

# **PENGARUH *STORE ATMOSPHERE* DAN *BRAND IMAGE* TERHADAP KEPUTUSAN PEMBELIAN SEPATU OLAHRAGA DI TOKO SPORHOUSE KECAMATAN BULELENG**

Oleh

Made Kesawa Artayana, NIM 2217041125

Jurusan Manajemen

## **ABSTRAK**

Persaingan toko sepatu olahraga di Kecamatan Buleleng semakin ketat akibat meningkatnya tren olahraga dan perkembangan *e-commerce*, yang menyebabkan fluktuasi penjualan di Toko Sporthouse. Perbedaan temuan penelitian terdahulu mengenai pengaruh *store atmosphere* dan *brand image* terhadap keputusan pembelian menunjukkan adanya *research gap*, serta belum adanya kajian pada toko sepatu lokal di Kecamatan Buleleng. Penelitian ini bertujuan menganalisis pengaruh *store atmosphere* dan *brand image* terhadap keputusan pembelian sepatu olahraga di Toko Sporthouse Kecamatan Buleleng. Penelitian menggunakan pendekatan kuantitatif dengan metode survei terhadap 130 responden yang dipilih melalui purposive sampling. Data dikumpulkan menggunakan kuesioner dan dianalisis dengan regresi linier berganda menggunakan SPSS. Hasil penelitian menunjukkan bahwa secara parsial *store atmosphere* berpengaruh negatif dan signifikan terhadap keputusan pembelian, sedangkan *brand image* berpengaruh positif dan signifikan. Secara simultan, kedua variabel berpengaruh signifikan terhadap keputusan pembelian. Hasil penelitian ini diharapkan dapat memberikan kontribusi bagi penelitian selanjutnya, baik melalui pengembangan variabel independen dan dependen, maupun perluasan objek serta lokasi penelitian di masa mendatang.

**Kata kunci:** *Store Atmosphere, Brand Image, Keputusan Pembelian, Toko Sporthouse, Kecamatan Buleleng*

***THE INFLUENCE OF STORE ATMOSPHERE AND BRAND IMAGE ON  
THE DECISION TO BUY SPORTS SHOES AT THE BULELENG DISTRICT  
SPORHOUSE STORE***

***By Made Kesawa Artayana, NIM 2217041125***

***Management Department***

***ABSTRACT***

*The competition for sports shoe stores in Buleleng District is getting tighter due to increasing sports trends and the development of e-commerce, which causes fluctuations in sales at Sporthouse Stores. The difference in the findings of previous research on the influence of store atmosphere and brand image on purchase decisions shows that there is a research gap, and there is no study on local shoe stores in Buleleng District. This study aims to analyze the influence of store atmosphere and brand image on the decision to purchase sports shoes at the Buleleng District Sporthouse Shop. The study used a quantitative approach with a survey method of 130 respondents selected through purposive sampling. Data were collected using questionnaires and analyzed by multiple linear regression using SPSS. The results of the study showed that partially store atmosphere had a negative and significant effect on purchase decisions, while brand image had a positive and significant effect. Simultaneously, both variables have a significant influence on purchasing decisions. The results of this research are expected to contribute to future research, both through the development of independent and dependent variables, as well as the expansion of future research objects and locations.*

***Keywords:*** *Store Atmosphere, Brand Image, Purchase Decision, Sporthouse Shop, Buleleng District*