
KOTA PADANG**

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ABSTRAK

Penelitian ini bertujuan untuk mengetahui bagaimana pengaruh *brand image*, harga, dan *store atmosphere* terhadap keputusan pembelian. Populasi dalam penelitian pada konsumen House of Smith dengan sampel sebanyak 96 responden. Data diperoleh dengan melakukan kuisioner, kemudian diolah dan diuji dengan menggunakan SPSS.

Dari penelitian yang dilakukan diketahui berdasarkan hasil pengujian hipotesis menunjukkan bahwa hasil pengujian hipotesis menunjukkan bahwa pengaruh *brand image*, harga, dan *store atmosphere* berpengaruh signifikan terhadap keputusan pembelian pada House of Smith di Kota Padang.

Hasil koefisien determinasi menunjukkan bahwa besar pengaruh *brand image*, harga, dan *store atmosphere* pada konsumen House of Smith di Kota Padang adalah sebesar 50,8% sedangkan sisanya 49,2% dipengaruhi oleh faktor lainnya.

Kata Kunci : *brand image*, harga, *store atmosphere*, keputusan pembelian

**THE INFLUENCE OF BRAND IMAGE, STORE ATMOSPHERE, AND
PRICE ON PURCHASING DECISIONS AT HOUSE OF SMITH IN
PADANG CITY**

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ABSTRACT

This research aims to find out how brand image, price and store atmosphere influence purchasing decisions. The population in the research was House of Smith consumers with a sample of 96 respondents. Data was obtained by conducting a questionnaire, then processed and tested using SPSS.

From the research conducted, it is known that based on the results of hypothesis testing, the results of hypothesis testing show that the influence of brand image, price and store atmosphere has a significant effect on purchasing decisions at House of Smith in Padang City.

The results of the coefficient of determination show that the influence of brand image, price and store atmosphere on House of Smith consumers in Padang City is 50.8% while the remaining 49.2% is influenced by other factors.

Keywords: brand image, price, store atmosphere, purchasing decisions