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**KEPUTUSAN PEMBELIAN DITINJAU DARI SUASANA TEMPAT DAN PERSEPSI KUALITAS**

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Artikel Info	ABSTRACT
<p><b>Riwayat Artikel:</b> Penyerahan September 2022 Revisi September 2022 Diterima September 2022</p> <p><b>Keyword:</b> Purchase decision, Store atmosphere, Quality perception,</p>	<p>This study aimed to determine the influence of store atmosphere and quality perception towards purchase decision at Kedai Kopi X Samarinda. Quantitative approach was used for this study. The subject of this study were 100 consumers of Kedai Kopi X Samarinda which was selected using purposive sampling method. Data was collected using store atmosphere scale, quality perception scale, and purchase decision scale. The results showed that the <math>F</math> value &gt; <math>F</math> tabel (<math>42.267 &gt; 3.09</math>), <math>r</math> square = 0.466, dan value of <math>p = 0.000</math> (<math>p &lt; 0.05</math>) which means there was a significant influence of emibance and quality perception on purchase decision at Kedai Kopi X Samarinda. It means that store atmosphere and quality perception has contribution percentage of 46.6% on influencing purchase decision at Kedai Kopi X Samarinda and the other 54.4% is influenced by other variables. The better the atmosphere of the place and the perceived quality of the coffee shop, the higher the consumer's purchase decision at the coffee shop.</p>

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ABSTRAK	Kata Kunci
<p>Penelitian ini bertujuan untuk mengetahui pengaruh suasana tempat dan persepsi kualitas terhadap keputusan pembelian di Kedai Kopi X Samarinda. Penelitian ini menggunakan pendekatan kuantitatif. Subjek penelitian ini adalah 100 orang konsumen Kedai Kopi X yang dipilih menggunakan teknik purposive sampling. Data dikumpulkan menggunakan skala suasana tempat, persepsi kualitas, dan keputusan pembelian. Hasil penelitian ini menunjukkan nilai <math>F</math> hitung &gt; <math>F</math> tabel (<math>42.267 &gt; 3.09</math>), <math>r</math> square = 0.466, dan nilai <math>p = 0.000</math> (<math>p &lt; 0.05</math>), yang berarti terdapat pengaruh yang signifikan secara simultan dari suasana tempat dan persepsi kualitas terhadap keputusan pembelian di Kedai Kopi X Samarinda. Artinya, suasana tempat dan persepsi kualitas memiliki kontribusi pengaruh sebesar 46.6% terhadap keputusan pembelian di Kedai Kopi X Samarinda dan 54.4% dipengaruhi oleh variabel lain. Semakin baik suasana tempat dan persepsi kualitas yang dimiliki oleh kedai kopi, semakin tinggi keputusan pembelian konsumen di kedai kopi.</p>	<p>Keputusan pembelian, Suasana tempat, Persepsi kualitas</p>

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Keputusan Pembelian Ditinjau dari Suasana Tempat dan Persepsi Kualitas  
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