

## ABSTRAK

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### **PENGARUH ATMOSFER GERAJ DAN *SOCIAL MEDIA MARKETING* TERHADAP KEPUTUSAN PEMBELIAN MELALUI HARGA DI KLINIK KECANTIKAN *THE UNNATHI* PAKUBUWONO JAKARTA**

Penelitian ini bertujuan untuk melihat pengaruh Atmosfer Gerai serta *Social Media Marketing (SMM)* terhadap Keputusan Pembelian melalui Harga pada klinik kecantikan The Unnathi Pakubuwono di Jakarta. Metode penelitian ini adalah survey dengan pengumpulan angket elektronik. Target populasi adalah seluruh pelanggan klinik The Unnathi Pakubuwono yang datang menggunakan jasa/membeli produk dalam 3 bulan terakhir. Terkumpul 30 sampel pretest dan 310 sampel final. *Software SmartPLS 3.0* digunakan untuk menganalisis data dengan metode PLS-SEM. Hasil penelitian ini menunjukkan bahwa Atmosfer Gerai berpengaruh positif pada Keputusan Pembelian, Atmosfer gerai juga berpengaruh positif pada harga, *SMM* berpengaruh positif pada Keputusan Pembelian, *SMM* berpengaruh positif pada Harga. Harga berpengaruh positif terhadap Keputusan Pembelian. Harga berpengaruh positif sebagai mediator pengaruh Atmosfer Gerai terhadap Keputusan Pembelian. Terakhir, Harga berpengaruh positif sebagai mediator pengaruh *SMM* terhadap Keputusan Pembelian. Berdasarkan hasil tersebut, diharapkan klinik kecantikan The Unnathi dapat terus meningkatkan Atmosfer Gerai, *SMM* dan Harga (diimbangi kualitas) agar keputusan pembelian dapat terus meningkat.

Sumber : 67 (2000-2021)

Kata Kunci : Atmosfer gerai, *Social Media Marketing*, Harga, Klinik Kecantikan

## **ABSTRACT**

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### **THE IMPACT OF STORE ATMOSPHERE AND SOCIAL MEDIA MARKETING ON PURCHASE DECISION THROUGH PRICE AT THE UNNATHI BEAUTY CLINIC PAKUBUWONO JAKARTA**

The study's purpose is to investigate the impact of Store's Atmosphere and Social Media Marketing (SMM) to Purchase Decision through Price at The Unnathi Pakubuwono Jakarta beauty clinic. Survey was done by sharing online questionnaires. The target population were all the customers of the beauty clinic that use their service/bought any product at least once in the last 3 months. There were 30 samples used for pre-test and 310 samples for the final test. Questionnaires' results then analysed using PLS-SEM method with SmartPLS 3.0 software. Results shows that Store Atmosphere positively impacts Purchase Decision, Store Atmosphere also positively impacts Price. Store Atmosphere and SMM both positively impact Price. Price positively impacts Purchase Decision. Price is has positive mediating effect in both how Store Atmosphere affect Purchase Decision and how SMM affect Purchase Decision with the former being stronger. Based on that results, it is expected that The Unnathi Pakubuwono Jakarta as a beauty clinic will invest in making a better store atmosphere, better SMM and adjust the price accordingly so that purchase decision will be increased.

References : 67 (2000-2021)

Key Words : Store atmosphere, Social Media Marketing, Price, Purchase Decision, Beauty Clinic, Beauty Industry