

ABSTRACT

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THE INFLUENCE OF STORE ATMOSPHERE AND PRICE TOWARD CUSTOMER PURCHASE DECISION AT ZAC POINT JALAN S.PARMAN MEDAN

(xviii+82 pages; 6 figures; 51 tables; 12 appendices)

The customer purchase decision starts from the desire to buy that arises because it is influenced by several sources of information. In this research, the writer will find out if store atmosphere and price have an influence on customer purchase decisions at ZAC Point Jalan S.Parman Medan.

An attractive store atmosphere and price offered is in accordance with consumer desires play an important role for customers in deciding to make a purchase. There are several hypotheses contained in this research which is store atmosphere has a partial influence on customer purchase decision, the price has a partial influence on customer purchase decision, store atmosphere and price have a simultaneous influence on the customer purchase decision.

The research design used in this research is quantitative research methods. The population was customers who have visited ZAC Point Jalan S.Parman Medan. The sampling technique used is non-probability sampling with the incidental sampling method.

Based on the result of the research, the conclusion is store atmosphere has a partial significant influence on customer purchase decision, the price has a partial significant influence on customer purchase decision, and store atmosphere and price simultaneously have a significant influence on customer purchase decision at ZAC Point Jalan S.Parman Medan with the coefficient of determination is 49.2%. Moreover, the results show that the data is valid, reliable, normally distributed, has a linear relationship, has no multicollinearity, and heteroscedasticity. The regression equation is $Y = 6.989 + 0.371X_1 + 0.444X_2$.

In this research, the writer suggested the company improve the store atmosphere and price in order to increase influence on customers so that they decide to make a purchase.

Keywords: Store Atmosphere, Price, Customer Purchase Decision

References: 33 (2017 – 2021)

ABSTRAK

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(xviii+82 halaman; 6 gambar; 51 tabel; 12 lampiran)

Keputusan pembelian pelanggan berawal dari keinginan membeli yang muncul karena dipengaruhi oleh beberapa sumber informasi. Dalam penelitian ini penulis akan mencari tahu apakah suasana toko dan harga berpengaruh terhadap keputusan pembelian konsumen di ZAC Point Jalan S.Parman Medan.

Suasana toko yang menarik dan harga yang ditawarkan sesuai dengan keinginan konsumen merupakan peran penting bagi konsumen dalam memutuskan untuk melakukan pembelian. Terdapat beberapa hipotesis dalam penelitian ini yaitu suasana toko berpengaruh parsial terhadap keputusan pembelian pelanggan, harga berpengaruh parsial terhadap keputusan pembelian pelanggan, suasana toko dan harga berpengaruh simultan terhadap keputusan pembelian pelanggan.

Desain penelitian yang digunakan dalam penelitian ini adalah metode penelitian kuantitatif. Populasinya adalah konsumen yang pernah berkunjung ke ZAC Point Jalan S. Parman Medan. Teknik pengambilan sampel yang digunakan adalah non-probability sampling dengan metode incidental sampling.

Berdasarkan hasil penelitian diperoleh kesimpulan bahwa suasana toko berpengaruh signifikan secara parsial terhadap keputusan pembelian pelanggan, harga berpengaruh signifikan secara parsial terhadap keputusan pembelian pelanggan, dan suasana toko dan harga secara simultan berpengaruh signifikan terhadap keputusan pembelian pelanggan di ZAC Point Jalan S.Parman Medan dengan koefisien determinasi 49,2%. Selain itu, hasil penelitian menunjukkan bahwa data valid, reliabel, berdistribusi normal, memiliki hubungan linier, tidak ada multikolinearitas dan heteroskedastisitas. Persamaan regresinya adalah $Y = 6,989 + 0,371X_1 + 0,444X_2$.

Dalam penelitian ini penulis menyarankan kepada perusahaan untuk meningkatkan suasana toko dan harga agar dapat meningkatkan pengaruh terhadap pelanggan sehingga mereka memutuskan untuk melakukan pembelian.

Kata Kunci: Suasana Toko, Harga, Keputusan Pembelian Pelanggan
Referensi: 33 (2017 – 2021)