

ABSTRAK

Penelitian ini bertujuan untuk menganalisis pengaruh suasana toko, persepsi kualitas produk, *Word of Mouth* dan *Customer Experience* terhadap keputusan pembelian di Jambi. Studi ini menggunakan metode kuantitatif dengan teknik pengumpulan data melalui kuesioner yang disebarakan kepada konsumen *Ice Cream Mixue* di Jambi, sebanyak 96 responden yang dibulatkan menjadi 100 responden. Data dianalisis menggunakan metode *Statistical Package for the Social Sciences* (SPSS) versi 29. Hasil penelitian menunjukkan bahwa suasana toko tidak berpengaruh signifikan terhadap keputusan pembelian. sementara itu, persepsi kualitas produk terbukti berpengaruh terhadap keputusan pembelian, kemudian *Word of Mouth* terbukti berpengaruh terhadap keputusan pembelian. Dan *Customer Experience* juga berpengaruh terhadap Keputusan pembelian. Dengan demikian, persepsi kualitas produk, *Word of Mouth* dan *Customer Experience* lebih efektif dalam mendorong keputusan pembelian *Ice Cream Mixue* dibandingkan dibandingkan dengan suasana toko. Temuan ini memberikan wawasan bagi pelaku bisnis dalam merancang suatu pengaruh dalam keputusan pembelian konsumen *Ice Cream Mixue*.

Kata Kunci : Suasana Toko, Persepsi Kualitas Produk, *Word of Mouth*, *Customer Experience*, dan Keputusan Pembelian

ABSTRACT

This study aims to analyze the influence of store atmosphere, product quality perception, Word of Mouth and Customer Experience on purchasing decisions in Jambi. This study uses a quantitative method with data collection techniques through questionnaires distributed to consumers of Ice Cream Mixue in Jambi, as many as 96 respondents rounded up to 100 respondents. Data were analyzed using the Statistical Package for the Social Sciences (SPSS) version 29. The results showed that the store atmosphere did not have a significant effect on purchasing decisions. Meanwhile, the perception of product quality was proven to have an effect on purchasing decisions, then Word of Mouth was proven to have an effect on purchasing decisions. And Customer Experience also has an effect on Purchasing Decisions. Thus, the perception of product quality, Word of Mouth and Customer Experience are more effective in driving purchasing decisions for Ice Cream Mixue compared to the store atmosphere. These findings provide insight for business actors in designing an influence on consumer purchasing decisions for Ice Cream Mixue.

Keywords : Store Atmosphere, Perception of Product Quality, Word of Mouth, Customer Experience, and Purchase decision