

ABSTRAK

Bisnis ritel di Indonesia terus berkembang, termasuk Toko Al Fatih di Lumajang yang menjual berbagai aksesoris seperti perhiasan, jam tangan, dan tas. Penelitian bertujuan menguji pengaruh *store atmosphere* toko, minat beli, serta lokasi terhadap keputusan pembelian konsumen di Toko Al Fatih Lumajang. Pendekatan kuantitatif digunakan dengan mengumpulkan data primer melalui kuesioner. Sampel penelitian meliputi 60 konsumen yang dipilih secara acak (simple random sampling) dari seluruh konsumen Toko Al Fatih. Pengolahan data dilakukan dengan metode regresi linier berganda. Hasil analisis mengungkapkan bahwa *store atmosphere*, minat beli dan lokasi memiliki pengaruh yang terhadap keputusan pembelian.

Kata Kunci : *Store Atmosphere*, Minat Beli, Lokasi, Keputusan Pembelian



ABSTRACT

The retail business in Indonesia continues to grow, including the Al Fatih Store in Lumajang, which sells various accessories such as jewelry, watches, and bags. This study aims to examine the influence of store atmosphere, purchasing intention, and location on consumer purchasing decisions at the Al Fatih Store in Lumajang. A quantitative approach was used by collecting primary data through questionnaires. The research sample included 60 consumers selected randomly (simple random sampling) from all Al Fatih Store consumers. Data processing was carried out using multiple linear regression methods. The analysis results reveal that store atmosphere, purchase intention, and location have an influence on purchase decisions.

Keywords : Store Atmosphere, Purchase Intention, Location, Purchasing Decision

