

## **ABSTRACT**

*This study aims to analyze the effect of word of mouth, service quality, and store atmosphere on purchasing decisions. This type of research uses an explanatory method using incidental sampling techniques. The sample used is 112 respondents, while the analysis uses Linear Regression Analysis and test instruments, as well as t test and F test. The results of this study indicate that the variables Word of Mouth, Service Quality, and Store atmosphere have a positive and partially significant effect on purchasing decisions. While the variables Word of Mouth, Service Quality, and Store Atmosphere simultaneously influence the Purchase Decision. This shows that consumer interest in Angkringan Semar Driyorejo is favored by consumers because it has a positive influence. This means that the higher the consumer's perception of Angkringan Semar Driyorejo, the consumer's decision still maintains the image to come to Angkringan Semar.*

**Keywords:** *Word Of Mouth, Service Quality, Store Atmosphere and Purchasing Decisions*

## ABSTRAK

Penelitian ini bertujuan untuk menganalisis Pengaruh *Word Of Mouth*, Kualitas Pelayanan, dan *Store Atmosphere* Terhadap Keputusan Pembelian. Jenis penelitian ini menggunakan metode eksplanatori dengan menggunakan teknik sampling insidental. Sampel yang digunakan sebanyak 112 responden, sedangkan analisisnya menggunakan Analisis Regresi Linier dan uji instrument, serta uji t dan uji F. Hasil penelitian ini menunjukkan bahwa variabel *Word Of Mouth*, Kualitas Pelayanan, dan *Store Atmosphere* berpengaruh positif dan signifikan secara parsial terhadap Keputusan Pembelian. Sedangkan variabel *Word Of Mouth*, Kualitas Pelayanan, dan *Store Atmosphere* berpengaruh secara simultan terhadap Keputusan Pembelian. Hal ini menunjukkan animo konsumen terhadap Angkringan Semar Driyorejo disukai konsumen karena memiliki pengaruh positif. Artinya makin tinggi persepsi konsumen terhadap Angkringan Semar Driyorejo maka keputusan konsumen tetap mempertahankan image untuk mendatangi Angkringan Semar.

**Kata Kunci :** *Word Of Mouth*, Kualitas Pelayanan, *Store Atmosphere* dan Keputusan Pembelian