

ABSTRACT

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THE INFLUENCE OF SERVICESCAPE AND PRODUCT VARIETY ON CUSTOMERS' BUYING INTEREST AT RUMAH MAKAN MBAK BOLEK, MEDAN

(xiv+, 90 pages; 7 figures; 58 tables; 7 appendixes)

Rumah Makan Mbak Bolek, Medan experienced a decline in Buying Interest that can be seen from the sales data and online ratings of google review this was suspected due to servicescape and product variety. This research aims to investigate whether servicescape and product variety influence customers' buying interest.

Servicescape and Product Variety have an important role in shaping customers' buying interest. Servicescape and product variety are highly connected with customers' buying interest and company profitability.

In this research, the writer used quantitative research design and IBM SPSS statistics V.26. The writer used descriptive and causal approach. The sampling technique used was convenience sampling. The sample size was 120 customers.

The results of hypothesis test showed that servicescape and product variety influence customers' buying interest either partially or simultaneously. Furthermore, servicescape and product variety have a 33.9% influence on customers' buying interest. This research also passed the validity test, reliability test, normality test, multicollinearity test, heteroscedasticity test, and multiple linear regression test, and the equation is $Y = 18.265 + 0.122 X_1 + 0.375 X_2 + e$

Recommendations for Rumah Makan Mbak Bolek, Medan include periodically painting and adding to the menu several criteria such as the level of spiciness, and the addition of vegetables and portions by including them in the menu so that customers know the price is adjusted to customer demand.

Keywords: Servicescape, Product Variety, Customers' Buying Interest

References: 33 (2017-2021)

ABSTRAK

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PENGARUH SERVICESCAPE DAN VARIASI PRODUK TERHADAP MINAT BELI PELANGGAN DI RUMAH MAKAN MBAK BOLEK, MEDAN

(xiv+, 90 Halaman; 7 Gambar; 58 Tabel; 7 Lampiran)

Rumah Makan Mbak Bolek, Medan mengalami penurunan Minat Beli yang terlihat dari data penjualan dan peringkat online ulasan google hal ini diduga karena servicescape dan variasi produk. Tujuan dari penelitian ini adalah untuk mengetahui apakah servicescape dan variasi produk berpengaruh terhadap minat beli pelanggan.

Servicescape dan Variasi Produk memiliki peran penting dalam membentuk minat beli pelanggan. Servicescape dan variasi produk sangat terkait dengan minat beli pelanggan dan profitabilitas perusahaan.

Dalam penelitian ini, penulis menggunakan desain penelitian kuantitatif dan IBM SPSS statistics V. 26. Peneliti menggunakan pendekatan deskriptif dan kausal. Teknik sampling yang digunakan adalah convenience sampling. Jumlah sampel adalah 120 pelanggan.

Hasil uji hipotesis menunjukkan bahwa servicescape dan variasi produk berpengaruh terhadap minat beli pelanggan baik secara parsial maupun simultan. Selain itu, servicescape dan variasi produk memiliki pengaruh sebesar 33,9% terhadap minat beli pelanggan. Penelitian ini juga lolos uji validitas, uji reliabilitas, uji normalitas, uji multikolinearitas, uji heteroskedastisitas, uji regresi linier berganda dan persamaannya adalah $Y = 18,265 + 0,122 X1 + 0,375 X2 + e$.

Rekomendasi Rumah Makan Mbak Bolek, Medan antara lain perlu dilakukan pengecatan secara berkala serta penambahan menu dengan menambah beberapa kriteria seperti tingkat kepedasan, penambahan sayur dan porsinya dengan memasukkannya ke dalam menu agar pelanggan mengetahui harganya disesuaikan dengan permintaan pelanggan.

Kata kunci: Servicescape, Ragam Produk, Minat Beli Pelanggan

Referensi: 33 (2017-2021)