

ABSTRAK

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Pengaruh *Store Atmosphere* (*exterior, general interior, store layout, dan interior display*) Terhadap Keputusan Pembelian di *café* Warkop Masa Gitu

Penelitian ini bertujuan untuk menganalisis pengaruh *Store Atmosphere* terhadap keputusan pembelian konsumen *café* Warkop Masa Gitu. Data penelitian ini diperoleh dari kuesioner (primer) mengenai *store atmosphere café* Warkop Masa Gitu dengan mengambil sampel 50 (lima puluh) responden. Temuan penelitian menunjukkan bahwa variabel *store atmosphere* yang terdiri atas *store exterior, general interior, store layout, dan interior display* secara serentak (simultan) berpengaruh signifikan terhadap keputusan pembelian konsumen *café* Warkop Masa Gitu dan variabel *interior display* memiliki pengaruh yang paling dominan terhadap variabel keputusan pembelian dengan t hitung sebesar 5.942. Sebesar 96.5% variabel keputusan pembelian dapat dijelaskan oleh variabel independennya sedangkan sisanya 3.5% dijelaskan oleh variabel-variabel lain di luar penelitian ini.

Kata kunci: *store atmosphere, store exterior, general interior, store layout, interior display, Keputusan Pembelian*

ABSTRACT

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The Effect of Store Atmospher on Purchasing Decision Warkop Masa Gitu café

This research aims to analyze the effect of store atmosphere on purchasing decision Warkop Masa Gitu café. Data used in this research were obtained from questionnaires (primary) against store atmosphere Masa Gitu café by taking sample of 50 (fifty) respondents. The result of this research shows variables of store atmosphere which are store exterior, general interior, store layout and interior display simultaneously significantly affect purchase decision Warkop Masa Gitu café and interior display variable has the most dominant influence on the purchase decision variables with Partial Test (t Test) of 5,942. 96.5% of the consumer's decisions making variables can be explained by the indipendent variables while the remaining 3,5% is explained by other variables outside of this research.

Keyword : store exterior, general interior, store layout, interior display, Purchase Decision