

ABSTRACT

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THE EFFECT OF STORE ATMOSPHERE AND PROMOTION TOWARD CONSUMER PURCHASE DECISION AT BOOTHCIN COFFEE MEDAN

Competition among entrepreneurs is getting tougher as they try to attract consumers. This means they need smart strategies to meet the changing needs of consumers and influence their buying decisions. Boothcin Coffee Medan has recently experienced a decline in consumer purchases. This decline is attributed to the high competition and numerous culinary alternatives available in Medan, compelling Boothcin Coffee to reassess its strategies to regain consumer purchase decision. The role of store atmosphere and promotional activities is important to consumer purchase decision. The research has purpose to know the effect of store atmosphere and promotion toward customer purchase decision at Boothcin Coffee Medan.

The research population that will be used in the study is all consumer who has make a purchase at Boothcin Coffee which is unknown. Because of the unknown population, Lemeshow formula are being used to determine the number of samples in the research which is as much as 97 samples. The distribution of the questionnaires has passed the validity and reliability tests. The tested data also passed the normality test.

The results of the study indicate that partially or simultaneously there is a positive and significant influence of store atmosphere and promotion toward consumer purchase decision at Boothcin Coffee Medan.

It can be suggested that Boothcin Coffee Medan is advised to be able to increase its store atmosphere and promotion toward consumer purchase decision at Boothcin Coffee Medan.

Keywords: Store Atmosphere, Promotion, Purchase Decision

ABSTRAK

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PENGARUH SUASANA TOKO DAN PROMOSI TERHADAP KEPUTUSAN PEMBELIAN KONSUMEN DI BOOTH CIN MEDAN KOPI

Persaingan antar pengusaha semakin ketat dalam upaya menarik konsumen. Ini berarti mereka memerlukan strategi cerdas untuk memenuhi perubahan kebutuhan konsumen dan mempengaruhi keputusan pembelian mereka. Boothcin Coffee Medan belakangan ini mengalami penurunan pembelian konsumen. Penurunan ini disebabkan oleh tingginya persaingan dan banyaknya alternatif kuliner yang tersedia di Medan, sehingga Boothcin Coffee harus mengkaji ulang strateginya untuk mendapatkan kembali keputusan pembelian konsumen. Peran suasana toko dan kegiatan promosi penting terhadap keputusan pembelian konsumen. Penelitian ini bertujuan untuk mengetahui pengaruh store atmosfer dan promosi terhadap keputusan pembelian pelanggan di Boothcin Coffee Medan.

Populasi penelitian yang akan digunakan dalam penelitian adalah seluruh konsumen yang pernah melakukan pembelian di Boothcin Coffee yang tidak diketahui. Karena populasinya tidak diketahui maka digunakan rumus Lemeshow untuk menentukan jumlah sampel dalam penelitian yaitu sebanyak 97 sampel. Penyebaran kuesioner telah lolos uji validitas dan reliabilitas. Data yang diuji juga lolos uji normalitas.

Hasil penelitian menunjukkan bahwa secara parsial maupun simultan terdapat pengaruh positif dan signifikan suasana toko dan promosi terhadap keputusan pembelian konsumen di Boothcin Coffee Medan.

Disarankan kepada Boothcin Coffee Medan untuk dapat meningkatkan suasana toko dan promosi terhadap keputusan pembelian konsumen di Boothcin Coffee Medan.

Kata Kunci : Suasana Toko, Promosi, Keputusan Pembelian