

## **ABSTRACT**

*This study aims to evaluate how service quality, store environment, and perceived value influence purchase intention. Customers that visited the Sociolla offline store in Lippo Mall Puri during the pandemic are the focus of this study. This study was conducted with 240 customers who had visited Sociolla Lippo Mall Puri. The research method applied is quantitative descriptive research. The data analysis used is SEM analysis using the Smart PLS application. The study's findings indicate that service quality has a direct impact on perceived value and purchase intention. The store environment influences perceived value and purchase intention significantly. Perceived value holds a partial mediating effect between service quality and purchase intention. Moreover, perceived value partially mediates the relationship between store environment and purchase intention.*

*keywords: service quality, store environment, perceived value, purchase intention*

## ABSTRAK

Tujuan penelitian ini adalah untuk mengetahui pengaruh *service quality* dan *store environment* terhadap *perceived value* dan *purchase intention* serta pengaruh *service quality* dan *store environment* terhadap *purchase intention* yang dimediasi oleh *perceived value*. Populasi pada penelitian ini adalah para pengunjung website Sociolla yang mengunjungi *offline store* Sociolla yang berada di Lippo Mall. Pada penelitian ini jumlah sampel yang digunakan sebanyak 240 orang yang telah mengunjungi *offline Store* Sociolla. Metode olah data yang digunakan adalah *Structural Equation Modelling (SEM)* yang diolah menggunakan aplikasi SmartPLS. Hasil penelitian menunjukkan bahwa *service quality* memiliki dampak langsung pada *perceived value* dan *purchase intention*. *Store environment* mempengaruhi *perceived value* dan *purchase intention* secara signifikan. *Perceived value* memiliki efek mediasi parsial antara *service quality* dan *purchase intention*. Selain itu, *Perceived value* memiliki efek mediasi parsial antara *store environment* dan *purchase intention*.

Kata Kunci: *service quality, store environment, perceived value, purchase intention*