Abstract

Economic competition in the current era requires someone to be able to provide good service to customers so that they are interested in buying products. However, the store atmosphere also has an equally important role in maintaining stability and cohesiveness in work, through this a business will run optimally so that customers are interested in buying back a business's products. This study aims to explain the effect of service quality and store atmosphere on purchasing decisions and repurchases at Dialogue Cafe. To measure the effect of the above, the researcher uses a quantitative approach with this type of survey, the sample of this study is Dialogi cafe customers as many as 100 respondents. The data analysis used is path analysis, the classic assumption test t test and f test with the help of SPSS, the results of this study indicate that the Service Quality Variable has a positive effect and has a significant relationship to the purchasing decision variable at the Dialog Café in Pasulrulan City. the variable Quality of Service (X1) has a significant effect on Purchase Decision (Y1) with a belt efficiency coefficient of 0.214 with a probability level of 0.032 (0.032 < α = 0.05). This means that the variable Quality of Service has a positive and significant effect on Purchase Willness. The Storel Atmospheric Variable is a positive and significant impact on Buying Interests at Café Dialog Kota Pasulrulan. variable Storel Atmospheric (X2) has a significant effect on Purchase Decision (Y1) with a belt efficiency coefficient of 0.236 with a probability level of 0.018 (0.000 < α = 0.05). This means that the variable Quality of Service has a positive and significant effect on Purchase Willness. The Storel Atmospheric Variable is a positive and significant impact on Buying Interests at Café Dialog Kota Pasulrulan. variable Storel Atmospheric (X2) has a significant effect on Purchase Decision (Y1) with a belt efficiency coefficient of 0.236 with a probability level of 0.018 (0.000 < α = 0.05). This means that the variable Stored Atmospheric has a positive and significant effect on Purchasers' Pulses. the variable Quality of Service (X1) has a significant effect on repeat purchase (Y2) with a belt efficiency coefficient of 0.214 with a probability level of 0.013 (0.002 < α = 0.05). This means that the variable Quality of Service has a positive and significant effect on Repeat Purchases. Variable Storel Atmosphelrel is a positive and significant impact on Repeat Buying at Café Dialog Kota Pasulrulan. variable Storel Atmospheric (X2) has a significant effect on Re-purchasing (Y2) with a belt coefficient value of 0.180 with a probability level of 0.042 (0.000 < α = 0.05). This means that the variable Stored Atmospheric has a positive and significant impact on Repeat Buying. The Purchase Motivation variable has a positive and significant effect on Re-buying at Café Dialog Kota Pasulrulan. the variable Purchase Purchase Decision (Y1) has a significant effect on Repeat Purchase (Y2) with a belt efficiency coefficient of 0.560 with a probability level of 0.000 (0.000 < α = 0.05). This means that the variable Purchase intention has a positive and significant effect on Repeat Purchase.

Keywords: Service quality, Store atmosphere, purchase decision and repurchase

Abstrak

Persaingan ekonomi di era saat ini menuntut seseorang agar mampu memberikan pelayanan yaang baik terhadap pelanggan agar mereka tertarik untuk membeli produk. Namun demikian store atmosphere juga memiliki peran yang sama penting nya dalam menjaga stabilitas dan kekompakaan dalam bekerja, melalui hal tersebut sutu usaha akan berjalan secara maksimal sehingga para pelanggan tertarik untuk membeli kembali produj suatu usaha. penelitian ini bertujuan untuk menjelaskan pengaruh kualitas pelayanan dan store atmosphere terhadap keputusan pembelian dan pembelian ulang pada caffe dialoogi. Untuk mengukur pengaruh di atas peneliti menggunakan pendelatan kauntitatif dengan jenis survei sample penelitian ini adalah pelanggan caffe dialoogi sebanyak 100 responden. Adapun analisis data yang digunakan adalah analisis jalur, uji asumsi klasik uji t dan uji f dengan bantuan spsss, hasil penelitian ini menunjukkkan bahwa Variabel Kulitas Pelayanan adalah berpengaruh positif dan signifikan hubungannya terhadap variabel Keputusan Pembelian di Café Dialogi Kota Pasuruan. variabel *Kualitas Pelayanan*(X_1) berpengaruh signifikan terhadap Keputusan Pembelian (Y_1) dengan nilai koefisien beta sebesar 0,214 dengan tingkat probabilitas sebesar 0,032 (0,032 < α = 0,05). Artinya variabel Kulitas Pelayanan berpengaruh positif dan signifikan terhadap Keputusan Pembelian. Variabel *Store Atmosphere* adalah berpengaruh positif dan signifikan terhadap Keputusan Pembelian di Café Dialogi Kota Pasuruan.variabel *Store Atmosphere*(X_2) berpengaruh signifikan terhadap Keputusan Pembelian (Y_1) dengan nilai koefisien beta sebesar 0,236 dengan tingkat probabilitas sebesar 0,018 (0,000 < α = 0,05). Artinya variabel *Store Atmosphere*berpengaruh positif dan signifikan terhadap Keputusan Pembelian.Variabel Kulitas Pelayanan adalah berpengaruh positif dan signifikan hubungannya terhadap variabel Pembelian Ulang di Café Dialogi Kota Pasuruan.variabel *Kualitas Pelayanan* (X_1) berpengaruh signifikan terhadap Pembelian Ulang (Y_2) dengan nilai koefisien beta sebesar 0,214 dengan tingkat probabilitas sebesar 0,013 (0,002 < α = 0,05). Artinya variabel Kulitas Pelayanan berpengaruh positif dan signifikan terhadap Pembelian Ulang. Variabel *Store Atmosphere* adalah berpengaruh positif dan signifikan terhadap Pembelian Ulang di Café Dialogi Kota Pasuruan.variabel *Store Atmosphere*(X_2) berpengaruh signifikan terhadap Pembelian Ulang (Y_2) dengan nilai koefisien beta sebesar 0,180 dengan tingkat probabilitas sebesar 0,042 (0,000 < α = 0,05). Artinya variabel *Store Atmosphere* berpengaruh positif dan signifikan terhadap Pembelian Ulang.Variabel Keputusan Pembelian adalah berpengaruh positif dan signifikan terhadap Pembelian Ulang di Café Dialogi Kota Pasuruan.variabel Keputusan Pembelian (Y_1) berpengaruh signifikan terhadap Pembelian Ulang (Y_2) dengan nilai koefisien beta sebesar 0,560 dengan tingkat probabilitas sebesar 0,000 (0,000 < α = 0,05). Artinya variabelKeputusan Pembelianberpengaruh positif dan signifikan terhadap Pembelian Ulang.

Kata Kunci: Kualitas pelayanan, *Store atmosphere,* keputusan pembelian dan pembelian ulang