The Influence of Store Atmosphere, Product Diversity, and Location on Purchasing Decisions at the Gramedia Bookstore

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ABSTRACT

The Covid-19 pandemic phenomenon that has occurred has caused retail stores to experience a gradual decline in sales, one of which occurred at the Gramedia Bookstore. This research is quantitative research which aims to find out, prove and analyze the influence of store atmosphere, product diversity and location on purchasing decisions at the Gramedia Bookstore. The population sample used in this research was 100 consumers of the Gramedia bookstore in the JABODETABEK area using a purposive sampling technique. The data analysis technique used a Google Form questionnaire which was processed using descriptive data analysis techniques, validity testing and reliability testing. Hypothesis testing in this research involves analysis of the inner model, outer model, and t-statistical test using the Partial Least Square (PLS) method with the SmartPLS 4 application. The final results obtained in this research are (1) Store Atmosphere has no significant influence on decisions. purchases at the Gramedia bookstore (2) Product diversity has a positive and significant effect on purchasing decisions at the Gramedia bookstore (3) Location has a positive and significant effect on purchasing decisions at the Gramedia bookstore.

Keywords: Gramedia, Store Atmosphere, Product Diversity, Location, Purchasing Decisions

Pengaruh *Store Atmosphere*, Keberagaman Produk, Dan Lokasi Terhadap

Keputusan Pembelian Pada Toko Buku Gramedia

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ABSTRAK

Fenomena pandemik Covid-19 yang telah terjadi menyebabkan toko ritel mengalami penurunan penjualan secara bertahap, salah satunya terjadi pada Toko Buku Gramedia. Penelitian ini merupakan penelitian kuantitatif yang memiliki tujuan untuk mengetahui, membuktikan, dan menganalisa pengaruh *Store Atmosphere,* Keberagaman Produk, Dan Lokasi Terhadap Keputusan Pembelian Pada Toko Buku Gramedia. Populasi sampel yang digunakan pada penelitian ini sebanyak 100 konsumen toko buku Gramedia di wilayah JABODETABEK dengan teknik *purposive sampling.*Teknik analisis data menggunakan kuesioner *google form* yang diolah menggunakan teknik analisis data deskriptif, uji validitas, dan uji reliabilitas. Pengujian Hipotesis dalam penelitian ini dengan analisis *inner model, outer model,* dan uji t-statistik menggunakan metode *Partial Least Square* (PLS) dengan aplikasi SmartPLS 4. Hasil akhir yang didapatkan pada penelitian ini adalah (1) *Store Atmosphere* tidak berpengaruh dan signifikan terhadap keputusan pembelian di toko buku Gramedia (2) Keberagaman Produk berpengaruh positif dan signifikan terhadap keputusan pembelian di toko buku Gramedia (3) Lokasi berpengaruh positif dan signifikan terhadap keputusan pembelian di toko buku Gramedia.

Kata Kunci: Gramedia, *Store Atmosphere,* Keberagaman Produk, Lokasi, Keputusan Pembelian