

ABSTRACT

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THE INFLUENCE OF STORE ATMOSPHERE ON CONSUMER BEHAVIOR AT BARELO SWISS-BELINN MEDAN

BaReLo Restaurant is located inside Swiss-Belinn Hotel Medan. Based on the observation before, the writer sees that the store atmosphere has problems in cleanliness, scent, temperature and lighting, and they are also commented by previous guest in website review and is claimed to make the consumer uncomfortable.

Store atmosphere is the environment that can be felt by human senses which has the ability to influence consumer behavior in the restaurant. It can be seen from the time spent in the store and the desire in coming back to the restaurant. The hypothesis for this study is there is a significant influence of store atmosphere on consumer behavior at Barelo Swiss-Belinn Medan.

This study aims to examine, to know, and analyze the influence of store atmosphere on consumer behavior at BaReLo restaurant. This research is using quantitative approach and was conducted by collecting data from questionnaires as many as 91 respondents using convenience sampling technique with a quantitative research method.

The questionnaires items validity and reliability already tested with 29 samples which processed by using SPSS (Statistical Packages for Social Sciences). From correlation test resulted store atmosphere and consumer behavior has correlation of 0.531 and as for the determination test resulted 0.282. The simple regression test shows that each addition of 1% store atmosphere influences consumer behavior by 0.267.

T-test calculation has a result Tcount 5.9 which is greater than Ttable (1.987). The study concluded that there is significant influence of store atmosphere on consumer behavior at Barelo Swiss-Belinn Medan, where store atmosphere variables influence consumer behavior by 28.2% while the rest is influenced by other factors of 72.6% other than this study.

Key words: Restaurant Atmosphere, Consumer Behavior, Influence

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