

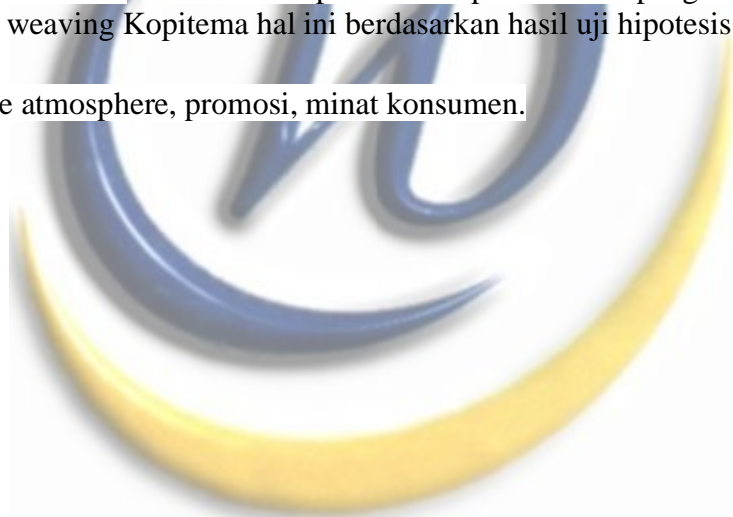
PENGARUH *STORE ATMOSPHERE* DAN PROMOSI TERHADAP MINAT KONSUMEN

(Studi Kasus Pada Konsumen Kopitema Nusantara)

ABSTRAK

Penelitian bertujuan untuk mengetahui gambaran store atmosphere, promosi dan minat konsumen pada Kopitema. Mengetahui pengaruh store atmosphere terhadap minat konsumen, mengetahui pengaruh promosi terhadap minat konsumen dan mengetahui pengaruh store atmosphere dan promosi terhadap minat konsumen. Metode penelitian yang digunakan yaitu metode deskriptif dan verifikatif. Pengumpulan data melalui penyebaran kuesioner yang disebarakan kepada konsumen Kopitema. Penelitian menggunakan Teknik analisis data regresi linier berganda, uji koefisien determinasi dan uji hipotesis. Hasil penelitian menunjukkan bahwa store atmosphere cukup baik sehingga perlu ditingkatkan kembali. Walaupun tanggapan responden mengenai promosi cukup baik akan tetapi masih terdapat penilaian yang rendah sehingga masih perlu ditingkatkan. Begitu pula minat konsumen pada Kopitema berdasarkan tanggapan responden dinilai tinggi tetapi masih terdapat penilaian yang rendah dan perlu ditingkatkan. Store atmosphere berpengaruh terhadap minat konsumen. Promosi berpengaruh terhadap minat konsumen. Store atmosphere dan promosi berpengaruh terhadap minat konsumen bagian weaving Kopitema hal ini berdasarkan hasil uji hipotesis secara simultan

Kata kunci : Store atmosphere, promosi, minat konsumen.



THE INFLUENCE OF STORE ATMOSPHERE AND POMOTION ON CUSTOMER INTEREST

(A Case Study of customer Kopitema Nusantara).

ABSTRACT

The research aims to describe the store atmosphere, promotions and consumer interest in Kopitema. Knowing the effect of store atmosphere on consumer interest, knowing the effect of promotion on consumer interest and knowing the effect of store atmosphere and promotion on consumer interest. The research method used is descriptive and verification methods. Collecting data through distributing questionnaires distributed to Kopitema consumers. The research used multiple linear regression data analysis techniques, tested the coefficient of determination and tested the hypothesis. The results of the research show that the store atmosphere is quite good so it needs to be improved. Even though the respondents' responses regarding the promotion quite good, there was still a low rating so it still needed to be improved. Likewise, consumer interest in Kopitema based on respondents' responses is considered high but there is still a low rating and needs to be improved. Store atmosphere influences consumer interest. Promotion affects consumer interest. Store atmosphere and promotions affect consumer interest in the Kopitema weaving section, this is based on the results of simultaneous hypothesis testing

Keywords: Store atmosphere, promotion, consumer interest.

