

ABSTRACT

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THE INFLUENCE OF BRAND IMAGE, DIGITAL MARKETING, AND STORE ATMOSPHERE TOWARDS PURCHASE INTENTION IN MOMOYO PANCING

(xvi + 104 pages; 4 figures; 31 tables; 9 appendixes)

In an era where the food and beverage industry is rapidly evolving, new competition are emerging here and there which increase the number of rivals for businesses in the food and beverage market. Momoyo Pancing is having a hard time in maintaining their competitiveness due to issues in brand image, digital marketing, and store atmosphere.

The purpose of this study is to find out whether the independent variables (brand image, digital marketing, and store atmosphere) have an influence on the dependent variable (purchase intention). Four hypotheses were developed to test the partial and combined effects of brand image, digital marketing, and store atmosphere on customer purchase intention.

The data in this study were collected using the quantitative approach. The primary data in this study were collected via structured questionnaire. Additionally, the secondary data were gathered from journals, books and previous researches. The collected data were analyzed with SPSS 27. A non-probability sampling method of Lemeshow Formula was used with 97 respondents.

The object of this research is one of Momoyo's outlet located in Jl, Pancing No. 63 A, Sidorejo Hilir, Kec. Medan Tembung, Kota Medan, Sumatera Utara. The result indicate that brand image, digital marketing, and store atmosphere each partially influence and simultaneously influence purchase intention.

To boost customer purchase intentions, Momoyo Pancing should enhance its brand image, digital marketing, and store atmosphere.

Keywords: Brand Image, Digital Marketing, Store Atmosphere, Purchase intention

References: 47 (2018-2024)

ABSTRAK

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PENGARUH CITRA MEREK, PEMASARAN DIGITAL, DAN SUASANA TOKO TERHADAP NIAT PEMBELIAN DI MOMOYO PANCING

(xvi + 104 halaman; 4 gambar; 31 table; 9 lampiran)

Di era dimana industri makanan dan minuman berkembang pesat, persaingan-persaingan baru bermunculan disana-sini yang menambah banyaknya pesaing bagi para pelaku usaha di pasar makanan dan minuman. Momoyo Pancing kesulitan mempertahankan daya saingnya karena permasalahan citra merek, pemasaran digital, dan atmosfer toko.

Tujuan penelitian ini adalah untuk mengetahui apakah variabel independen (citra merek, pemasaran digital, dan suasana toko) mempunyai pengaruh terhadap variabel terikat (niat beli). Empat hipotesis dikembangkan untuk menguji pengaruh parsial dan gabungan dari citra merek, pemasaran digital, dan suasana toko terhadap niat membeli pelanggan.

Data dalam penelitian ini dikumpulkan dengan menggunakan pendekatan kuantitatif. Data primer dalam penelitian ini dikumpulkan melalui kuesioner terstruktur. Selain itu, data sekunder dikumpulkan dari jurnal, buku, dan penelitian terdahulu. Data yang terkumpul dianalisis dengan SPSS 27. Metode yang digunakan adalah non-probability sampling Formula Lemeshow dengan jumlah responden 97 orang.

Objek penelitian ini adalah salah satu outlet Momoyo yang terletak di Jl, Pancing No. 63 A, Sidorejo Hilir, Kec. Medan Tembung, Kota Medan, Sumatera Utara. Hasil penelitian menunjukkan bahwa citra merek, pemasaran digital, dan suasana toko masing-masing berpengaruh secara parsial dan simultan terhadap niat beli.

Untuk meningkatkan niat membeli pelanggan, Momoyo Pancing harus meningkatkan citra merek, pemasaran digital, dan suasana tokonya.

Kata Kunci: *Citra Merek, Pemasaran Digital, Suasana Toko, Niat Membeli*

Referensi: 47 (2018-2024)