

ABSTRAK

Penelitian ini bertujuan untuk mengetahui pengaruh *brand image*, *store atmosphere* dan *product assortment* terhadap *purchase decision* pada Hypermart di di kota Ternate.

Jenis penelitian ini menggunakan pendekatan kuantitatif. Populasi dalam penelitian ini adalah orang yang pernah berbelanja di Hypermart Ternate dan jumlah sampel dalam penelitian ini adalah 80 responden.

Data dalam penelitian ini merupakan data primer yang diperoleh secara langsung dari kuisioner yang telah diisi oleh responden penelitian, dan menggunakan alat bantu program SPSS 23.

Hasil dari penelitian ini menunjukkan bahwa: 1) *Brand image* berpengaruh signifikan terhadap *purchase decision*; 2) *Store atmosphere* berpengaruh signifikan terhadap *purchase decision*; 3) *Product assortment* berpengaruh signifikan terhadap *purchase decision*; 4) *Brand image*, *store atmosphere* dan *product assortment* berpengaruh signifikan terhadap *purchase decision*.

Kata Kunci: *Brand image, store atmosphere, product assortment, purchase decision*

ABSTRACT

This research aims to determine the influence of brand image, shop atmosphere and product choice on purchasing decisions at Hypermart in the city of Ternate.

This type of research uses a quantitative approach. The population in this study were people who had shopped at Hypermart Ternate and the number of samples in this study was 80 respondents.

The data in this research is primary data obtained directly from questionnaires filled out by research respondents, and using SPSS 23 program tools.

The results of this research show that: 1) Brand image has a significant influence on purchasing decisions; 2) The store atmosphere has a significant effect on purchasing decisions; 3) Product assortment has a significant influence on purchasing decisions; 4) Brand image, store atmosphere and product assortment have a significant influence on purchasing decisions.

Keywords: *Brand image, store atmosphere, product assortment, purchase decision*