

ABSTRAK

INDRA DWI SAPUTRA. *Pengaruh Store Atmosphere terhadap Purchase Intention (Studi Kasus pada Cafe Strawberry Tanjung Duren Jakarta Barat)*. (Dibimbing oleh Tantri Yanuar Rahmat Syah).

Penelitian ini bertujuan untuk mengetahui pengaruh suasana toko terhadap minat beli konsumen di Cafe Strawberry Tanjung Duren Jakarta Barat. Selain itu juga untuk mengetahui pengaruh *design factors*, *ambient factors*, dan *social factors* terhadap *purchase intention* secara simultan maupun secara individu.

Populasi dalam penelitian ini adalah seluruh pengunjung Cafe Strawberry Tanjung Duren Jakarta Barat, sampel yang diambil dalam penelitian ini menggunakan sampel jenuh dengan kriteria seluruh konsumen yang pernah berkunjung ke Cafe Strawberry Jalan Tanjung Duren Barat Raya No. 10 Jakarta Barat minimal satu kali kunjungan dan batas minimal usia responden adalah 17 tahun dan batas maksimal usia 45 tahun, dengan asumsi pada usia tersebut responden sudah dewasa dan dapat mandiri dalam memberikan jawaban. Penelitian ini mengambil sampel sebanyak 80 responden. Metode penelitian yang dilakukan menggunakan uji regresi linier berganda dengan *software* statistik.

Hasil analisa uji F menjelaskan bahwa *design factors*, *ambient factots*, dan *social factors* secara bersama-sama berpengaruh signifikan terhadap *purchase intention*. *Design factors*, *ambient factors*, dan *social factors* saling mempengaruhi *purchase intention*. Hasil analisa uji t menjelaskan bahwa variabel *design factors* dan *social factors* secara individu berpengaruh negatif dan tidak signifikan terhadap *purchase intention*. Sedangkan variabel *ambient factors* secara individu berpengaruh positif dan signifikan terhadap *purchase intention*. Berdasarkan hasil perhitungan uji koefisien determinasi (R^2) bahwa pengaruh *design factors*, *ambient factors*, dan *social factors* terhadap *purchase intention* di Cafe Strawberry sebesar 0,368 dengan koefisien determinan 0,136. Artinya variabel *design factors*, *ambient factors*, dan *social factors* dapat menerangkan perubahan variabel *purchase intention* sebesar 13,6% sedangkan sisanya 86,4% dipengaruhi oleh variabel lainnya yang tidak dikemukakan dalam penelitian ini.

Kata kunci: suasana toko, minat beli, *design factors*, *ambient factors*, *social factors*

ABSTRACT

INDRA DWI SAPUTRA. Influence of Store Atmosphere on Purchase Intention (Case Study in Strawberry Cafe Tanjung Duren West Jakarta). (Supervision by Tantri Yanuar Rahmat Syah).

This study aims to determine the effect of the store atmosphere on consumer purchase intention in Cafe Strawberry Tanjung Duren, West Jakarta. In addition, to determine the influence of design factors, ambient factors and social factors to the purchase intention simultaneously or individually.

The population in this study were all visitors Cafe Strawberry Tanjung Duren, West Jakarta, samples taken in this study using a sample saturated with the criteria of all consumers who've been to Cafe Strawberry Jalan Tanjung Duren Barat Raya No. 10 Jakarta Barat minimum of one visit and a minimum age of respondents was 17 years and the maximum age limit of 45 years, assuming at the age of respondents was grown up and can be self-sufficient in providing answers. This study took a sample of 80 respondents. Research methods were performed using multiple linear regression with statistic software.

F-test analysis results explained that the design factors, ambient factors, and social factors together significantly influence the purchase intention. Design factors, ambient factors and social factors influence each purchase intention. Results of t test analysis explains that the design factors and social factors individually and no significant negative effect on purchase intention. While variable ambient factors are individually positive and significant influence on purchase intention. Based on the results of test calculations coefficient of determination (R^2) that the effect of design factors, ambient factors and social factors on purchase intention at Cafe Strawberry determinant coefficient of 0.368 with 0.136. That is the design factors, ambient factors and social factors may explain changes in the variable purchase intention by 13.6% while the remaining 86.4% is influenced by other variables that are not addressed in this study.

Keywords: store atmosphere, purchase, design factors, ambient factors, social factors