

**ABSTRAK**

**PENGARUH STORE ATMOSPHERE, PRICE PERCEPTION, PRODUCT DIVERSITY, DAN ONLINE CUSTOMER REVIEW TERHADAP KEPUTUSAN PEMBELIAN PRODUK DI SOCIOLLA (Studi pada Gen Z di Daerah Istimewa Yogyakarta)**

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Penelitian ini bertujuan untuk mengetahui pengaruh *store atmosphere*, *price perception*, *product diversity*, dan *online customer review* terhadap keputusan pembelian produk di Sociolla. Keputusan pembelian konsumen tidak hanya dipengaruhi oleh kebutuhan, tetapi juga oleh pengalaman berbelanja di toko, persepsi harga, keberagaman produk, serta ulasan konsumen secara online. Desain penelitian ini adalah jenis penelitian kuantitatif dengan menyebarkan kuesioner dalam bentuk *link google form* secara *online* maupun *offline*. Teknik pengambilan sampel dalam penelitian ini menggunakan *non-probability sampling* dengan metode *purposive sampling*. Teknik analisis data yang digunakan adalah analisis regresi linier berganda dengan menggunakan alat SPSS versi 25. Hasil penelitian ini menunjukkan bahwa: (1) *store atmosphere*, *price perception*, *product diversity*, dan *online customer review* berpengaruh secara simultan terhadap keputusan pembelian, (2) *store atmosphere* berpengaruh secara parsial terhadap keputusan pembelian, (3) *price perception* berpengaruh negatif secara parsial terhadap keputusan pembelian, (4) *product diversity* berpengaruh secara parsial terhadap keputusan pembelian, (5) *online customer review* berpengaruh secara parsial terhadap keputusan pembelian.

Kata kunci: *store atmosphere*, *price perception*, *product diversity*, *online customer review*, keputusan pembelian

**ABSTRACT**

**THE INFLUENCE OF STORE ATMOSPHERE, PRICE PERCEPTION,  
PRODUCT DIVERSITY, AND ONLINE CUSTOMER REVIEW ON  
PURCHASING DECISION AT SOCIOLLA  
(A Study on Gen Z in the Special Region of Yogyakarta)**

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This study aims to examine the influence of store atmosphere, price perception, product diversity, and online customer reviews on purchasing decisions of Sociolla products. Consumers' purchasing decisions are influenced not only by their needs but also by in-store shopping experiences, price perceptions, product variety, and online reviews. This study employed a quantitative research design using questionnaires distributed through Google Forms, both online and offline. The sampling technique used was non-probability sampling with a purposive sampling method. Data were analyzed using multiple linear regression with SPSS version 25. The results showed that: (1) store atmosphere, price perception, product diversity, and online customer reviews simultaneously affected purchasing decisions; (2) store atmosphere partially affected purchasing decisions; (3) price perception had a negative partial effect on purchasing decisions; (4) product diversity partially affected purchasing decisions; and (5) online customer reviews partially affected purchasing decisions.

Keywords: store atmosphere, price perception, product diversity, online customer review, purchasing decision

