

**PENGARUH *BRAND IMAGE* DAN *STORE ATMOSPHERE* TERHADAP  
KEPUTUSAN PEMBELIAN KONSUMEN PADA FORE COFFEE  
(STUDI KASUS KONSUMEN FORE COFFEE GODEAN)**

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**INTISARI**

Tujuan penelitian ini adalah untuk mengetahui dan menganalisis pengaruh *brand image* dan *store atmosphere* terhadap keputusan pembelian pada Fore Coffee Godean. Penelitian ini dilakukan pada konsumen Fore Coffee Godean. Populasi dalam penelitian ini adalah yang pernah membeli produk menggunakan aplikasi dan mengunjungi Fore Coffee Godean. Sampel diambil dengan teknik *purposive sampling*.

Metode analisis yang digunakan adalah metode analisis deskriptif dan regresi linier berganda. Jenis penelitian ini adalah penelitian asosiatif dan data yang digunakan adalah data primer dan data sekunder yang diperoleh melalui daftar pertanyaan yang pengukurannya menggunakan skala likert. Data diolah secara statistik dengan program SPSS for Windows, yaitu model uji t, uji f, dan koefisien determinan ( $R^2$ ).

Hasil penelitian ini menunjukkan bahwa secara parsial *brand image* berpengaruh negatif terhadap keputusan pembelian konsumen dengan nilai -0,081 dan *store atmosphere* berpengaruh secara positif terhadap keputusan pembelian konsumen Fore Coffee Godean dengan nilai sebesar 0,91. Berdasarkan hasil uji f dengan nilai signifikansi sebesar  $0,000 < 0,05$ , maka secara simultan variabel *brand image* dan *store atmosphere* berpengaruh terhadap keputusan pembelian konsumen Fore Coffee Godean.

**Kata Kunci : *Brand Image*, *Store Atmosphere*, Keputusan Pembelian**

**THE INFLUENCE OF BRAND IMAGE AND STORE ATMOSPHERE ON  
CONSUMER PURCHASE DECISIONS ON FORE COFFEE  
(CASE STUDY OF GODEAN FORE COFFEE CONSUMERS)**

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**ABSTRACT**

The purpose of this study was to determine and analyze the effect of *brand image* and *store atmosphere* on purchasing decisions at Fore Coffee Godean. This research was conducted on Fore Coffee Godean consumers. The population in this study were those who had purchased products using the application and visited Fore Coffee Godean. Samples were taken by *purposive sampling technique*.

The analytical method used is descriptive analysis method and multiple linear regression. This type of research is associative research and the data used are primary data and secondary data obtained through a list of questions whose measurement uses a Likert scale. The data were statistically processed using the SPSS for Windows program, namely the t test model, f test, and the determinant coefficient ( $R^2$ ).

The results of this study indicate that partially *brand image* has a negative effect on consumer purchasing decisions with a value of -0.081 and *store atmosphere* has a positive effect on consumer purchasing decisions for Fore Coffee Godean with a value of 0.91. Based on the results of the f test with a significance value of  $0.000 < 0.05$ , simultaneously the *brand image* and *store atmosphere* affect the purchasing decisions of Fore Coffee Godean consumers.

**Keywords : Brand Image, Store Atmosphere, Purchase Decision**