

## ABSTRAK

Penelitian ini bertujuan untuk mengetahui *Pengaruh Islamic Branding, Store Atmosphere* dan Keragaman Produk terhadap Keputusan Pembelian (Studi Pada Minimarket 212 Mart Kebon Jeruk – Jakarta Barat). Penelitian ini dilakukan terhadap 126 responden, populasi adalah semua orang yang berbelanja di minimarket. Analisa data menggunakan SEM dengan program LISREL 8,8. Hasil penelitian ini menunjukkan bahwa *Islamic Branding* dan Keragaman Produk Berpengaruh Positif dan Signifikan terhadap Keputusan Pembelian sedangkan *Store Atmosphere* tidak berpengaruh terhadap Keputusan Pembelian.

Kata kunci : *Islamic Branding, Store Atmosphere*, Keragaman Produk dan Keputusan Pembelian



UNIVERSITAS  
MERCU BUANA

## ABSTRACT

*This research aims to know the influence of Islamic Branding, Store Atmosphere and diversity of Products towards purchasing decision (Study On Minimart 212 Mart Kebon Jeruk West Jakarta). This research was conducted towards the 126 respondents, the population is all of the people who shop at the minimart. Data analysis using SEM program LISREL 8.8 with. The results of this research show that Islamic Branding and Product diversity is a positive and significant Effect against the purchase decisions while the Store Atmosphere does not influence on purchasing decisions.*

*Keywords: Islamic Branding, Store Atmosphere, diversity of products and purchasing decisions*



UNIVERSITAS  
MERCU BUANA