Pengaruh suasana lingkungan toko terhadap keputusan pembelian konsumen (studi pada supermarket Hero Sarinah Malang) / Yovita Intania

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ABSTRAK


Key word : Environmental atmosphere Stores, Consumer Purchase Decisions*

World trade today is more advanced, as evidenced by the large number of supermarkets, hypermarkets and retail businesses that operate in similar urban centers that from the day the consumer interest" With intense competition, the big retailers almost done all the way to attract customers as much as possible" In order to attract consumers to make purchases, one of which can be done with the atmosphere of a fun store environment and attractive in the store" Atmosphere in a pleasant store will affect consumer behavior in visiting a store, this will affect consumers in deciding whether he wanted to buy the product or not" Based on the above description the researcher interested in doing research on environmental atmosphere shop* This study aims to determine the influence of environmental atmosphere shop (X), comprising the Social factor (X1), Design factor (X2) and Ambien factor (X3) is partially or simultaneously on Consumer Purchase Decisions* In this study the sampling technique used is Accidental Sampling to determine the sample based on the accident, where the number of samples taken as many as 100 people Hero Sarinah Malang Supermarket consumers by using the formula of Daniel & Terrell" Scale used is Likert scale with 5 (five) answer choice option" To test the feasibility of the instrument used validity and reliability tests" Data collection techniques in this study using observations, questionnaires, interviews" This research using descriptive analysis techniques and multiple linear regression analysis using SPSS Version 14°00" Based on the results of research known that variable Atmosphere Shop (X), comprising the Social factor (X1), Design factor (X2) and Ambien factor (X3) is partially a significant positive influence on consumer purchase decisions in Malang Sarina Hero Supermarket" The existence of these effects is indicated by the value of t test of significance of each variable < 0°05" Where these values respectively as follows: for the Social factor (X1) has a significance value of 0°000, Factor Design (X2) has a significance value of 0°000 and Factor Ambien 0°000 significance value" Social factors simultaneously (X1), Design factor (X2) and Ambien factor (X3) also has a significant positive influence on consumer purchase decisions in Hero Sarinah Malang Supermarket" The influence is shown with a significance value of 0°000 F