

ABSTRACT

Purchase intention is a measure of the probability that a consumer will purchase a service or product. Given numbers of factors that affect purchase intention, this study will analyse store atmosphere and quality of store service. The objectives of this research are to investigate and analyze the effect of store atmosphere and quality of store service at Togamas Bookstore Bangkong, Semarang.

As many as 100 Togamas Bookstore's customers are used as samples and where the method used in this research is non probability sampling with purposive sampling approach. The data were collected using a survey method through questionnaires that filled out by customers. Regression test analysis tools are used and are preceded by the classical assumption that consists of a normality test, multicollinearity, and heteroscedasticity test trials. Hypothesis testing is done by using the F-test and t-test.

Results of data analysis or the regression test indicates that store atmosphere and quality store service simultaneously affect purchase intention. The coefficient of determination (adjusted R square) is 0,493 which means that 49,3% of the dependant variable, i.e purchase intention, can be explained by the two independent variables, which are store atmosphere and quality of store service. Meanwhile the rest 50,7% of purchase intention can be explained by other variables and causes which are not incorporated within this model.

Keywords: Purchase intention, store atmosphere, quality of store service.