

## ABSTRAK

Fakultas Ekonomi Dan Bisnis  
Program Studi S-1 Manajemen  
2023

**Indri Cahaya Ningsih**

**120.2019.117**

**Pengaruh Lokasi, Store Atmosphere, Service Quality, dan Word of Mouth terhadap Keputusan Pembelian di Lawson Cempaka Putih serta tinjauan dari sudut pandang islam**

166 Halaman + XV Halaman + 29 Tabel + 3 Gambar + 10 Lampiran

### Uraian Abstrak

Penelitian ini bertujuan untuk mengetahui pengaruh Lokasi, *Store Atmosphere*, *Service Quality*, dan *Word of Mouth* terhadap Keputusan Pembelian di Lawson Cempaka Putih serta tinjauan dari sudut pandang islam. Populasi yang digunakan dalam penelitian ini adalah konsumen Lawson Cempaka Putih di Daerah Jakarta Pusat dengan jumlah responden sebanyak 100 orang. Teknik pengambilan sampel yang digunakan adalah Purposive Sampling. Data dikumpulkan dengan menggunakan metode survey dengan instrument kuesioner. Metode analisis data yang digunakan yaitu analisis statistik deskriptif dengan menggunakan bantuan aplikasi software SPSS. Hasil penelitian menunjukkan bahwa (1) Lokasi berpengaruh positif dan signifikan secara parsial terhadap keputusan pembelian (2) *Store Atmosphere* berpengaruh negatif dan signifikan secara parsial terhadap keputusan pembelian (3) *Service Quality* berpengaruh positif dan signifikan secara parsial terhadap keputusan pembelian (4) *Word of Mouth* berpengaruh positif dan signifikan secara simultan terhadap keputusan pembelian (5) Lokasi, *Store Atmosphere*, *Service Quality*, dan *Word of Mouth* berpengaruh positif dan signifikan secara simultan terhadap keputusan pembelian. Dari sudut pandang Islam, untuk dapat meyakinkan konsumen dalam menentukan keputusan pembeliannya hal yang dilakukan oleh Lawson Cempaka Putih Lokasi, *Store Atmosphere*, *Service Quality* dan *Word of Mouth* terhadap keputusan pembelian pada Lawson Cempaka Putih menurut Ibnu Katsir bahwa sudah sesuai dengan syariat Islam.

**Kata kunci :** Lokasi, *Store Atmosphere*, *Service Quality*, *Word of Mouth*, dan Keputusan Pembelian

## ABSTRACT

Fakultas Ekonomi Dan Bisnis  
Program Studi S-1 Manajemen  
2023

**Indri Cahaya Ningsih**

**120.2019.117**

*The Influence of Location, Store Atmosphere, Service Quality, and Word of Mouth on Purchasing Decisions at Lawson Cempaka Putih and awareness from an Islamic perspective*

*166 Pages + XV Pages + 29 Tables + 3 Figures + 10 Attachments*

### **Abstract Description**

*This study aims to determine the effect of Location, Store Atmosphere, Service Quality, and Word of Mouth on Purchasing Decisions at Lawson Cempaka Putih as well as a review from an Islamic perspective. The population used in this study were consumers who had purchased Lawson Cempaka Putih products in Central Jakarta with a total of 100 respondents. The sampling technique used was purposive sampling. Data was collected using a survey method with a questionnaire instrument. The data analysis method used is descriptive statistical analysis using the SPSS software application. The results showed that (1) Location has a positive and partially significant effect on purchasing decisions (2) Store Atmosphere has a negative and partially significant effect on purchasing decisions (3) Service Quality has a positive and partially significant effect on purchasing decisions (4) Word of Mouth has a positive and significant simultaneous effect on purchasing decisions (5) Location, Store Atmosphere, Service Quality, and Word of Mouth have a positive and significant simultaneous effect on purchasing decisions. From an Islamic point of view, to be able to convince consumers in determining their purchasing decisions, according to Ibnu Katsir, Lawson Cempaka Putih is in accordance with Islamic law.*

**Keywords:** *Location, Store Atmosphere, Service Quality, Word of Mouth, and Purchase Decision*