

## **ABSTRACT**

Fitriyani. 2018. *The Influence Store Atmosphere, of Product Quality And Price to Purchase Decision at UD. Niaga in Sumenep Regency*. Skripsi, Study Program Management, Faculty Of Economy And Business, Universitas Wiraraja Sumenep. Mentor: (I) Nurdody Zakki, SE., M.SM. (II) Ahmad Ghufrony, SE., MM.

*UD Niaga is a store engaged in building materials This study aims to test the store atmosphere, product quality and price effect on purchasing decisions on UD Niaga in Sumenep.*

*This is research done because the level sales have increased and decreased. This research is a study with quantitative methods with the type of case study and field research. Telelitan conducted on consumers who make purchases in UD Niaga Sumenep regency, with the number of samples used as much as 80 respondents. Technical techniques used in this research is multiple linear regression.*

*The yield of research indicate partially store atmosfer, product quality and price effect on purchasing decisions on UD Niaga in Sumenep Regency. Simultaneously variable store atmosphere, product quality and price effect on purchasing decisions on UD Niaga in Sumenep Regency*

**Keywords:** *Store Atmosphere, Product Quality, Price and Purchase Decision.*