

ABSTRAK

ETRE DOMEL. 2019. PENGARUH *STORE ATMOSPHERE* TERHADAP PROSES *CONSUMERS PURCHASE DECISION* MELALUI *WORD OF MOUTH* SEBAGAI VARIABEL MEDIASI (STUDI KASUS DI NINESIX BARBERSHOP TERNATE). KETUA KOMISI: IDA HIDAYANTI, ANGGOTA KOMISI: IBNU SINA HI. YUSUF.

Penelitian ini bertujuan untuk mengetahui pengaruh *store atmosphere* terhadap proses *consumers purchase decision* melalui *word of mouth* sebagai variabel mediasi (studi kasus di Ninesix Barbershop Ternate).

Jenis penelitian yang digunakan dalam penelitian ini yaitu *explanative research* dengan menggunakan pendekatan kuantitatif. Populasi dalam penelitian adalah pengguna jasa pangkas rambut di *Ninesix Barbershop* Ternate. Jumlah sampel yang digunakan sebanyak 110 responden, dengan teknik pengambilan sampel menggunakan *purposive sampling* sehingga sampel dalam penelitian ini adalah konsumen yang telah menjadi pengguna jasa *Ninesix Barbershop* Ternate lebih dari 1 (satu) kali. Data dalam penelitian ini merupakan data primer yang bersumber dari kuesioner yang disebarakan langsung di objek penelitian, sedangkan analisis datanya menggunakan analisis statistik deskriptif, analisis regresi dan *path analysis* dengan bantuan program SPSS 16.0.

Hasil dari penelitian ini menunjukkan bahwa: 1) *Store atmosphere* berpengaruh positif terhadap *word of mouth*. 2) *Store atmosphere* berpengaruh positif terhadap proses *consumers purchase decision*. 3) *Word of mouth* berpengaruh positif terhadap proses *consumers purchase decision*. 4) *Store atmosphere* dan *word of mouth* secara simultan berpengaruh positif terhadap proses *consumers purchase decision*. 5) *Store atmosphere* berpengaruh tidak langsung terhadap proses *consumers purchase decision* melalui mediasi *word of mouth*.

Kata Kunci: *Store Atmosphere, Word Of Mouth* dan *Proses Consumers Purchase Decision*.

ABSTRACT

ETRE DOMEL, 2019. THE EFFECT OF STORE ATMOSPHERE TOWARDS THE CONSUMERS PURCHASE DECISION PROCESS THROUGH WORD OF MOUTH AS A MEDIATION VARIABLE (CASE STUDY IN NINESIX BARBERSHOP TERNATE). CHAIRMAN: IDA HIDAYANTI, MEMBER: IBNU SINA HI. YUSUF.

This study aims to determine the effect of store atmosphere towards the consumers purchase decision process through word of mouth as a mediating variable (Case Study in Ninesix Barbershop Ternate).

The type of research used in this study is explanatory research using a quantitative approach. The population in the study were users of barber services in Ninesix Barbershop Ternate. The number of samples used was 110 respondents, with the sampling technique using purposive sampling so that the samples in this study were consumers who had become Ninesix Barbershop Ternate service users more than 1 (one) time. The data in this study are primary data sourced from questionnaires distributed directly on the object of research, while the data analysis uses descriptive statistics, regression analysis and path analysis with the help of SPSS 16.0 program.

The results of this study indicate that: 1) Store atmosphere has a positive effect on word of mouth. 2) Store atmosphere has a positive effect on the consumer decision decision process. 3) Word of mouth has a positive effect on the consumers purchase decision process. 4) Store atmosphere and word of mouth simultaneously have a positive effect on the consumers purchase decision process. 5) Store atmosphere has an indirect effect on the consumers decision decision process through word of mouth mediation.

Keywords: Store Atmosphere, Word Of Mouth and Consumers Purchase Decision Process