

ABSTRAK

APRI DAMAYANTI, NIM.160211100266 PENGARUH STORE AMBIANCE DAN CITRA MEREK TERHADAP KEPUTUSAN PEMBELIAN PADA TOKO EGOIS BANGKALAN

Penelitian ini Bertujuan Untuk Menguji Pengaruh *Store Ambiance* Dan Citra Merek Terhadap Keputusan Pembelian Pada Toko Egois Bangkalan. Dengan exterior, generang interior, store layout, citra merek sebagai variabel independen dan keputusan pembelian sebagai variabel dependen . Populasi dalam penelitian ini adalah Populasi tidak diketahui (infinite), maka penentuan besar sampel dalam penelitian ini ditentukan berdasarkan pendapat dari Lemeshow dan mendapatkan sampel 100 responden yang pernah ke Toko Egois Bangkalan dengan beberapa pertimbangan dan kategori yang ditentukan dalam penelitian ini. Metode pengumpulan data yang digunakan adalah kuesioner dan metode analisis yang digunakan adalah analisis liniear berganda dengan alat bantu aplikasi SPSS 25 (Statistical Product and Service Solutions). Hasil penelitian menyimpulkan bahwa Exterior berpengaruh secara parsial terhadap Keputusan Pembelian di Distro Egois Bangkalan, General Interior berpengaruh secara parsial terhadap Keputusan Pembelian di Distro Egois Bangkalan, Store Layout berpengaruh secara parsial terhadap Keputusan Pembelian di Distro EgoisBangkalan, Citra Merek berpengaruh secara parsial terhadap Keputusan Pembelian di Distro Egois Bangkalan. Exterior,General Interior, Store Layout dan Citra Merek berpengaruh secara simultan terhadap Keputusan Pembelian di Distro Egois Bangkalan.

Kata kunci: Exterior, General Interior, Store Layout, Citra Merek Dan Keputusan Pembelian.

ABSTRACT

APRI DAMAYANTI, NIM.160211100266 THE EFFECT OF STORE AMBIANCE AND BRAND IMAGE ON PURCHASING DECISIONS AT BANGKALAN TOKO EGOIS

This study aims to examine the effect of store ambiance and brand image on purchasing decisions at Bangkalan Toko Egois. With exterior, interior design, store layout, brand image as an independent variable and purchasing decisions as the dependent variable. The population in this study is the population of unknown (infinite), then the determination of the sample size in this study was determined based on the opinions of Lemeshow and got a sample of 100 respondents who had been to Bangkalan Self-Service Shop with some considerations and categories specified in this study. Data collection method used was a questionnaire and the analytical method used was multiple linear analysis with SPSS 25 (Statistical Product and Service Solutions) application tools. The results of the study concluded that Exterior partially influences Purchasing Decisions in Bangkalan Distro Egois, General Interior partially influences Purchasing Decisions in Bangkalan Distro Egois, Store Layout partially influences Purchasing Decisions in Bangkalan Distro Egois, Brand Image has partial effect on Purchasing Decisions in the Bangkalan Distro Egois. Exterior, General Interior, Store Layout and Brand Image simultaneously influence the Purchasing Decision in Bangkalan Distro Egois. Brand Image has a partial effect on Purchasing Decisions in Bangkalan Distro Egois. Exterior, General Interior, Store Layout and Brand Image simultaneously influence the Purchasing Decision in Bangkalan Distro Egois. Brand Image has a partial effect on Purchasing Decisions in Bangkalan Distro Egois. Exterior, General Interior, Store Layout and Brand Image simultaneously influence the Purchasing Decision in Bangkalan Distro Egois.

Keywords: Exterior, General Interior, Store Layout, Brand Image And Purchasing Decisions.