

ABSTRACT

Syaiful Anam, "The Effect of Store Atmosphere, Perceived Value, dan Customer Emotions at Tom and Jerry of Bangkalan" under the guidance of Yhudi Prasetya Mada, SE,. MM. S1 Management Study Program, Faculty of Economics and Business, Trunojoyo University Madura. July 2020.

The purpose of this research was to determine the effect of Store Atmosphere, Perceived Value, and Customer Emotions on Purchasing decisions of product at Tom and Jerry Stores of Bangkalan. The research method used is a quantitative method. Ushing the validity test, reliability test, normality test, t test, and F test, with the help of SPSS version 25.

The results of this research indicate that partially Store Atmosphere, Perceived Value, and Customer Emotions significantly influence on purchasing decisions by t test. Simultaneously the Store Atmosphere, Perceived Value, and Customer Emotions have a significant effect on purchasing decisions with the F test.

Keyword : Store Atmosphere, Perceived Value, Customer Emotions, Purchase Decision.

ABSTRAK

Syaiful Anam, “Pengaruh Store Atmosphere, Perceived Value dan Customer Emotions Terhadap Keputusan Pembelian Studi Pada Toko Tom and Jerry Bangkalan” dibawah bimbingan Yudhi Prasetya Mada, SE,. MM. Program Studi S1 Manajemen, Fakultas Ekonomi dan Bisnis, Universitas Trunojoyo Madura. Juli 2020.

Tujuan dari penelitian ini adalah untuk mengetahui pengaruh Store Atmosphere, Perceived Value dan Customer Emotion terhadap keputusan Pembelian Produk Pada Toko Tom and Jerry Bangkalan. Metode Penelitian yang digunakan adalah metode kuantitatif. Menggunakan uji validitas, uji reliabilitas, uji normalitas, uji t, dan uji F dengan bantuan SPSS versi 25.

Hasil penelitian ini menunjukkan bahwa secara parsial store atmosphere, perceived value, dan customer emotions berpengaruh signifikan terhadap keputusan pembelian dengan uji t. secara simultan store atmosphere, perceived value, dan customer emotions berpengaruh signifikan terhadap keputusan pembelian dengan uji F.

Kata Kunci : Store Atmosphere, Perceived Value, Customer Emotions, Keputusan Pembelian.