

## ABSTRAK

Penelitian ini bertujuan untuk mengetahui signifikansi pengaruh *Store Atmosphere*, *Electronic Word of Mouth* dan *Celebrity Endorser* Terhadap Keputusan Pembelian. Populasi dalam penelitian ini adalah *Customer* Toko 54 Vape Tanjung Duren Jakarta Barat. Teknik pengambilan sampel menggunakan metode *purposive sampling* dan sampel yang terpilih adalah 119 sampel. Teknik analisis data menggunakan regresi linier berganda dengan metode analisis *Partial Least Square* (PLS). Hasil penelitian menunjukkan bahwa *store atmosphere* dan *celebrity endorser* berpengaruh positif dan signifikan terhadap keputusan pembelian sedangkan *electronic word of mouth* tidak berpengaruh terhadap keputusan pembelian *customer* Toko 54 Vape.

Kata kunci: keputusan pembelian, *store atmosphere*, *electronic word of mouth* *celebrity endorser*



## **ABSTRACT**

*This study aims to determine the significance effect of store atmosphere, electronic word of mouth and celebrity endorser to purchase decision. The population in this study are the customers of store 54 vape. Sampling technique using purposive sampling method and the selected sample are 119 samples. Data analysis technique using multiple linier regression with analysis partial least square method. The results show that store atmosphere and celebrity endorser have positive and significant effect to purchase decision while electronic word of mouth has no effect to customers purchase decision of store 54 vape.*

*Keywords:* purchase decision, store atmosphere, electronic word of mouth, celebrity endorser

