

## INTISARI

Penelitian ini bertujuan untuk mengetahui pengaruh antara variabel store atmosphere, kualitas persepsian produk dan persepsi harga terhadap keputusan pembelian konsumen.

Penelitian ini dilakukan pada Distro 308 *Absolute Unscared* Yogyakarta dengan jumlah sampel 105 responden dengan teknik *purposive sampling non random sampling* dengan metode Regresi Linier Berganda yang diolah menggunakan program SPSS 16.0.

Hasil penelitian ini menunjukkan bahwa store atmosphere, kualitas persepsian produk dan persepsi harga berpengaruh secara bersama-sama terhadap keputusan pembelian konsumen *distro 308 absolute unscared yogyakarta*, *store atmosphere* berpengaruh positif dan signifikan terhadap keputusan pembelian konsumen *distro 308 absolute unscared yogyakarta*, kualitas persepsian produk tidak berpengaruh terhadap keputusan pembelian konsumen *distro 308 absolute unscared yogyakarta*, dan persepsi harga berpengaruh positif dan signifikan terhadap keputusan pembelian konsumen *distro 308 absolute unscared yogyakarta*.

**Kata Kunci:** *Store Atmosphere*, Kualitas Persepsian Produk, Persepsi Harga, Keputusan pembelian Konsumen.

## **ABSTRACT**

*This study aims to analyze the influence of store atmosphere, product perceived quality and perceived price variables on consumer's purchase decision.*

*This research was conducted at 308 Absolute Unscared store in Yogyakarta with a sample of 105 respondents by purposive sampling and non-random sampling technique with a Multiple Linear Regression method which was processed using the SPSS 16.0 program.*

*The results of this study indicated that store atmosphere, product perceived quality and perceived price jointly influenced the consumer's purchase decisions at 308 absolute unscared store Yogyakarta, store atmosphere had a positive and significant influence on consumer's purchase decisions at 308 absolute unscared store Yogyakarta, product perceived quality did not influence the consumer's purchase decisions at 308 absolute unscared store Yogyakarta, and price perceptions had a positive and significant influence on consumer's purchase decisions at 308 absolute unscared store Yogyakarta.*

**Keywords** : *Store Atmosphere, Product Perceived Quality, Perceived Price, Consumer purchasing Decision.*