Pengaruh store atmosphere (suasana toko) terhadap keputusan pembelian konsumen (studi pada konsumen toko Stroberi Matos) / Bayu Prasetyo

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ABSTRAK

A couple years, economic in Malang has increased* This is supported from the establishment of a mall that began popping up in one of which Matos (Malang Town Square)* Within each outlet / store in order Matos has different all of which create a certain mood* Of that order which aims to create a certain atmosphere is commonly referred to as store atmosphere (the atmosphere shops)* Store atmosphere is the perception of store atmosphere as a result of the influence of the effects created by entrepreneurs to create a store to attract customers to visit* At this time one of the companies that use store atmosphere in terms of product sales is Stroberi store*

The purpose of this study are: 1) know the condition / state store atmosphere toward the purchase decisions in store Strawberries Matos* 2) Determine the influence of atmosphere Store on consumer purchasing decisions, partially or simultaneously* 3) Knowing more dominant factor of the design factors, social factors and ambient factors on buying decisions in Stroberi Store*

Population in this research are people who are or ever shopped at the Stroberi store* In this study using 110 samples of determining the minimum number of samples using simple random sampling technique of sampling* Technical analysis of the data used in this study is multiple regression*

The results of this study concluded: 1) design factors have a significant positive influence on consumer purchasing decisions* 2) Social factors have a significant positive influence on consumer purchasing decisions* 3) ambient factors have a significant positive influence on consumer purchasing decisions* 4) the social component of store atmosphere (the atmosphere stores) is dominant in influencing consumer purchase decisions in store Strawberries Matos*

Suggestions to Stroberi store also have to maintain and develop the store atmosphere* Suggestions aimed at researchers who are interested in continuing this research is to try to do research on other objects that implement store atmosphere so that later results can be used as a comparison how they affect consumers’ purchasing decisions*