

ABSTRACT

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THE INFLUENCE OF PRODUCT SERVICESCAPE, PRODUCT DIVERSITY, AND PRODUCT PRICE OFFERS TOWARDS CUSTOMER IMPULSIVE BUYING DECISION IN BRASTAGI SUPERMARKET GATOT SUBROTO MEDAN

(xvii+83pages; 9 figures ; 38 tables ; 3 appendixes)

Brastagi Supermarket Gatot Subroto is a supermarket in Medan city that located in Gatot Subroto road. It provides various categories for household. It sells fresh vegetables and fruits, dairy and meat product, cleaning and beauty supplies, etc. The result of this research shows that product servicescape and product diversity is having positive influence towards customer impulsive buying while product price offers is not having influence towards customer impulsive buying.

Every human has their own needs and wants. People buying products and services every day to fulfill the functional process of their life. Buying products or services can solve their problem or make their life easier. Not only for their necessity reason, buying and purchase things make their life happier as their wishes and wants is granted as they capable.

The purpose of this research is to identify if servicescape of product, diversity of product and the offers of the price would have impact on people impulsive buying decision when they see the product in the supermarket. It will also research whether the three factors will simultaneously be impacting customer impulsive buying decision. The method applied in this study is quantitative data analysis where the data were collected through questionnaire using convenience sampling method. The data collected were analysed using SPSS software.

This paper is recommend the company or supermarket, they can effectively influence customer impulsive buying decisions in supermarkets, a multifaceted approach is recommended. Focus on optimizing the product servicescape by creating interactive displays and enhancing the sensory experience.

Keywords: Product Servicescape, Product Variation, Product Price

References: 20 (2018-2023)

ABSTRAK

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PENGARUH SERVICESCAPE PRODUK, DIVERSITAS PRODUK, DAN PENAWARAN HARGA TERHADAP KEPUTUSAN PEMBELIAN IMPULSIF DI SUPERMARKET BRASTAGI GATOT SUBROTO MEDAN

(xvii+83pages; 9 figures ; 38 tables ; 3 appendixes)

Brastagi Supermarket Gatot Subroto adalah sebuah supermarket di kota Medan yang terletak di Jalan Gatot Subroto. Supermarket ini menyediakan berbagai kategori kebutuhan rumah tangga. Brastagi Supermarket Gatot Subroto menjual sayuran dan buah segar, produk susu dan daging, perlengkapan kebersihan dan kecantikan, dll. Hasil penelitian ini menunjukkan bahwa servicescape produk dan diversitas produk memiliki pengaruh positif terhadap keputusan pembelian impulsif pelanggan, sementara penawaran harga produk tidak memiliki pengaruh terhadap keputusan pembelian impulsif pelanggan.

Setiap manusia memiliki kebutuhan dan keinginan masing-masing. Mereka membeli barang dan jasa setiap hari untuk memenuhi proses kebutuhan sehari-hari. Membeli barang dan menggunakan jasa dapat membantu mereka menyelesaikan permasalahan hidup dan memudahkan proses hidup. Namun bukan hanya untuk memenuhi kebutuhan, manusia juga cenderung membeli produk dan barang-barang yang bisa mereka beli untuk memenuhi keinginan untuk membuat diri mereka bahagia.

Adapun tujuan penelitian dari research yaitu untuk mengidentifikasi apakah Servicescape, Diversitas Produk, dan Penawaran Harga Produk memiliki efek terhadap perilaku pembelian impulsif di supermarket. Research ini juga bertujuan untuk menganalisis apakah ketiga faktor tersebut dapat secara bersamaan mempengaruhi perilaku pembelian impulsif tersebut. Metode penelitian akan dilakukan secara kuantitatif dengan teknik pengumpulan data melalui kuesioner dan teknik sampling sederhana. Data yang dikumpulkan akan dianalisis menggunakan SPSS software.

Bagi perusahaan atau supermarket, mereka dapat secara efektif mempengaruhi keputusan pembelian impulsif pelanggan di supermarket, pendekatan multifaset direkomendasikan. Fokus pada optimalisasi lanskap layanan produk dengan menciptakan tampilan interaktif dan meningkatkan pengalaman sensorik.

Kata Kunci: *Tata Letak Produk, Diversitas Produk, Harga Produk*

Referensi: 20 (2018-2023)