

ABSTRAK

Penelitian ini bertujuan untuk menguji seberapa besar Pengaruh *Brand Image*, Lokasi dan *Store Atmosphere* Terhadap Keputusan Pembelian dengan Kualitas Produk sebagai Variabel Intervening pada Djaros Swalayan Kota Solok. Metode pengumpulan data melalui survei dan menyebarkan keunsioner, dengan sampel 100 responden. Metode analisis yang digunakan adalah *smartPLS* v.3.2.9 dengan metode analisis SEM (*Structural Equation Modelling*). Hasil penelitian yang didapatkan adalah Terdapat pengaruh positif dan signifikan *Brand Image* terhadap Kualitas Produk, Terdapat pengaruh positif dan signifikan Lokasi terhadap Kualitas Produk, Terdapat pengaruh positif dan signifikan *Store Atmosphere* terhadap kualitas Produk, Terdapat pengaruh positif yang signifikan *Brand Image* terhadap Keputusan Pembelian, Terdapat pengaruh negatif dan tidak signifikan Lokasi terhadap Keputusan Pembelian, Terdapat pengaruh positif dan signifikan *Store Atmosphere* terhadap Keputusan Pembelian, Terdapat pengaruh negatif dan tidak signifikan Kualitas Produk terhadap keputusan Pembelian, Kualitas Produk tidak mampu memediasi *Brand Image* terhadap Keputusan Pembelian, Kualitas Produk tidak mampu memediasi Lokasi terhadap Keputusan Pembelian, Kualitas Produk tidak mampu memediasi *Store Atmosphere* terhadap Keputusan Pembelian. Saran dari penulis Swalayan diharapkan dapat terus meningkatkan dan mempertahankan citra dari swalayan itu sendiri dan juga citra dari produk-produk yang dihasilkan, karena kedua komponen tersebut terbukti mampu menjadi patokan bagi konsumen dalam memutuskan untuk membeli suatu produk, diharapkan Swalayan agar dapat memperluas lokasi penjualan dan memperbanyak cabang. Serta memperluas area parkir dengan menambah gedung karena banyak pengunjung yang membawa kendaraan sendiri, diharapkan swalayan lebih memperhatikan penataan produk, jarak antar rak, pemberian tanda petunjuk.

Kata Kunci : *Brand Image*, Lokasi, *Store Atmosphere*, Keputusan Pembelian, Kualitas Produk

ABSTRACT

This study aims to examine how much influence Brand Image, Location and Store Atmosphere have on Purchasing Decisions with Product Quality as Intervening Variables at Djaros Supermarkets, Solok City. Methods of data collection through surveys and distributing questionnaires, with a sample of 100 respondents. The analytical method used is smartPLS v.3.2.9 with the SEM (Structural Equation Modeling) analysis method. The research results obtained were Brand Image positive and significant on Product Quality, Location had a positive and significant influence on Product Quality, Store Atmosphere had a positive and significant influence on Product quality, Brand Image had a significant positive effect on Purchase Decisions, There was an influence negative and not significant Location on Purchasing Decisions, There is a positive and significant influence of Store Atmosphere on Purchasing Decisions, There is a negative and insignificant influence of Product Quality on Purchasing Decisions, Product Quality is unable to mediate Brand Image on Purchasing Decisions, Product Quality is unable to mediate Location to Purchasing Decisions, Product Quality is not able to mediate Store Atmosphere on Purchasing Decisions. Suggestions from the author of Supermarkets are expected to continue to improve and maintain the image of the supermarket itself and also the image of the products it produces, because these two components have proven to be able to become a benchmark for consumers in deciding to buy a product, it is hoped that Supermarkets can expand sales locations and multiply branches. As well as expanding the parking area by adding a building because many visitors bring their own vehicles, it is hoped that supermarkets will pay more attention to product arrangement, distance between shelves, provision of signs.

Keywords: Brand Image, Location, Store Atmosphere, Purchase Decision, Product Quality