

ABSTRAK

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PENGARUH *BRAND, STORE, PACKAGING, COUNTRY OF ORIGIN, PRODUCT INFORMATION, ADVERTISING* DAN *PURCHASE INTENTION* TERHADAP *CONSUMPTION* PADA LAWSON DHARMAHUSADA DI KOTA SURABAYA.

(xviii + 149 halaman; 60 tabel; 16 gambar; 4 lampiran)

Lawson merupakan jaringan toko serba ada asal Jepang, mulai beroperasi di Indonesia pada tahun 2011 sebagai bagian dari ekspansi ke pasar Asia Tenggara. Lawson hadir melalui kemitraan dengan PT Midi Utama Indonesia dan membuka toko pertamanya di Kemang, Jakarta Selatan, sebuah area yang ramai dengan perumahan dan komersial. Penelitian ini bertujuan untuk mengetahui pengaruh *Brand, Store, Packaging, Country of Origin, Product Information, Advertising*, terhadap *Consumption* melalui *Purchase Intention*. Penelitian merupakan penelitian kausal menggunakan pendekatan kuantitatif. Penelitian ini menggunakan *software* SPSS sebagai media pengolahan data dengan 190 pelanggan Lawson Dharmahusada di Kota Surabaya yang telah didapatkan melalui penyebaran kuisioner dengan teknik pengambilan sampel menggunakan *Snowball Sampling*. Hasil dari penelitian ini yaitu secara keseluruhan variabel di dalam penelitian ini berpengaruh positif dan signifikan terhadap *Consumption*.

Kata Kunci : *Brand, Store, Packaging, Country of Origin, Product Information, Advertising, Purchase Intention, Consumption.*

ABSTRACT

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PENGARUH BRAND, STORE, PACKAGING, COUNTRY OF ORIGIN, PRODUCT INFORMATION, ADVERTISING DAN PURCHASE INTENTION TERHADAP CONSUMPTION PADA LAWSON DHARMAHUSADA DI KOTA SURABAYA.

(xviii + 149 pages; 60 tables; 16 figures; 4 appendices)

Lawson, a Japanese convenience store chain, began operations in Indonesia in 2011 as part of its expansion into the Southeast Asian market. Lawson comes through a partnership with PT Midi Utama Indonesia and opened its first store in Kemang, South Jakarta, an area bustling with residential and commercial. This study aims to determine the effect of Brand, Store, Packaging, Country of Origin, Product Information, Advertising, on Consumption through Purchase Intention. The research is a causal research using a quantitative approach. This study uses SPSS software as a data processing medium with 190 Lawson Dharmahusada customers in Surabaya City who have been obtained through distributing questionnaires with sampling techniques using Snowball Sampling. The results of this study are that overall the variables in this study have a positive and significant effect on Consumption.

Keywords : Brand, Store, Packaging, Country of Origin, Product Information, Advertising, Purchase Intention, Consumption.