

ABSTRACT

Lathifah, NurHaqqul, 2011 THESIS. Title: "The Effect Store Atmosphere Towards The Consumer Purchase Decision (Studies in Togamas Book Store Malang Branch)"

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To be able to attract customers to make purchases, one of which can be done by creating a fun and an exciting atmosphere in then store, because today there is a trend change in person's motives for shopping, where shopping activities are not only as functional activities to purchase goods, but also for recreational activities, entertainment or just to release stress. That is, when consumers go into a store, they not only provide an assessment of the products offered by retailers but will also provide an assessment of creativity in the creation of atmosphere in the store.

This type of research is quantitative, In this study, data analysis uses multiple linear regression model. Before conducting the regression analysis, it must be tested the validity and reliability of data normality and classic assumptions test, both multicollinearity and autocorrelation, so that it can get a good grade.

Based on the results of research that has been done, it shows that for the variable X1 that is a factor in the design of Togamas Book Store Malang branch partially has a significant influence on purchase decisions. It can be seen from the value of the variable significance of design factors X1 0046 value (> 0.05). While for the variable X2 is the social factor in of Togamas bookstore Malang Branch partially have significant effect on purchasing decisions. It is seen from the significance of social factors (X2) value 0.000 (< 0.05). For the X3 variable ambient factors in significance Togamas bookstore partially significant effect on purchasing decisions. It is seen from the value of X3 is worth 0.037 (< 0.05). For the most dominant variable on purchasing decisions among design, social and ambient variable the social variables. This is indicated by the significance value of social variables (X2) wich has the smallest value among other variables, that is equal to 0.000.