

ABSTRAK

Penelitian ini bertujuan untuk mengetahui dan menganalisis pengaruh kualitas produk, *store atmosphere*, serta lokasi terhadap keputusan pembelian konsumen di rumah makan “Kedai Luwe” yang terletak di Sumbermujur, Candipuro, Lumajang. Penelitian ini menggunakan pendekatan kuantitatif, dengan data yang dikumpulkan melalui penyebaran kuesioner kepada 80 responden. Populasi dalam studi ini adalah pelanggan rumah makan “Kedai Luwe”, sementara teknik pengambilan sampel dilakukan dengan metode insidental sampling, yang termasuk dalam kategori *non-probability sampling*. Pengujian hipotesis dilakukan menggunakan analisis regresi linier berganda. Berdasarkan hasil uji parsial (uji t), ditemukan bahwa, Kualitas produk tidak berpengaruh signifikan, sedangkan *store atmosphere* dan lokasi memiliki pengaruh signifikan terhadap keputusan pembelian konsumen.

Kata Kunci: Kualitas produk, *Store atmosphere*, Lokasi dan Keputusan Pembelian



ABSTRACT

This study aims to determine and analyze the influence of product quality, store atmosphere, and location on consumer purchasing decisions at the "Kedai Luwe" restaurant located in Sumbermujur, Candipuro, Lumajang. This study uses a quantitative approach, with data collected through distributing questionnaires to 80 respondents. The population in this study were customers of the "Kedai Luwe" restaurant, while the sampling technique was carried out using the incidental sampling method, which is included in the non-probability sampling category. Hypothesis testing was carried out using multiple linear regression analysis. Based on the results of the partial test (t-test), it was found that product quality had no significant effect, while store atmosphere and location had a significant influence on consumer purchasing decisions.

Keywords: *Product quality, Store atmosphere, Location and Purchasing Decisions*

