

ABSTRACT

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THE INFLUENCE OF STORE ATMOSPHERE AND BRAND IMAGE ON CUSTOMER'S BUYING INTENTION AT JUNCTION CAFÉ, MEDAN

(xv+78 pages; 7 figures; 51 tables; 8 appendices)

This study aims to examine the influence of cafe atmosphere and brand image on customer purchase intention at Junction Cafe. The declining number of transactions shows that there is a decrease in customer buying interest that occurs due to the cafe atmosphere and brand image.

Many factors can influence customer buying interest, including seeing a good brand image and a comfortable store atmosphere. Creating a store atmosphere that is comfortable, fun, follows trends, and is beautiful to the eye will create an attractive impression and influence customer buying interest.

The research method in this study is quantitative and descriptive using a causality study with a sample of 125 consumers. Respondents are customers who are taken using sampling criteria using non probability with convenience sampling.

The questionnaire distribution has passed the validity and reliability tests. The data tested has also passed the tests of normality, multicollinearity, heteroscedasticity, and multiple linear regression. The results showed that the cafe atmosphere, cafe atmosphere and brand image simultaneously influenced purchase intention with a coefficient of determination of 56.2%. In partial testing, the cafe atmosphere and brand image have a significant effect on buying interest.

Recommendations that can be given to the management of Junction Cafe, can consider conducting regular visual surveys to regular customers and new visitors. Junction Cafe must continue to innovate and adapt their offerings to evolving consumer trends and preferences. For this reason, Junction Cafe needs to create strategies that encourage customers to experiment with the various menus available.

Keywords: brand image, buying intention, store atmosphere

References: 39 (2018-2024)

ABSTRAK

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PENGARUH SUASANA KAFE DAN CITRA MEREK TERHADAP MINAT BELI PELANGGAN DI JUNCTION CAFE, MEDAN

(xv+78 halaman; 7 gambar; 51 tabel; 8 lampiran)

Penelitian ini bertujuan untuk meneliti pengaruh dari suasana kafe dan citra merek terhadap minat beli pelanggan di Junction Cafe. Jumlah transaksi yang menurun memperlihatkan bahwa adanya penurunan minat beli pelanggan yang terjadi karena adanya suasana kafe dan citra merek.

Banyak faktor yang dapat mempengaruhi minat beli pelanggan, diantaranya adalah dengan melihat adanya citra merek yang baik dan suasana toko yang nyaman. Menciptakan suasana toko yang nyaman, menyenangkan, mengikuti tren, dan indah dipandang mata akan menciptakan kesan yang menarik dan mempengaruhi minat beli pelanggan.

Metode penelitian pada penelitian ini adalah kuantitatif dan deskriptif dengan menggunakan studi kausalitas dengan sampel sebanyak 125 konsumen. Responden merupakan pelanggan yang diambil menggunakan kriteria pengambilan sampel menggunakan non probability dengan convenience sampling.

Penyebaran kuesioner telah melewati uji validitas dan reliabilitas. Data yang diuji juga telah lolos uji normalitas, multikolinearitas, heteroskedastisitas, dan regresi linier berganda. Hasil penelitian menunjukkan bahwa suasana kafe, suasana kafe dan citra merek secara simultan berpengaruh terhadap minat beli dengan nilai koefisien determinasi sebesar 56.2%. Pada pengujian secara parsial suasana kafe dan citra merek berpengaruh signifikan terhadap minat beli.

Rekomendasi yang dapat diberikan untuk manajemen Junction Cafe, dapat mempertimbangkan untuk melakukan survei visual secara berkala kepada pelanggan tetap dan pengunjung baru. Junction Cafe harus terus berinovasi dan menyesuaikan penawaran mereka dengan tren dan preferensi konsumen yang terus berkembang. Untuk itu, Junction Cafe perlu membuat strategi yang mendorong pelanggan untuk bereksperimen dengan berbagai menu yang tersedia.

Kata kunci: suasana kafe, citra merek, minat beli

Referensi: 39 (2018-2024)

PREFACE

By the grace and blessing of the Almighty God, the writer has completed the final paper entitled: **“THE INFLUENCE OF STORE ATMOSPHERE AND BRAND IMAGE ON CUSTOMER’SBUYING INTENTION AT JUNCTION CAFÉ, MEDAN”**.

This final paper is written as a partial fulfillment of the academic requirements to obtain the degree of *Sarjana Manajemen* at Management Study Program, Faculty of Economics and Business, Universitas Pelita Harapan Medan Campus.

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Medan, November 11, 2024

The Writer,



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