

**PENGARUH SUASANA TOKO DAN HARGA TERHADAP KEPUTUSAN
PEMBELIAN PADA RENTAL PLAY STATION CINE**

Oleh
I Nyoman Wahyu Restu Buana, NIM 1517041190
Jurusan Manajemen

ABSTRAK

Penelitian ini bertujuan untuk menguji pengaruh suasana toko terhadap keputusan pembelian, pengaruh harga terhadap keputusan pembelian, dan pengaruh suasana toko dan harga terhadap keputusan pembelian pada rental Play Station Cine. Jenis penelitian yang digunakan adalah penelitian penjelasan (explanatory research). Subjek penelitian adalah pelanggan rental Play Station Cine dan objek dalam penelitian ini adalah pada rental Play Station Cine. Banyaknya responden yang digunakan dalam penelitian ini yaitu sebanyak 100 responden. Data dikumpulkan dengan menggunakan instrument berupa kuesioner yang memiliki total 12 item pernyataan, data dianalisis menggunakan analisis regresi linier berganda. Hasil analisis menghasilkan kesimpulan sebagai berikut suasana toko berpengaruh positif dan signifikan terhadap keputusan pembelian, harga berpengaruh positif dan signifikan terhadap keputusan pembelian, dan suasana toko dan harga berpengaruh signifikan terhadap keputusan pembelian pada rental Play Station Cine.

Kata kunci: harga, keputusan pembelian, suasana toko.

UNDIKSHA

**EFFECT OF SHOP ATMOSPHERE AND PRICE ON PURCHASE DECISIONS
ON RENTAL PLAY STATION CINE**

By

I Nyoman Wahyu Restu Buana, NIM 1517041190

Undergraduate Management

ABSTRACT

This study aims to examine (1) the influence of the store atmosphere on purchasing decisions, (2) the effect of prices on purchase decisions, and (3) the influence of store atmosphere and prices on purchase decisions on Play Station Cine rentals. The type of research used is explanatory research. The research subjects were Play Station Cine rental customers and the research object was store atmosphere, price, and purchasing decisions on Play Station Cine rental. The total of respondents used in this study is 100 respondents. Data were collected by a questionnaire that had a total of 12 statement items, and analyzed by multiple linear regression analysis. The results of the analysis resulted in the following conclusions (1) store atmosphere has a positive and significant effect on purchasing decisions, (2) price has a positive and significant effect on purchasing decisions, and (3) store atmosphere and prices have a significant effect on purchasing decisions on Play Station Cine rentals.

Keywords: prices, purchase decisions, store atmosphere

