

ABSTRAK

Fakultas Ekonomi dan Bisnis
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Hypatia Maulidya
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Pengaruh Store Atmosphere Terhadap Keputusan Pembelian Melalui Minat Beli Produk Grebe Indonesia Serta Tinjauannya Menurut Sudut Pandang Islam, (Studi Pada Calon Konsumen Produk Grebe Indonesia)

110 halaman+ xi halaman, 8 tabel, 23 gambar, dan 8 lampiran

ABSTRAK

Grebe Indonesia merupakan marketplace di bidang fashion yang menawarkan store atmosphere yang berbeda dari para pesaing dengan menggunakan berbagai teknologi yang unik dan inovatif untuk menunjang fasilitas pada toko. Penelitian ini bertujuan untuk menguji dan menganalisa seberapa besar pengaruh Store Atmosphere terhadap Keputusan Pembelian melalui Minat beli pada produk Grebe Indonesia. Jenis penelitian yang digunakan dalam penelitian ini adalah penelitian korelasional. Teknik pengumpulan data pada penelitian ini adalah survey, instrument penelitian menggunakan kuesioner online yang dibagikan kepada 100 responden yang sudah pernah berkunjung. Teknik sampel yang digunakan adalah Probability dengan pendekatan *simple random sampling purposive*. Metode analisis data yang digunakan yaitu, uji validitas, uji reabilitas, uji deskriptif, uji asumsi klasik, analisis jalur, uji sobel, uji hipotesis (t dan f), dan koefisien determinasi.

Berdasarkan penelitian, diketahui bahwa: (1) store atmosphere memiliki pengaruh positif dan signifikan terhadap minat beli. (2) store atmosphere memiliki pengaruh positif dan signifikan terhadap keputusan pembelian. (3) store atmosphere dan minat beli memiliki pengaruh positif dan signifikan terhadap keputusan pembelian. (4) minat beli berpengaruh tidak langsung dan mampu memediasi pengaruh store atmosphere terhadap keputusan pembelian.

Menurut pandangan Islam, Store atmosphere harus dilakukan sesuai dengan syariah islam. Minat beli akan timbul ketika konsumen nyaman berada di dalam toko dan hal lainnya yang sangat penting juga terdapat informasi produk yang lengkap seperti bahan apa saja yang dipakai dan keterangan halal pada produk, sehingga para calon konsumen yakin dan puas karena mengetahui informasi yang jelas tentang produk yang akan dibelinya serta tidak mengandung unsur unsur yang dilarang dalam ajaran islam.

Kata Kunci: Suasana Toko, Keputusan Pembelian, dan Minat Beli.

ABSTRACT

faculty of Economics and Business

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Hypatia Maulidya

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The Influence of Store Atmosphere on Purchase Decisions Through Interest in Buying Indonesian Grebe Products and Its Review from an Islamic Point of View, (Study on Prospective Consumers of Grebe Indonesia Products)

109 pages+ x pages, 8 tables, 23 pictures and 8 appendices

ABSTRACT

Grebe Indonesia is a marketplace in the fashion sector that offers a store atmosphere that is different from its competitors by using a variety of unique and innovative technologies to support facilities in stores. This study aims to test and analyze how much influence Store Atmosphere has on Purchase Decisions through Purchase Interest on Grebe Indonesia products. The type of research used in this research is correlational research. The data collection technique in this study was a survey, the research instrument using an online questionnaire which was distributed to 100 respondents who had visited. The sampling technique used is Probability with a purposive simple random sampling approach. The data analysis methods used are validity test, reliability test, descriptive test, classical assumption test, path analysis, Sobel test, hypothesis test (t and f), and coefficient of determination.

Based on the research, it is known that: (1) store atmosphere has a positive and significant influence on buying interest. (2) store atmosphere has a positive and significant influence on purchasing decisions. (3) store atmosphere and buying interest have a positive and significant influence on purchasing decisions. (4) buying interest has an indirect effect and is able to mediate the influence of store atmosphere on purchasing decisions.

According to the Islamic view, the store atmosphere must be carried out in accordance with Islamic sharia. Buying interest will arise when consumers are comfortable in the store and other things that are very important are also complete product information such as what materials are used and halal information on the product, so that potential consumers are confident and satisfied because they know clear information about the product. will be purchased and does not contain elements that are prohibited in Islamic teachings.

Keywords: Store Atmosphere, Purchase Decision, and Buying Interest.