

ABSTRAK

Siliya Manggalawati. 2024. Pengaruh *Store Atmosphere* dan *Menu Diversity* Terhadap Keputusan Pembelian Dengan *Social Interaction* dan *Motivation* Sebagai Variabel Moderasi (Studi Empiris Pada Konsumen Sleko Food Court Kota Madiun). Skripsi. Program Studi Manajemen, Fakultas Ekonomi dan Bisnis, Universitas PGRI Madiun. Pembimbing (I) Dr. Hari Purwanto, S.E., M. M. Pembimbing (II) Metik Asmike, S.E., M. M.

Tujuan penelitian untuk mengetahui apakah terdapat pengaruh store atmosphere dan menu diversity terhadap keputusan pembelian dengan social interaction dan motivation sebagai variabel moderasi. Penelitian ini dilakukan di food court “Sleko Food Court” di Kota Madiun. Sampel penelitian ini sebanyak 385 responden. Metode penelitian yang digunakan yaitu metode survey dengan pendekatan deskriptif kuantitatif. Teknik pengumpulan data penelitian ini dengan penyebaran kuesioner dengan bantuan skala likert. Analisis data menggunakan PLS-SEM dan menggunakan bantuan software smartPLS 4.

Hasil penelitian ini adalah store atmosphere berpengaruh positif dan signifikan terhadap keputusan pembelian, menu diversity berpengaruh negatif dan tidak signifikan terhadap keputusan pembelian, social interaction berpengaruh positif dan signifikan terhadap keputusan pembelian, motivation berpengaruh positif dan signifikan terhadap keputusan pembelian, social interaction berpengaruh positif dan signifikan memoderasi store atmosphere terhadap keputusan pembelian, motivation berpengaruh negatif dan tidak signifikan memoderasi menu diversity terhadap keputusan pembelian.

Kata Kunci : *Store Atmosphere, Menu Diversity, Social Interaction, Motivation, Buying Decision, Sleko Food Court.*

ABSTRACT

Siliya Manggalawati. 2024. The Effect of Store Atmosphere and Menu Diversity on Purchasing Decisions with Social Interaction and Motivation as Moderating Variables (Empirical Study on Consumers of Sleko Food Court Madiun City). Thesis. Management Study Program, Faculty of Economics and Business, PGRI Madiun University. Supervisor (I) Dr. Hari Purwanto, S.E., M. M. Supervisor (II) Metik Asmike, S.E., M. M.

The research objectives were to find out whether there was an effect of atmosphere stores and diversity menus towards purchasing decisions with social interaction and motivation as moderation variables. This research was conducted at "Sleko Food Court" in Madiun City. This research sample was 385 respondents. The research method used was a survey with a quantitative descriptive approach. Data collection techniques for this study by distributing questionnaires with the help of Likert scale. Data analysis using PLS-SEM and used the help of SmartPls 4 software.

The results of this study are: Store atmosphere has a positive and significant effect towards purchasing decisions, diversity menus have a negative and insignificant effect towards purchasing decisions, social interaction has a positive and significant effect towards purchasing decisions, motivation has a positive and significant effect towards purchasing decisions, social interaction has a positive and significant effect Modorizing Store Atmosphere towards purchasing decisions, motivation has a negative effect and does not significantly moderate the diversity menu towards purchasing decisions.

Keywords : *Store Atmosphere, Menu Diversity, Social Interaction, Motivation, Buying Decision, Sleko Food Court.*