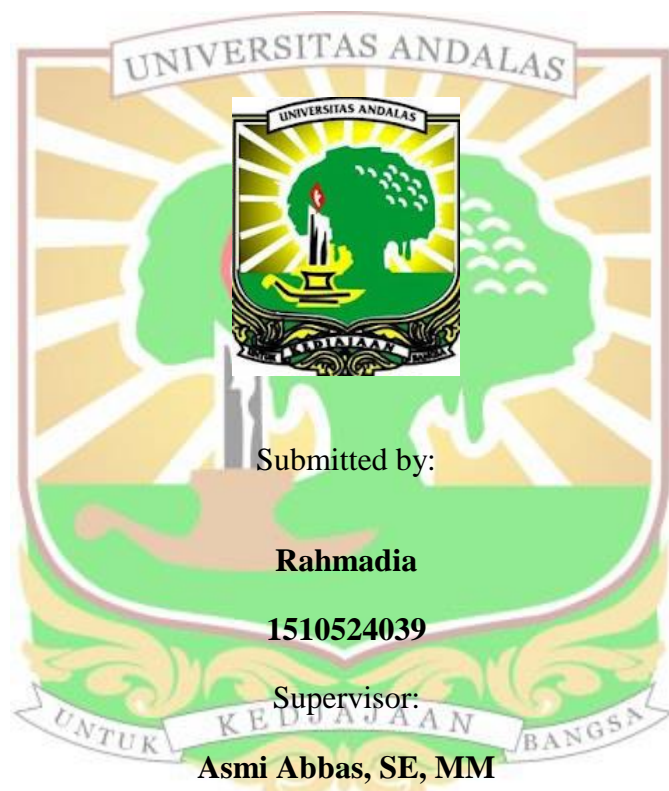


**The Influence of Product Quality, Service Quality and Store Atmosphere
Toward Consumer Purchase Decision in
Richeese Factory**

THESIS

*Thesis is submitted as Partial of the Requirement for a Bachelor Degree in
Management Department – Faculty of Economics*




NIP: 196010102006041001

**BACHELOR DEGREE INTERNATIONAL MANAGEMENT
FACULTY OF ECONOMICS**

ANDALAS UNIVERSITY

PADANG

JULY 2019

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THE INFLUENCE OF PRODUCT QUALITY, SERVICE QUALITY, AND STORE ATMOSPHERE TOWARD CONSUMER PURCHASE DECISION IN RICHEESE FACTORY.


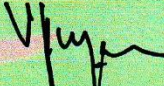

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ABSTRACT

The research is aimed to investigate the influence of product quality, service quality and store atmosphere toward consumer purchase decision in Richeese Factory. The populations in this research are the people of Padang who had bought Richeese Factory products. Total sample of this research is 165 respondents. The sampling technique of this research is non-probability sampling with purposive sampling method. This research used questionnaire to collect the data by using ordinal scale with Likert Scale type. The data was processed by using SPSS 17.0 version. In this research, product quality, service quality and store atmosphere as independent variable and purchase decision as dependent variable. The result of this research is showed that product quality, service quality and store atmosphere has a significant influence on purchase decision.


Keywords: Product quality, Service Quality, Store Atmosphere, Purchase Decision

This thesis already examined and passed on July, 9th 2019. This abstract already approved by supervisor and examiners:

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