

**PENGARUH PROMOSI, LOKASI DAN *STORE ATMOSPHERE*  
TERHADAP KEPUTUSAN PEMBELIAN DI TOKO SRI AMERTHA  
BHAKTISERAGA.**

**Oleh**

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**ABSTRAK**

Penelitian ini bertujuan untuk menguji pengaruh: (1) promosi, (2) lokasi, (3) *Store Atmosphere*, terhadap keputusan pembelian pada Toko Sri Amertha Bhaktiseraga. Desain penelitian ini adalah kuantitatif kausal. Populasi dari penelitian ini adalah konsumen dari Toko Sri Amertha Bhaktiseraga. Teknik pengambilan sampel adalah *purpose random sampling* sebanyak 100 responden. Data dikumpulkan melalui angket berupa kuesioner yang dianalisis menggunakan analisis regresi linier berganda. Hasil penelitian ini menunjukkan bahwa (1) promosi, lokasi, dan *Store Atmosphere* berpengaruh secara simultan dan signifikan terhadap keputusan pembelian, (2) promosi memiliki pengaruh yang positif dan juga signifikan terhadap keputusan pembelian, (3) lokasi berpengaruh positif dan signifikan terhadap keputusan pembelian, (4) *Store Atmosphere* tidak berpengaruh terhadap keputusan pembelian.

**Kata kunci:** Promosi, Lokasi, *Store Atmosphere*, Keputusan Pembelian

**EFFECT OF LOCATION, PROMOTION AND STORE ATMOSPHERE  
REGARDING PURCHASING DECISIONS AT THE SRI AMERTHA  
BHAKTISERAGA STORE.**

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***ABSTRACT***

*This research aims to test the influence of: (1) promotion, (2) location, (3) Store Atmosphere, on purchasing decisions at the Sri Amertha Bhaktiseraga Shop. The design of this research is quantitative causal. The population of this research is consumers from the Sri Amertha Bhaktiseraga Shop. The sampling technique is purpose random sampling as many as 100 respondents. Data was collected through questionnaires in the form of questionnaires which were analyzed using multiple linear regression analysis. The results of this research show that (1) promotion, location, and Store Atmosphere simultaneous and significant influence on purchasing decisions, (2) promotions have a positive and significant influence on purchasing decisions, (3) location has a positive and significant influence on purchasing decisions, (4) Store Atmosphere does not influence the purchase decision.*

***Keywords:*** Promotion, Location, Store Atmosphere, Purchase Decision