

ABSTRAK

Fakultas Ekonomi dan Bisnis

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Pengaruh *Store Atmosphere*, Lokasi, Dan Kualitas Produk Terhadap Keputusan Pembelian Serta Tinjauannya Dari Sudut Pandang Islam (Studi Kasus Pada Konsumen McDonald's Salemba)

121 halaman + xv halaman + 17 tabel + 2 gambar, dan 3 lampiran

Uraian Abstrak

Penelitian ini bertujuan untuk mengetahui pengaruh *Store Atmosphere*, Lokasi, dan Kualitas Produk terhadap Keputusan Pembelian dan Tinjauannya dari Sudut Pandang Islam. Sampel dalam penelitian ini adalah 100 konsumen yang pernah mengunjungi dan makan produk McDonald's Salemba. Teknik pengambilan sampel yang digunakan adalah *purposive sampling*. Data dikumpulkan dengan menggunakan metode survey dengan instrumen kuesioner. Metode analisis data yang digunakan yaitu *Partial Least Square Structural Equation Modelling*.

Hasil penelitian menunjukkan bahwa (1) *store atmosphere* berpengaruh positif dan signifikan terhadap keputusan pembelian. (2) lokasi tidak berpengaruh terhadap keputusan pembelian. (3) kualitas produk berpengaruh positif dan signifikan terhadap keputusan pembelian. (4) *store atmosphere*, lokasi, dan kualitas produk dapat dijadikan model yang memiliki kesesuaian (fit) yang besar (GoF 0,566) untuk dijadikan model yang dapat memprediksi (Q^2 0,732) pengaruhnya terhadap keputusan pembelian.

Menurut pandangan Islam apabila ingin meningkatkan keputusan pembelian konsumen, para pelaku bisnis hendaklah memperbaiki *store atmosphere* dengan menciptakan unsur kebersihan dan keindahan, menjaga dan melestarikan lingkungan bisnis serta memperhatikan standar kehalalan produk sesuai dengan syariat Islam.

Kata Kunci : *Store Atmosphere*, Lokasi, Kualitas Produk, Keputusan Pembelian, Islam.

ABSTRACT

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S1 Management Study Program

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The Influence of Store Atmosphere, Location, and Product Quality on Purchase Decisions and It's Review from an Islamic Perspective (Case Study of McDonald's Salemba Consumers)

121 pages + xv pages + 17 table + 2 pictures, and 3 attachments

Abstract Description

This study aims to determine the effect of Store Atmosphere, Location, and Product Quality on Purchase Decisions and it's Review from an Islamic Perspective. The sample in this study were 100 consumers who had visited and ate McDonald's Salemba products. The sampling technique used is purposive sampling. Data were collected using a survey method with a questionnaire instrument. The data analysis method used is Partial Least Square Structural Equation Modeling.

The results show that (1) store atmosphere has a positive and significant effect on purchasing decisions. (2) location has no effect on purchasing decisions. (3) product quality has a positive and significant effect on purchasing decisions. (4) store atmosphere, location, and product quality can be used as models that have a large fit (GoF 0,566) to be used as models that can predict (Q2 0,732) the effect on purchasing decisions.

According to the Islamic view, if you want to increase consumer purchasing decisions, business people should improve the store atmosphere by creating elements of cleanliness and beauty, maintaining and preserving the business environment and paying attention to product halal standards in accordance with Islamic law.

Keywords : Store Atmosphere, Location, Product Quality, Purchase Decisions, Islam