

ABSTRAK

Perkembangan industri jasa otomotif yang semakin kompetitif menuntut setiap bengkel untuk mampu menciptakan strategi pemasaran yang efektif guna menarik dan mempertahankan konsumen. Penelitian ini bertujuan untuk menganalisis pengaruh *brand awareness*, *store atmosphere*, dan *service quality* terhadap *purchase decision* pada konsumen Bengkel Kencana Motor Boyolali.

Penelitian ini menggunakan pendekatan kuantitatif. Populasi dalam penelitian ini adalah seluruh konsumen Bengkel Kencana Motor Boyolali, dengan jumlah sampel sebanyak 110 responden yang diperoleh melalui teknik purposive sampling. Data dikumpulkan menggunakan kuesioner berskala Likert, dan dianalisis dengan menggunakan uji validitas, reliabilitas, uji asumsi klasik, analisis regresi linier berganda, uji t, uji F, serta koefisien determinasi (R^2).

Hasil penelitian menunjukkan bahwa secara parsial variabel *brand awareness*, *store atmosphere*, dan *service quality* berpengaruh positif dan signifikan terhadap *purchase decision*. Secara simultan, ketiga variabel tersebut juga berpengaruh signifikan terhadap keputusan pembelian, dengan nilai koefisien determinasi (R^2) sebesar 0,673, yang berarti bahwa 67,3% variasi keputusan pembelian dapat dijelaskan oleh ketiga variabel tersebut, sementara 32,7% sisanya dipengaruhi oleh faktor lain di luar penelitian ini.

Berdasarkan hasil tersebut, disarankan agar Bengkel Kencana Motor Boyolali meningkatkan kesadaran merek, memperbaiki suasana bengkel, dan memperkuat kualitas pelayanan sebagai strategi utama dalam meningkatkan keputusan pembelian konsumen.

Kata Kunci: *Brand Awareness*, *Store Atmosphere*, *Service Quality*, *Purchase Decision*.

ABSTRACT

The increasingly competitive development of the automotive service industry requires workshops to implement effective marketing strategies to attract and retain consumers. This study aims to analyze the influence of brand awareness, store atmosphere, and service quality on purchasing decisions among customers of Bengkel Kencana Motor Boyolali.

This research employed a quantitative approach with a survey method. The population consisted of all customers of Bengkel Kencana Motor Boyolali, with a sample of 110 respondents selected through purposive sampling. Data were collected using a Likert-scale questionnaire and analyzed using validity and reliability tests, classical assumption tests, multiple linear regression analysis, t-test, F-test, and the coefficient of determination (R^2).

The results show that brand awareness, store atmosphere, and service quality each have a positive and significant effect on purchasing decisions. Simultaneously, these three variables also have a significant effect, with a coefficient of determination (R^2) value of 0.673, indicating that 67.3% of the variation in purchasing decisions is explained by these variables, while the remaining 32.7% is influenced by other factors outside this study.

Based on these findings, it is recommended that Bengkel Kencana Motor Boyolali enhance its brand awareness, improve the workshop atmosphere, and strengthen service quality as key strategies to increase consumer purchasing decisions.

Keywords: Brand Awareness, Store Atmosphere, Service Quality, Purchasing Decision.