

# **ABSTRACT**

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## **INFLUENCE OF BRAND AWARENESS, AMBIENCE, AND PERCEIVED VALUE TOWARDS CUSTOMERS' PURCHASE DECISION AT MIEL, MEDAN**

(xvi+82 pages; 6 figures; 50 tables; 10 appendixes)

The city of Medan offers a diverse variety of coffee shops, ranging from small to large-scale businesses, with each possessing its unique characteristics. As a result, consumers will always be involved in the decision-making process when determining their preferred coffee shop among those variations.

The purpose of the writer in conducting this research is to study the influence of brand awareness, ambience, and perceived value towards customers' purchase decision at Miel, Medan.

Quantitative and descriptive approaches are applied in this research, as the writer intends to discover the causal relationships between the independent and dependent variables. Hence, a sample of 40 respondents, who are customers of Miel, will be taken using non-probability sampling with the technique of snowball sampling.

The result of the hypothesis test indicates that both brand awareness and ambience do not have a partial effect towards the purchase decision, while perceived value has a partial effect towards the purchase decision. Furthermore, brand awareness, ambience, and perceived value have a simultaneous effect towards the purchase decision of Miel's customers. The coefficient of determination test also shows that purchase decision can be influenced by the 3 studied independent variables by 48.4%, while the other 51.6% is influenced by another variable.

Several suggestions for Miel, are to have consistent posting content, develop an aesthetic logo, and offer discounts to attract the attention of new customers and allow them to easily recognize the brand, which can also motivate their purchase decision towards the shop.

**Keywords: Brand Awareness, Ambience, Perceived Value, Purchase Decision**

References: 24 (2018-2022)

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### ***PENGARUH KESARADAN MEREK, SUASANA, DAN PERSEPSI NILAI TERHADAP KEPUTUSAN PEMBELIAN PELANGGAN DI MIEL, MEDAN***

*(xvi+82 halaman; 6 figur; 50 tabel; 10 lampiran)*

*Kota Medan menawarkan beragam jenis kedai kopi, dimulai dari usaha kecil hingga besar, yang masing-masing memiliki ciri khas tersendiri. Alhasil, konsumen akan selalu dilibatkan dalam proses pengambilan keputusan ketika menentukan pilihan kedai kopi mereka di antara variasi-variasi tersebut.*

*Tujuan dari penulis untuk melakukan penelitian ini, adalah untuk mempelajari pengaruh kesadaran merek, suasana, dan persepsi nilai terhadap keputusan pembelian pelanggan di Miel, Medan.*

*Pendekatan kuantitatif dan deskriptif digunakan dalam penelitian ini, karena penulis bermaksud untuk mengetahui hubungan sebab akibat antara variabel bebas dan variabel terikat. Oleh karena itu, sampel yang berjumlah 40 responden, yang merupakan pelanggan Miel, akan diambil dengan menggunakan metode non-probability sampling dengan teknik snowball sampling.*

*Hasil uji hipotesis menunjukkan bahwa kesadaran merek dan suasana tidak berpengaruh secara parsial terhadap keputusan pembelian, sedangkan persepsi nilai berpengaruh secara parsial terhadap keputusan pembelian. Selanjutnya, kesadaran merek, suasana, dan persepsi nilai mempunyai pengaruh secara simultan terhadap keputusan pembelian pelanggan Miel. Uji koefisien determinasi juga menunjukkan bahwa keputusan pembelian dapat dipengaruhi oleh ketiga variabel independen yang diteliti sebesar 48,4%, sedangkan 51,6% lainnya dipengaruhi oleh variabel lain.*

*Beberapa saran bagi Miel adalah untuk memposting konten secara konsisten, mengembangkan logo yang estetis, dan menawarkan diskon agar dapat menarik perhatian pelanggan baru dan memudahkan mereka dalam mengenali merek, yang mana juga dapat memotivasi keputusan pembelian mereka terhadap toko tersebut.*

***Kata kunci: kesadaran merek, suasana, persepsi nilai, keputusan pembelian***

***Referensi: 24 (2018-2022)***