

## ABSTRAK

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**Pengaruh Suasana Toko, Variasi Produk, dan Komunikasi Dari Mulut Ke Mulut Terhadap Keputusan Pembelian di Upnormal Coffee Roasters Raden Saleh Serta Tinjauannya Dari Sudut Pandang Islam.**

108 halaman + xvi halaman + 22 tabel + 7 gambar + 3 lampiran

### Uraian Abstrak

Penelitian ini bertujuan untuk mengetahui pengaruh suasana toko, variasi produk dan komunikasi dari mulut ke mulut terhadap keputusan pembelian pada Upnormal Coffee Roasters Raden Saleh serta tinjauannya dari sudut pandang Islam. Populasi penelitian ini adalah konsumen yang sudah pernah mengunjungi Upnormal Coffee Roasters Raden Saleh. Sampel dalam penelitian ini sebanyak 100 responden. Teknik pengambilan sampel menggunakan metode *non probability sampling*, dengan teknik *purposive sampling* melalui penyebaran kuesioner.. Hasil penelitian menunjukkan bahwa suasana toko berpengaruh positif dan signifikan terhadap keputusan pembelian, variasi produk berpengaruh positif dan signifikan terhadap keputusan pembelian, komunikasi dari mulut ke mulut berpengaruh positif dan signifikan terhadap keputusan pembelian, dan suasana toko, variasi produk, komunikasi dari mulut ke mulut secara simultan berpengaruh positif dan signifikan terhadap keputusan pembelian. Menurut pandangan Islam, suasana toko, variasi produk, komunikasi dari mulut ke mulut dan keputusan pembelian pada Upnormal Coffee Roasters Raden Saleh sudah dilakukan sesuai dengan prinsip-prinsip Islam.

**Kata Kunci:** Suasana Toko, Variasi Produk, Komunikasi Dari Mulut ke Mulut, Keputusan Pembelian.

## ABSTRACT

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Bachelor of Management Study Program

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**The Effect Of Store Atmosphere, Product Variations, Word Of Mouth, on Buying Decision on Upnormal Coffee Roasters Raden Saleh and Its Review Prom an Islamic Perspective.**

108 pages + xvi pages + 22 tables + 7 pictures + 3 attachments

### Abstract Description

*This study aims to determine the effect of store atmosphere, product variations, word of mouth, on buying decision on Upnormal Coffee Roasters Raden Saleh and its review from an Islamic perspective. The study population was customer who has been visited Upnormal Coffee Roasters Raden Saleh. The sample in this study were 100 respondents. The sampling technique uses a non probability sampling method, with a purposive sampling technique through questionnaires. The results showed that store atmosphere had a positive and significant effect on buying decision, product variations had a positive and significant effect on buying decision, word of mouth had a positive and significant effect on buying decision. Store atmosphere, product variations and word of mouth had a positive and significant effect on buying decision. According to the Islamic view, store atmosphere, product variations, word of mouth, and buying decision in Upnormal Coffee Roasters has been carried out in accordance with Islamic principles.*

**Keywords:** *Store Atmosphere, Product Variations, Word Of Mouth, Buying Decision.*