

ABSTRACT

NATHASIA CHRISTY

03013170021

EFFECTS OF RESTAURANT ATMOSPHERE ON CUSTOMER PURCHASE DECISION TO DINE-IN AT SUSHI MENTAI MEDAN

Today's trends have affected customer purchase decision into eating at a restaurant, specifically restaurant's atmosphere. Based on conducted preliminary interview, author has found minor issue on restaurant atmosphere can deter customer in making their purchase decision. Therefore, further investigation is done in this research.

Theoretically, restaurant atmosphere is one of the elements in marketing mix (i.e., physical environment), measured by facility aesthetics, lighting, ambiance, layout, table setting, and service staff. Meanwhile, customer purchase decision is measured through need recognition, information search, evaluation of alternative, purchase decision, and post-purchase decision towards overall dining experience at Sushi Mentai Medan.

This research is a quantitative descriptive research. Data is collected by distributing questionnaires using convenience sampling technique. In this research, the author used simple linear regression model, coefficient determination and hypothesis testing to analyze the effect of restaurant atmosphere on customer purchase decision to dine-in at Sushi Mentai Medan.

From the research findings, it is known that restaurant atmosphere affects customer purchase decision by 63.2%, while 36.8% is affected by other variables. This statistical result showed that there is a significant relationship between restaurant atmosphere and customer purchase decision at Sushi Mentai Medan.

In conclusion, the author recommended Sushi Mentai Medan's management to put extra care on their restaurant atmosphere as it effects in customer purchase decision in long-term period. As for future research, additional factors that come from other elements of marketing mix such product, price, place, promotion, people, and process, should also be studied comprehensively regarding customer purchase decision.

Keywords: Restaurant Atmosphere, Customer Purchase Decision, Sushi Mentai Medan, Dinescape

Reference: (2000-2020)

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EFFECTS OF RESTAURANT ATMOSPHERE ON CUSTOMER PURCHASE DECISION TO DINE-IN AT SUSHI MENTAI MEDAN

Tren sekarang telah memengaruhi keputusan pembelian pelanggan untuk makan di restoran tertentu, khususnya tentang atmosfir restoran. Berdasarkan wawancara preliminari yang dilaksanakan, penulis menemukan masalah kecil pada atmosfir restoran dapat menghalangi pelanggan untuk mengambil keputusan pembelian. Oleh karena itu, investigasi lebih lanjut dilakukan dalam penelitian ini.

Secara teoritis, atmosfir restoran adalah salah satu elemen dalam marketing mix (yaitu, tampilan fisik), yang diukur melalui estetika fasilitas, pencahayaan, suasana, tata letak, penataan meja, dan staf layanan. Sedangkan keputusan pembelian pelanggan diukur melalui pengenalan kebutuhan, pencarian informasi, evaluasi alternatif, keputusan pembelian, dan keputusan pasca pembelian terhadap pengalaman bersantap secara keseluruhan di Sushi Mentai Medan.

Penelitian ini adalah penelitian deskriptif kuantitatif. Pengumpulan data dilakukan dengan menyebarkan kuesioner menggunakan teknik convenience sampling. Dalam penelitian ini, penulis menggunakan model regresi linier sederhana, koefisien determinasi dan pengujian hipotesis untuk menganalisis pengaruh suasana restoran terhadap keputusan pembelian konsumen untuk makan di Sushi Mentai Medan.

Dari hasil penelitian diketahui atmosfir restoran mempengaruhi keputusan pembelian konsumen sebesar 63,2%, sedangkan 36,8% dipengaruhi oleh variabel lain. Hasil statistik ini menunjukkan bahwa terdapat hubungan yang signifikan antara suasana restoran dengan keputusan pembelian konsumen pada Sushi Mentai Medan.

Sebagai kesimpulan, penulis merekomendasi agar manajemen Sushi Mentai Medan untuk lebih memperhatikan atmosfir restorannya karena berpengaruh pada keputusan pembelian pelanggan dalam jangka panjang. Untuk penelitian selanjutnya, faktor tambahan yang berasal dari elemen marketing mix lainnya seperti produk, harga, tempat, promosi, orang, dan proses, juga harus dikaji secara komprehensif terkait keputusan pembelian konsumen.

Kata Kunci: Atmosfir Restoran, Keputusan Pembelian Konsumen, Sushi Mentai Medan, Dinescape

Referensi: (2000-2020)