

ABSTRACT

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THE INFLUENCE OF BRAND IMAGE AND SERVICESCAPE ON CUSTOMERS' BUYING INTEREST AT YA KUN KAYA TOAST SUN PLAZA

(xv, 70 pages; 12 figures; 44 tables; 10 appendixes)

One coffee shop that is already known is Ya Kun Kaya Toast, both those who have known in the country of origin of this coffee shop. Ya Kun Kaya Toast Sun Plaza experienced a decline in customers' buying interest that can be seen from the sales this was suspected due to Brand Image and Servicescape. The objectives of this research are investigate whether Brand Image and Servicescape have influence on Customers' Buying Interest at Ya Kun Kaya Toast Sun Plaza.

Brand Image and Servicescape have an important role in shaping Customers Buying Interest.

In this research, the writer used quantitative research design, descriptive and causal. The sampling technique used was Convenience sampling. The sample size was 100 respondents.

This research also passed the validity test, reliability test, normality test, multicollinearity test, heteroscedasticity test, linearity test, multiple linear regression test. The result of hypothesis test, Brand image and servicescape have partial and simultaneous effect on customer buying interest at Ya Kun Kaya Toast Sun Plaza. Furthermore, Brand Image and Servicescape have 41.8% influence on customer buying interest.

Recommendations for Ya Kun Kaya Toast Sun Plaza can a selection of colors that can affect the comfort and conformity with the logo so that customers can identify well to Ya Kun Kaya Toast Sun Plaza and use multi-functional furniture so that it can be arranged properly and neatly.

Keywords: Brand image, servicescape, Customers Buying Interest

References: 30 (2018-2022)

ABSTRAK

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PENGARUH BRAND IMAGE DAN SERVICESCAPE TERHADAP MINAT BELI PELANGGAN DI YA KUN KAYA TOAST SUN PLAZA

(xv, 70 halaman; 12 angka; 44 tabel; 10 lampiran)

Salah satu kedai kopi yang sudah dikenal adalah Ya Kun Kaya Toast, keduanya yang sudah mengenalnya di negara asal kedai kopi ini. Ya Kun Kaya Toast Sun Plaza mengalami penurunan minat beli pelanggan yang terlihat dari penjualannya hal ini diduga karena Brand Image dan Servicescape. Tujuan dari penelitian ini adalah menyelidiki apakah Brand Image dan Servicescape berpengaruh terhadap Minat Beli Pelanggan di Ya Kun Kaya Toast Sun Plaza.

Citra Merek dan Lanskap Layanan memiliki peran penting dalam membentuk Minat Beli Pelanggan.

Dalam penelitian ini, penulis menggunakan rancangan penelitian kuantitatif, deskriptif dan kausal. Teknik sampling yang digunakan adalah Convenience sampling. Ukuran sampel adalah 100 responden.

Penelitian ini juga lolos uji validitas, uji reliabilitas, uji normalitas, uji multikolinearitas, uji heteroskedastisitas, uji linearitas, uji regresi linier berganda. Hasil uji hipotesis, Brand image dan servicescape berpengaruh parsial dan simultan terhadap minat beli pelanggan di Ya Kun Kaya Toast Sun Plaza. Selain itu, Brand Image dan Servicescape memiliki pengaruh sebesar 41,8% terhadap minat beli pelanggan.

Rekomendasi Ya Kun Kaya Toast Sun Plaza dapat pemilihan warna yang dapat mempengaruhi kenyamanan dan kesesuaian dengan logo sehingga pelanggan dapat mengidentifikasikan diri dengan baik pada Ya Kun Kaya Toast Sun Plaza dan menggunakan furnitur multi fungsi agar dapat tertata dengan baik dan rapi.

Kata kunci: Brand image, servicescape, Minat Beli Pelanggan
Referensi: 30 (2018-2022)