

ABSTRACT

In this modern era, there is a lot of competition between traders at the Diponegoro Stadium book stalls. This competition occurs internally and externally, internal competition at the Diponegoro Stadium book stall, namely that many of the Diponegoro Stadium book stall owners have closed and externally there is price competition. Based on this, this research aims to analyze the influence of store atmosphere, store image, store location and trust on purchasing decisions with purchase intention as an intervening at the Diponegoro Stadium Book Kiosks, Semarang.

The population in this study were students who visited the Book Kiosk at Diponegoro Stadium, Semarang. The number of samples in this research was 110 respondents with the data collection method using questionnaires and the sampling method in this research was non-probability sampling with purposive sampling technique. The analysis tool used in this research is SPSS.

The results of this research state that store atmosphere has a negative effect on purchase intention, store image, shop location, and trust have a positive and significant effect on purchase intention, while shop location has no effect on purchasing decisions, trust and purchase intention have a positive and significant effect on purchasing decisions.

Keywords: Store Atmosphere, Store Image, Store Location, Trust, Purchase Intention, Purchase Decision