

## ABSTRAK

Penelitian ini bertujuan untuk mengetahui dan menganalisis pengaruh *store atmosphere*, harga, dan *word of mouth* terhadap keputusan pembelian konsumen, serta pengaruh *store atmosphere*, harga, dan *word of mouth* secara simultan terhadap keputusan pembelian konsumen pada Coffee Shop Kopi Oz Cabang Alai Kota Padang.

Penelitian ini menggunakan metode kuantitatif dengan pendekatan deskriptif dan asosiatif. Populasi dalam penelitian ini adalah seluruh konsumen Coffee Shop Kopi Oz Cabang Alai Kota Padang. Sampel pada penelitian ini adalah 138 responden konsumen coffee shop kopi oz cabang alai kota padang, dengan teknik pengambilan sampel menggunakan metode *non-probability sampling* karena populasi tidak diketahui jumlah konsumennya, dan dengan *purposive sampling* sebagai teknik penentuan sampel atas dasar kesesuaian karakteristik dan kriteria tertentu. Data penelitian ini diperoleh melalui penyebaran kuesioner kepada responden yang telah melakukan pembelian. Teknik analisis data yang digunakan meliputi uji validitas dan reliabilitas, uji asumsi klasik, analisis regresi linier berganda, uji parsial (uji t), uji simultan (uji F), dan koefisien determinasi ( $R^2$ ).

Hasil penelitian menunjukkan bahwa secara parsial *store atmosphere* (X1) berpengaruh positif dan signifikan terhadap Keputusan pembelian konsumen, harga (X2) berpengaruh positif dan signifikan terhadap Keputusan pembelian konsumen, dan *word of mouth* (X3) berpengaruh positif dan signifikan terhadap keputusan pembelian konsumen. Secara simultan, *store atmosphere*, harga, dan *word of mouth* juga berpengaruh positif dan signifikan terhadap keputusan pembelian konsumen pada Coffee Shop Kopi Oz Cabang Alai Kota Padang.

Hasil penelitian ini diharapkan dapat memberikan kontribusi bagi pihak manajemen Coffee Shop Kopi Oz dalam merancang strategi pemasaran yang lebih efektif, khususnya dalam meningkatkan kenyamanan suasana toko, penetapan harga yang sesuai dengan kualitas produk, serta optimalisasi *word of mouth* untuk meningkatkan keputusan pembelian konsumen.

Kata Kunci: *Store Atmosphere*, Harga, *Word of Mouth*, Keputusan Pembelian

## ABSTRACT

*This study aims to determine and analyze the influence of store atmosphere, price, and word of mouth on consumer purchasing decisions, as well as the simultaneous influence of store atmosphere, price, and word of mouth on consumer purchasing decisions at Kopi Oz Coffee Shop, Alai Branch, Padang City.*

*This study used a quantitative method with a descriptive and associative approach. The population in this study was all consumers of Kopi Oz Coffee Shop, Alai Branch, Padang City. The sample in this study was 138 respondents who were consumers of Kopi Oz Coffee Shop, Alai Branch, Padang City. The sampling technique used was non-probability sampling because the population size was unknown, and purposive sampling was used to determine the sample based on suitability with certain characteristics and criteria. The research data were obtained by distributing questionnaires to respondents who had made purchases. Data analysis techniques used included validity and reliability tests, classical assumption tests, multiple linear regression analysis, partial tests (*t*-tests), simultaneous tests (*F*-tests), and the coefficient of determination ( $R^2$ ).*

*The results of the study indicate that partially, store atmosphere ( $X_1$ ) has a positive and significant effect on consumer purchasing decisions, price ( $X_2$ ) has a positive and significant effect on consumer purchasing decisions, and word of mouth ( $X_3$ ) has a positive and significant effect on consumer purchasing decisions. Simultaneously, store atmosphere, price, and word of mouth also have a positive and significant effect on consumer purchasing decisions at Kopi Oz Coffee Shop, Alai Branch, Padang City.*

*The results of this study are expected to contribute to the management of Kopi Oz Coffee Shop in designing more effective marketing strategies, particularly in enhancing the store's comfortable atmosphere, setting prices appropriate to product quality, and optimizing word of mouth to increase consumer purchasing decisions.*

*Keywords: Store Atmosphere, Price, Word of Mouth, Purchasing Decisions*