

ABSTRAK

Muhamad Farhan : Pengaruh *Word of Mouth (WOM)*, Kelengkapan Produk, dan *Store Atmosphere* Terhadap Keputusan Pembelian Pada Indomaret Tanah Kuning di Kelurahan Kijang Kota.
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Penelitian ini bertujuan untuk mengetahui apakah *Word Of Mouth*, Kelengkapan Produk dan *Store Atmosphere* mempunyai pengaruh terhadap keputusan pembelian pada Indomaret Tanah Kuning di Kelurahan Kijang Kota. Populasi yang ada belum diketahui secara pasti jumlahnya. Penelitian ini menggunakan sampel sebanyak 100 responden, dengan menggunakan metode *Non-probability sampling* atau pengambilan sample secara kebetulan (*accidental Sampling*). Jenis penelitian ini adalah penelitian kuantitatif. Pada kuisioner dilakukan test validitas dan reliabilitas. Data analisis menggunakan analisis regresi linear berganda, termasuk uji t, uji F dan determinasi (R^2). Penelitian dilakukan dengan menggunakan SPSS versi 23. Hasil penelitian menunjukkan bahwa secara parsial dengan nilai t_{tabel} sebesar 1,66088 Variabel *Word Of Mouth* (X1) diperoleh nilai t_{hitung} sebesar 2,740, Kelengkapan Produk (X2) diperoleh nilai t_{hitung} sebesar 5.613, dan *Store Atmosphere* (X3) diperoleh nilai sebesar 4,953. berpengaruh signifikan terhadap Keputusan Pembelian (Y). Hasil uji F diperoleh nilai F hitung 77,860 dengan nilai F_{tabel} 2,701 mengidentifikasi bahwa variabel *Word Of Mouth* (X1), dan Kelengkapan Produk (X2), dan *Store Atmosphere* secara simultan berpengaruh signifikan terhadap variabel keputusan pembelian (Y). Berdasarkan uji koefisien determinasi, sekitar 70% variabel Keputusan Pembelian (Y) dipengaruhi oleh variabel *Word Of Mouth* (X1) dan Kelengkapan Produk (X2) dan *Store Atmosphere* Sisanya 30% dipengaruhi oleh faktor yang tidak termasuk dalam model penelitian ini.

Kata Kunci : *Word Of Mouth (WOM)*, Kelengkapan Produk, *Store Atmosphere* dan Keputusan Pembelian

ABSTRACT

Muhamad Farhan : The Influence of Word of Mouth (WOM), Product Completeness, and Store Atmosphere on Purchasing Decisions at Indomaret Tanah Kuning in Kijang City
Hamdani 2023

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This study aims to determine whether Word Of Mouth, Product Completeness and Store Atmosphere have an influence on purchasing decisions at Indomaret Tanah Kuning in Kijang City. The population is not yet known with certainty. This study used a sample of 100 respondents, using the Non-probability sampling method or accidental sampling. This type of research is quantitative research. In the questionnaire, validity and reliability tests were carried out. The analysis data used multiple linear regression analysis, including t-test, F test and determination (R²). The study was conducted using SPSS version 23. The results showed that partially with a table value of 1.66088 Word Of Mouth Variable (X1) obtained a calculated value of 2.740, Product Completeness (X2) obtained a calculated value of 5.613, and Store Atmosphere (X3) obtained a value of 4.953. significant influence on Purchasing Decision (Y). The results of the F test obtained a calculated F value of 77.860 with a Ftable value of 2.701 identified that the variables Word Of Mouth (X1), and Product Completeness (X2), and Store Atmosphere simultaneously had a significant effect on the purchase decision variable (Y). Based on the coefficient of determination test, about 70% of the Purchase Decision variable (Y) is influenced by the variables Word Of Mouth (X1) and Product Completeness (X2) and Store Atmosphere The remaining 30% is influenced by factors that are not included in this research model.

Keywords: *Word Of Mouth (WOM), Product Completeness, Store Atmosphere and Purchasing Decision*