

ABSTRAK

Minimarket bertema korea di Indonesia, telah banyak menarik minat konsumen. Pada minimarket ini menjual makan dan minuman korea. Selain itu juga menyediakan tempat dine in untuk para pelanggan, kelebihan K3 Mart ini mendukung produk UMKM. K3 Mart telah berkomitmen untuk menghadirkan suasana belanja yang nyaman dan autentik, mirip dengan minimarket yang dapat ditemukan di Korea.

Penelitian ini dilakukan untuk mengetahui Pengaruh Product, Service Quality, Store Atmosphere, dan Price Fairness terhadap Purchase Intention, melalui Customer Perception dan Satisfasction pada pelanggan k3 mart Surabaya.

Penelitian ini menggunakan metode kuantitatif dan diolah menggunakan software SPSS 22.0. Sampel yang digunakan dalam penelitian ini adalah pelanggan K3 Mart di Surabaya, berdomisili di surabaya, jenis kelamin pria dan wanita, telah memberi produk k3 mart di surabaya selama 2 kali dalam 6 bulan terakhir.

Metode sampling yang digunakan adalah non-probability sampling. Dalam penelitian ini akan mengetahui pengaruh variabel yang signifikan. Pengumpulan data dilakukan dengan penyebaran kuisioner kepada 185 responden dengan karakteristik responden wanita dan pria dan wanita berumur 18-60 tahun, berdomisili di Surabaya, pernah membeli produk K3 Mart minimal 2 kali dalam 6 bulan terakhir. Hasil penelitian menunjukkan bahwa variabel produk berpengaruh signifikan terhadap Customer perception dengan koefisien regresi sebesar 0.000; Variabel service Quality berpengaruh terhadap customer perception dengan koefisien regresi sebesar 0,001; Variabel Store Atmosphere berpengaruh terhadap customer perception dengan koefisien regresi sebesar 0,039 ; Variabel Store Price Fairness berpengaruh terhadap customer perception dengan koefisien regresi sebesar 0,000 ; Variabel Product tidak berpengaruh terhadap satisfaction dengan koefisien regresi sebesar 0,343 ; Variabel Service Quality berpengaruh terhadap satisfaction dengan koefisien regresi sebesar 0,031 ; Variabel Store Atmosphere berpengaruh terhadap satisfaction dengan koefisien regresi sebesar 0,000 ; Variabel Price Fairness berpengaruh terhadap satisfaction dengan koefisien regresi sebesar 0,000 ; Variabel Customer perception berpengaruh terhadap Purchase Itention dengan koefisien regresi sebesar 0,000 ; Variabel Satisfaction berpengaruh terhadap Purchase Itention dengan koefisien regresi sebesar 0,000

Keywords : Product, Service Quality, Store Atmosphere, Price Fairness, Purchase Intention, Customer Perception, Satisfasction, pelanggan k3 mart Surabaya

ABSTRACT

Korean-themed minimarkets in Indonesia have attracted a lot of consumer interest. These minimarkets sell Korean food and drinks. They also provide dine-in facilities for customers. Another advantage of K3 Mart is that it supports UMKM products. K3 Mart is committed to providing a comfortable and authentic shopping experience, similar to minimarkets that can be found in Korea.

This research aims to determine the influence of Product, Service Quality, Store Atmosphere, and Price Fairness on Purchase Intention, through Customer Perception and Satisfaction among K3 Mart Surabaya customers. This research uses a quantitative method and is processed using SPSS 22.0 software. The sample used in this research is K3 Mart customers in Surabaya, residing in Surabaya, both male and female, who have purchased K3 Mart products in Surabaya at least twice in the last six months. The sampling method used is non-probability sampling. This research will identify the significant influential variables. Data collection was conducted through the distribution of questionnaires to 185 respondents with characteristics of both male and female respondents aged 18-60 years, residing in Surabaya, who have purchased K3 Mart products at least twice in the last six months. The results of the research show that the product variable has a significant influence on Customer Perception with a regression coefficient of 0.000; the Service Quality variable influences Customer Perception with a regression coefficient of 0.001; the Store Atmosphere variable influences Customer Perception with a regression coefficient of 0.039; the Store Price Fairness variable influences Customer Perception with a regression coefficient of 0.000; the Product variable does not influence Satisfaction with a regression coefficient of 0.343; the Service Quality variable influences Satisfaction with a regression coefficient of 0.031; the Store Atmosphere variable influences Satisfaction with a regression coefficient of 0.000; the Price Fairness variable influences Satisfaction with a regression coefficient of 0.000; the Customer Perception variable influences Purchase Intention with a regression coefficient of 0.000; and the Satisfaction variable influences Purchase Intention with a regression coefficient of 0.000.

Keywords : Product, Service Quality, Store Atmosphere, Price Fairness, Purchase Intention, Customer Perception, Satisfaction, K3 Mart Surabaya customers