

## ABSTRAK

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**ANALISIS PENGARUH *PRICE LEVEL*, *MERCHANDISE*, *SALES PROMOTION GIRL*, *ARCHITECTURE PROJECT* TERHADAP *PURCHASE INTENTION* MELALUI *STORE IMAGE*, *PERCEIVED VALUE* DAN *BRAND AWARENESS* PADA SOCIOLLA STORE PAKUWON MALL SURABAYA**  
(xvii + 186 halaman: 20 gambar, 56 tabel, 4 lampiran)

Penelitian ini bertujuan untuk mengetahui pengaruh *Price Level*, *Merchandise*, *Sales Promotion Girl*, *Architecture Project* terhadap *Purchase Intention* melalui *Store Image*, *Perceived value* dan *Brand Awareness* Pada pelanggan Sociolla Store Pakuwon Mall Surabaya. Penelitian ini merupakan penelitian kasual, yang menggunakan metode kuantitatif dengan pengolahan data menggunakan SPSS. Pengumpulan data dilakukan dengan penyebaran kuesioner kepada 100 responden dengan karakteristik responden pria dan Wanita berumur 18-60 tahun, berdomisili di Surabaya, dan telah berbelanja/berkunjung di Sociolla Store Pakuwon Mall Surabaya minimal 2 kali dalam 3 bulan terakhir.

Pada penelitian ini menunjukkan hasil yaitu variabel *Price Level* berpengaruh terhadap *Store Image* dengan nilai koefisien regresi 0.042, *Merchandise* berpengaruh terhadap *Store Image* dengan nilai koefisien regresi 0.472, *Sales promotion Girl* berpengaruh terhadap *Store Image* dengan nilai koefisien regresi 0.171, variabel *Architecture Project* berpengaruh terhadap *Store Image* dengan nilai koefisien regresi 0.301. Sedangkan variabel *Store Image* berpengaruh signifikan terhadap *Perceived Value* dengan nilai koefisien regresi 0.941, *Store Image* berpengaruh signifikan terhadap *Brand Awareness* dengan nilai koefisien regresi 0.949, *Perceived Value* berpengaruh signifikan terhadap *Purchase Intention* dengan nilai koefisien regresi 0.344, dan variabel *Brand Awareness* berpengaruh signifikan terhadap *Purchase Intention* dengan nilai koefisien regresi 0.622.

**Kata Kunci:** *Price Level*, *Merchandise*, *Sales Promotion Girl*, *Architecture Project*, *Purchase Intention*, *Store Image*, *Perceived value* *Brand Awareness*.

Referensi: 79 (1991-2024)

## **ABSTRACT**

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***ANALYSIS OF THE INFLUENCE OF PRICE LEVEL, MERCHANDISE, SALES PROMOTION GIRL, ARCHITECTURE PROJECT ON PURCHASE INTENTION THROUGH STORE IMAGE, PERCEIVED VALUE AND BRAND AWARENESS AT SOCIOLLA STORE PAKUWON MALL SURABAYA***  
(xvii + 186 pages: 20 figures, 56 tables, 4 appendices)

*The purpose of this research is to determine the influence of Price Level, Merchandise, Sales Promotion Girl, Architecture Project on Purchase Intention through Store Image, Perceived value and Brand Awareness. This research is casual research, which uses quantitative methods with data processing using SPSS. Data collection was carried out by distributing questionnaires to 100 respondents with the characteristics of male and female respondents aged 18-60 years, domiciled in Surabaya, and had shopped/visited the Sociolla Store Pakuwon Mall Surabaya at least 2 times in the last 3 months.*

*This research shows the results, namely that the Price Level variable has an effect on Store Image with a regression coefficient value of 0.042, Merchandise has an effect on Store Image with a regression coefficient value of 0.472, Sales Promotion Girl has an effect on Store Image with a regression coefficient value of 0.171, the Architecture Project variable has an effect on Store Image with a regression coefficient value of 0.301. Meanwhile, the Store Image variable has a significant effect on Perceived Value with a regression coefficient value of 0.941, Store Image has a significant effect on Brand Awareness with a regression coefficient value of 0.949, Perceived Value has a significant effect on Purchase Intentions with a regression coefficient value of 0.344, and the Brand Awareness variable has a significant effect on Purchase Intentions. with a regression coefficient value of 0.622.*

***Keywords:*** Price Level, Merchandise, Sales Promotion Girl, Architecture Project, Purchase Intention, Store Image, Perceived value Brand Awareness.

***References:*** 79 (1991-2024)