

ABSTRACT

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THE INFLUENCE OF STORE ATMOSPHERE AND BRAND IMAGE ON CUSTOMER'S BUYING INTENTION AT HOLYDUCKS, MEDAN

(xv+, 81 pages; 11 figures; 54 tables; 8 appendixes)

Holyducks, Medan experienced a decline in customer buying interest which resulted in decreased sales and poor google reviews caused by store atmosphere and brand image factors. The objective of this study is to investigate whether Store Atmosphere and Brand Image have an influence on Customer's Buying Intention at Holyducks, Medan.

Store atmosphere and brand image play an important role in increasing customer buying interest. with an increase in customer buying interest can encourage increased sales.

In this research, the writer used quantitative, descriptive, causal research design and IBM SPSS statistics version 26. The sampling technique used was convenience sampling. The sample size was 150 customers at Holyducks, Medan.

This research passed the validity test, reliability test, normality test, multicollinearity test, heteroscedasticity test, and multiple linear regression test, and the equation is $Y = 19.242 + 0.132 X_1 + 0.281 X_2 + e$. The results of the hypothesis test showed that Store Atmosphere and Brand Image have an influence on Customer's Buying Intention at Holyducks, Medan at either partial or simultaneous and the value of determination is 28.5%

Recommendations for Holyducks, Medan include adding any furniture to beautify and create customer comfort, increasing popularity by innovating food with unique and delicious flavors, and promoting by getting help from Instagram celebrities in Medan.

Keywords: Store Atmosphere, Brand Image, Customer's Buying Intention, Holyducks, Medan

References: 33 (2018-2022)

ABSTRAK

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PENGARUH SUASANA TOKO DAN CITRA MEREK TERHADAP MINAT BELI PELANGGAN DI HOLYDUCKS, MEDAN

(xv+, 81 halaman; 11 gambar; 54 tabel; 8 lampiran)

Holyducks, Medan mengalami penurunan minat beli pelanggan yang mengakibatkan penurunan penjualan dan buruknya ulasan google yang disebabkan oleh faktor suasana toko dan citra merek. Tujuan dari penelitian ini adalah untuk mengetahui apakah Suasana Toko dan citra merek berpengaruh terhadap Minat Beli Pelanggan di Holyducks, Medan.

Suasana toko dan citra merek memainkan peran penting dalam meningkatkan minat beli pelanggan. dengan adanya peningkatan minat beli pelanggan dapat mendorong peningkatan penjualan.

Dalam penelitian ini, penulis menggunakan desain penelitian kuantitatif, deskriptif, kausal dan IBM SPSS statistics versi 26. Teknik sampling yang digunakan adalah convenience sampling. Ukuran sampel adalah 150 pelanggan di Holyducks, Medan.

Penelitian ini lolos uji validitas, uji reliabilitas, uji normalitas, uji multikolinearitas, uji heteroskedastisitas, uji regresi linier berganda dan persamaannya adalah $Y = 19,242 + 0,132 X_1 + 0,281 X_2 + e$. Hasil uji hipotesis menunjukkan bahwa Suasana Toko dan Citra Merek berpengaruh terhadap Minat Pembelian Pelanggan di Holyducks, Medan baik secara parsial maupun simultan dan nilai determinasinya adalah 28,5%

Rekomendasi Holyducks, Medan antara lain menambahkan furnitur apa saja untuk mempercantik dan menciptakan kenyamanan pelanggan, meningkatkan popularitas dengan berinovasi makanan dengan citarasa yang unik dan lezat, serta berpromosi dengan mendapatkan bantuan dari instagram selebritis di Medan.

Kata kunci: Suasana Toko, Citra Merek, Minat Beli Pelanggan
Referensi: 33 (2018-2021)