

ABSTRACT

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THE INFLUENCE OF STORE ENVIRONMENT, SALES PROMOTION, AND PERCEIVED VALUE ON GENERATION'S Z PURCHASE DECISION AT FRITTO CHICKEN TVRI

(xvi+, 89 pages; 18 figures; 54 tables; 9 appendices)

Generation Z refers to individuals who were born in 1997 – 2012. Marketing theories are often used to understand and operate in market. The phenomenon of this research is because customer purchase decisions at Fritto Chicken TVRI have decreased, which can be seen from the level of revenue has decreased. Based on google review data obtained at Fritto Chicken TVRI that the store environment cannot provide comfort for customers, customers experience dissatisfaction with the promotional program designed because it does not match the advertisement and many customers feel disappointed due to service that takes too long and employees who are not responsive in service.

The objective of this study was to analyze the store environment, sales promotion and perceived value have partial and simultaneous influence on generation Z's purchase decision at Fritto Chicken TVRI

The data source used is primary data through the distribution of questionnaires to generation Z customers who make purchases at Fritto Chicken TVRI. The sample studied was 150 people with the purposive sampling. The data analysis technique was multiple linear regression analysis.

This validity and reliability test distributed questionnaires to 30 respondents. The results of the pre-test study have met the requirements for validity and reliability tests. After that, it was distributed to 150 respondents and then statistical analysis was carried out. The results of the full sample have met the validity, reliability, normality, multicollinearity and heteroscedasticity tests. Based on the hypothesis test, store environment, sales promotion and perceived value have partial and simultaneous influence on generation Z's purchase decision at Fritto Chicken TVRI.

The recommendation that should consider creating a large enough poster near the cashier so that it is easily visible to customers, in order to reduce employee errors when informing about promotional programs and improves the presentation of chicken such as discount and non-discount have the same portion.

Keywords: Store Environment, Sales Promotion, Perceived Value, Purchase Decision, Generation Z's

References: 36 (2020-2025)

ABSTRAK

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PENGARUH LINGKUNGAN TOKO, PROMOSI PENJUALAN DAN NILAI PERSEPSI TERHADAP KEPUTUSAN PEMBELIAN GENERASI Z DI FRITTO CHICKEN TVRI

(xvi+, 89 halaman; 18 gambar; 54 tabel; 9 lampiran)

Generasi Z mengacu pada individu yang lahir pada tahun 1997 – 2012. Teori pemasaran sering digunakan untuk memahami dan beroperasi di pasar. Fenomena dari penelitian ini disebabkan karena keputusan pembelian pelanggan di Fritto Chicken TVRI mengalami penurunan yang dapat dilihat dari tingkat pendapatan mengalami penurunan. Berdasarkan data google review yang diperoleh di Fritto Chicken TVRI bahwa lingkungan toko tidak dapat memberikan kenyamanan bagi pelanggan, pelanggan mengalami ketidakpuasan terhadap program promosi yang dirancang karena tidak sesuai dengan iklan dan banyak pelanggan yang merasa kecewa karena pelayanan yang terlalu lama serta karyawan yang kurang tanggap dalam pelayanan.

Tujuan dari penelitian ini adalah untuk menganalisis lingkungan toko, promosi penjualan dan persepsi nilai berpengaruh secara parsial dan simultan terhadap keputusan pembelian generasi Z di Fritto Chicken TVRI

Sumber data yang digunakan adalah data primer melalui penyebaran kuesioner kepada pelanggan generasi Z yang melakukan pembelian di Fritto Chicken TVRI. Sampel yang diteliti sebanyak 150 orang dengan metode purposive sampling. Teknik analisis data yang digunakan adalah analisis regresi linier berganda.

Uji validitas dan reliabilitas ini menyebarkan kuesioner kepada 30 responden. Hasil penelitian pre-test telah memenuhi syarat untuk dilakukan uji validitas dan reliabilitas. Setelah itu disebarkan kepada 150 responden dan kemudian dilakukan analisis statistik. Hasil dari seluruh sampel telah memenuhi uji validitas, reliabilitas, normalitas, multikolinieritas, dan heteroskedastisitas. Berdasarkan uji hipotesis, lingkungan toko, promosi penjualan dan persepsi nilai berpengaruh secara parsial dan simultan terhadap keputusan pembelian generasi Z di Fritto Chicken TVRI.

Saran yang dapat diberikan yaitu membuat poster yang cukup besar di dekat kasir agar mudah terlihat oleh pelanggan, agar dapat mengurangi kesalahan karyawan saat menginformasikan program promosi dan memperbaiki penyajian ayam seperti diskon dan non-diskon memiliki porsi yang sama.

Kata kunci: Lingkungan Toko, Promosi Penjualan, Nilai yang Dipersepsikan, Keputusan Pembelian, Generasi Z

Referensi: 36 (2020-2025)