

ABSTRAK

Lilis Setiyawati. 2024. Pengaruh Harga, *Store Atmosphere*, Kualitas Produk Dan WOM (*Word Of Mouth*) Terhadap Keputusan Konsumen Pada Penggunaan Jasa *Self Foto* Di Studio Foto *Potrait Room Madiun*. Skripsi. Program Studi Manajemen, Fakultas Ekonomi dan Bisnis, Universitas PGRI Madiun. Pembimbing (I) Dr. Rizal Ula Ananta Fauzi, S.E., M.M. Pembimbing (II) Dian Citaningtyas Ari Kadi, S.E., M.M.

Penelitian ini bertujuan untuk mengetahui pengaruh harga, store atmosphere, kualitas produk dan WOM (word of mouth) terhadap keputusan konsumen pada penggunaan jasa self foto di studio foto Potrait Room Madiun. Jumlah responden sebanyak 386 orang yang meliputi masyarakat Kota Madiun, masyarakat Kota Madiun yang pernah menggunakan jasa self foto Potrait Room, dan Penggunaan jasa foto sebanyak 1 kali. Untuk uji statistik dan pengolahan data dilakukan dengan menggunakan Partial Least Square (SmartPLS 4.0.9.6).

Temuan penelitian menunjukkan bahwa: (1) Harga berpengaruh signifikan terhadap keputusan konsumen dalam menggunakan jasa self foto di Potrait Room Madiun; (2) Store atmosphere berpengaruh tidak signifikan terhadap keputusan konsumen dalam menggunakan jasa self foto di Potrait Room Madiun; (3) Kualitas produk berpengaruh signifikan terhadap keputusan konsumen dalam menggunakan jasa self foto di Potrait Room Madiun; (4) WOM (word of mouth) berpengaruh signifikan terhadap keputusan konsumen dalam menggunakan jasa self foto di Potrait Room Madiun.

Kata Kunci : *Harga, Store Atmosphere, Kualitas Produk, WOM (Word Of Mouth), Keputusan Pembelian*

ABSTRACT

Lilis Setiyawati. 2024. *The Influence of Price, Store Atmosphere, Product Quality and WOM (Word of Mouth) on Consumer Decisions on Using Self-Photo Services at the Madiun Portrait Room Photo Studio*. Skripsi. Program Studi Manajemen, Fakultas Ekonomi dan Bisnis, Universitas PGRI Madiun. Pembimbing (I) Dr. Rizal Ula Ananta Fauzi, S.E., M.M. Pembimbing (II) Dian Citaningtyas Ari Kadi, S.E., M.M.

This research aimed to determine the influence of price, store atmosphere, product quality and WOM (word of mouth) towards consumer decisions regarding the use of self-photo services at the Portrait Room Madiun photo studios. The number of respondents was 386 people, including the people of Madiun City, the people of Madiun City who had used the Portrait Room self-photo service, and had used the photo service once. Statistical tests and data processing were carried out using Partial Least Square (SmartPLS 4.0.9.6).

The research findings show: (1) Price has a significant influence towards consumer decisions in using self-photo services at Portrait Room Madiun; (2) Store atmosphere has no significant effect towards consumer decisions in using self-photo services at Portrait Room Madiun; (3) Product quality has a significant influence towards consumer decisions in using self-photo services at Portrait Room Madiun; (4) WOM (word of mouth) has a significant influence towards consumer decisions in using self-photo services at Portrait Room Madiun.

Keywords : *Price, Store Atmosphere, Product Quality, WOM (Word Of Mouth), Purchase Decision.*