

ABSTRACT

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THE INFLUENCE OF STORE ATMOSPHERE AND LOCATION TOWARD CUSTOMER PURCHASE DECISION AT THE NEIGHBOURHOOD EATERY MEDAN

(xv+80 pages, 9 figures, 45 tables, 12 appendix)

Based on the google review the Neighbourhood Eatery has many bad reviews that show customers are uncomfortable, this research paper's abstract is a summary of the paper to find out the phenomena or the purpose of this study also to measure and obtain purchase decision data at the neighboring eatery Medan by using Store Atmosphere and Location as a measure.

Store atmosphere and location have a significant influence towards customer purchase decision, and it's important to create a comfortable atmosphere as well as a good location decision.

The goal of this study was to see how the store atmosphere and location of The Neighbourhood Eatery Medan affected purchasing decisions.

A total of 97 consumers were studied using descriptive and causal research. Respondents are customers of The Neighbourhood Eatery Medan who were randomly selected using non-probability sampling procedures.

The validity and reliability tests on the questionnaire distribution were passed. The data passed the normality test as well. The findings reveal that there is a favorable and significant influence on customer satisfaction at The Neighborhood Eatery Medan, either partially or simultaneously.

It is advised that The Neighborhood Eatery Medan improve the quality of its store environment to make its customers more comfortable, as well as expand its position to make it simpler for customers to find parking or seats. This may help The Neighborhood Eatery make better purchasing selections.

Keywords: Store Atmosphere, Location, Customer Purchase Decision.

References: 11 References (2017-2022)

ABSTRAK

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PENGARUH SUASANA TOKO DAN LOKASI TERHADAP KEPUTUSAN PEMBELIAN PADA THE NEIGHBOURHOOD EATERY MEDAN

(xv+80 halaman, 8 gambar, 45 tabel, 12 lampiran)

Berdasarkan ulasan google review the Neighbourhood Eatery memiliki banyak ulasan buruk yang menunjukkan pelanggan tidak nyaman. Dengan ini Abstrak Karya Tulis Ilmiah merupakan rangkuman singkat dari makalah untuk mengetahui fenomena atau tujuan dari penelitian ini serta untuk mengukur dan memperoleh data keputusan pembelian pada the Neighbourhood Eatery Medan dengan menggunakan Store Atmosphere and Location sebagai ukuran.

Store atmosphere dan lokasi memiliki pengaruh yang signifikan terhadap keputusan pembelian pelanggan, dan penting untuk menciptakan suasana yang nyaman serta keputusan lokasi yang baik.

Tujuan dari penelitian ini adalah untuk melihat bagaimana store atmosphere dan lokasi The Neighborhood Eatery Medan mempengaruhi keputusan pembelian.

Sebanyak 97 konsumen diteliti menggunakan penelitian deskriptif dan kausal. Responden adalah pelanggan The Neighborhood Eatery Medan yang dipilih secara acak menggunakan prosedur non-probability sampling.

Uji validitas dan reliabilitas pada penyebaran angket dinyatakan lulus. Data tersebut juga lolos uji normalitas. Hasil penelitian menunjukkan bahwa terdapat pengaruh yang menguntungkan dan signifikan terhadap kepuasan pelanggan The Neighborhood Eatery Medan, baik secara parsial maupun simultan.

Disarankan kepada The Neighborhood Eatery Medan untuk meningkatkan kualitas lingkungan gerai agar pelanggan lebih nyaman, serta memperluas posisinya untuk memudahkan pelanggan mencari tempat parkir atau tempat duduk. Ini dapat membantu The Neighborhood Eatery membuat pilihan pembelian yang lebih baik.

Kata Kunci: Suasana Toko, Lokasi, Keputusan Pembelian

Referensi: 11 referensi (2017-2022)