

ABSTRAK

Indomaret merupakan salah satu pelopor minimarket pemerintah memainkan peran penting dalam perkembangan industri ritel modern. Indomaret didirikan pada tahun 1988 oleh PT. Indomarco Prismaatama, bagian dari Grup Salim. Gerai pertama Indomaret dibuka di Jakarta, dan awalnya difokuskan untuk memenuhi kebutuhan pegawai di lingkungan perusahaan tersebut. Penelitian ini bertujuan untuk mengetahui pengaruh *self service technology* dan *store atmosphere* terhadap Keputusan pembelian di Indomaret Kecamatan Lumajang. Menggunakan pendekatan kuantitatif penelitian ini melibatkan 60 responden yang merupakan konsumen Indomaret Kecamatan Lumajang. Populasi penelitian ini mencakup masyarakat maupun konsumen dari Indomaret Kecamatan Lumajang dengan jumlah populasi yang tidak terbatas. Sampel diambil dengan metode *accidental sampling*, dan data dikumpulkan melalui observasi serta kuisioner. Proses pengolahan data dilakukan melalui regresi linier berganda dengan menggunakan perangkat lunak SPSS. Setelah dilakukan pengujian secara parsial (uji t) diperoleh hasil yaitu variable *self service technology* dan *store atmosphere* berpengaruh secara positif dan signifikan terhadap keputusan pembelian di Indomaret Kecamatan Lumajang. Hasil dari kelayakan model (uji f) variable *self service technology* dan *store atmosphere* berpengaruh Bersama-sama terhadap keputusan pembelian.

Kata Kunci : Self Service Technology, Store Atmosphere, Keputusan Pembelian.

ABSTRACT

Indomaret is one of the pioneers of government minimarkets playing an important role in the development of the modern retail industry. Indomaret was founded in 1988 by PT. Indomarco Prismatama, part of the Salim Group. The first Indomaret outlet was opened in Jakarta, and was initially focused on meeting the needs of employees in the company environment. This study aims to determine the effect of self-service technology and store atmosphere on purchasing decisions at Indomaret, Lumajang District. Using a quantitative approach, this study involved 60 respondents who were consumers of Indomaret, Lumajang District. The population of this study includes the community and consumers of Indomaret, Lumajang District with an unlimited population. Samples were taken using the accidental sampling method, and data were collected through observation and questionnaires. The data processing process was carried out through multiple linear regression using SPSS software. After conducting partial testing (t-test), the results obtained were that the variables of self-service technology and store atmosphere had a positive and significant effect on purchasing decisions at Indomaret, Lumajang District. The results of the model feasibility (f-test) showed that the variables of self-service technology and store atmosphere had a joint effect on purchasing decisions.

Keywords: Self-Service Technology, Store Atmosphere, Purchasing Decisions.