

ABSTRACT

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THE INFLUENCE OF BRAND AWARENESS, STORE ATMOSPHERE, AND MENU VARIETY ON PURCHASE INTENTION AT STARBUCKS MULTATULI MEDAN

(xvii + 91 pages, 21 figures, 31 tables, 7 appendices)

The Food and Beverage (F&B) industry in Indonesia has many opportunities due to its large population. Businesses can start small or expand to larger premises. However, a lack of creativity can make the choice unattractive. In Medan, unique cafes attract customers, but customer loyalty is difficult to maintain. Starbucks Multatuli Medan focuses on brand awareness, store atmosphere, and menu variety to increase customer interest. However, the number of customers has decreased. Improving customer experience is essential for loyalty and repeat business.

The data source used is primary data through the distribution of questionnaires to Starbucks Multatuli Medan customers. The sample studied was 97 people who had eaten more than twice with the incidental sampling technique. The data analysis technique was multiple linear regression analysis.

This validity and reliability test distributed questionnaires to 30 respondents in other similar companies. The results of the pre-test study have met the validity and reliability test requirements.

After that, it was distributed to 97 respondents and then statistical analysis was carried out. The results of the full sample have met validity, reliability, normality, multicollinearity and heteroscedasticity tests. Based on the hypothesis test, brand awareness, store atmosphere and menu variations have a significant effect on customer purchase intention at Starbucks Multatuli Medan, both partially and simultaneously.

The recommendation that can be given is that the management needs to pay attention to customer awareness of Starbucks Multatuli Medan, the restaurant atmosphere and menu variations at Starbucks Multatuli Medan so that it will increase customer purchase intention.

Keywords: Brand Awareness, Store Atmosphere, Menu Variations, Purchase Intention

References: 36 (2020-2024)

ABSTRAK

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PENGARUH KESADARAN MEREK, SUASANA TOKO, DAN VARIASI MENU TERHADAP NIAT PEMBELIAN DI STARBUCKS MULTATULI MEDAN

(xvii + 91 halaman, 21 gambar, 31 tabel, 7 lampiran)

Industri Makanan dan Minuman (F&B) di Indonesia memiliki banyak peluang karena jumlah penduduknya yang besar. Bisnis dapat dimulai dari skala kecil atau berkembang ke tempat yang lebih besar. Namun, kurangnya kreativitas dapat membuat pilihan menjadi tidak menarik. Di Medan, kafe yang unik menarik pelanggan, tetapi loyalitas pelanggan sulit dipertahankan. Starbucks Multatuli Medan berfokus pada kesadaran merek, suasana toko, dan variasi menu untuk meningkatkan minat pelanggan. Namun, jumlah pelanggan telah menurun. Meningkatkan pengalaman pelanggan sangat penting untuk loyalitas dan bisnis yang berulang.

Sumber data yang digunakan adalah data primer melalui penyebaran kuesioner kepada pelanggan Starbucks Multatuli Medan. Sampel yang diteliti sebanyak 97 orang yang pernah makan lebih dari dua kali dengan teknik incidental sampling. Teknik analisis data dengan analisis regresi linear berganda.

Pengujian validitas dan reliabilitas ini menyebarkan kuesioner kepada 30 orang responden di perusahaan lain yang sejenis. Hasil penelitian pre test telah memenuhi syarat uji validitas dan reliabilitas.

Setelah itu baru dilakukan penyebaran kepada 97 orang responden dan kemudian dilakukan analisis statistik. Hasil sampel penuh telah memenuhi uji validitas, reliabilitas, normalitas, multikolinearitas dan heteroskedastisitas. Berdasarkan uji hipotesis, kesadaran merek, suasana toko dan variasi menu berpengaruh signifikan terhadap loyalitas pelanggan pada Starbucks Multatuli Medan, baik secara parsial maupun simultan..

Rekomendasi yang dapat diberikan adalah pihak manajemen perlu memperhatikan kesadaran pelanggan terhadap Starbucks Multatuli Medan, suasana restoran dan variasi menu di Starbucks Multatuli Medan sehingga nantinya meningkatkan niat beli pelanggan.

Kata Kunci: Kesadaran Merek, Suasana Toko, Variasi Menu, Niat Pembelian

Referensi: 36 (2020-2024)