

ABSTRAK

Penelitian berjudul Pengaruh Store atmosphere, Kualitas pelayanan dan Kepuasan Terhadap Minat pembelian pada Sinar Ginanjar Racing. Tujuan penelitian untuk mengetahui tanggapan responden mengenai store atmosphere Sinar Ginanjar Racing, mengetahui tanggapan responden mengenai Kualitas pelayanan, mengetahui tanggapan responden mengenai kepuasan pada Sinar Ginanjar Racing, mengetahui pengaruh store atmosphere terhadap minat pembelian, mengetahui pengaruh kualitas pelayanan terhadap minat pembelian, mengetahui pengaruh kepuasan terhadap minat pembelian dan untuk mengetahui store atmosphere, kualitas pelayanan dan kepuasan terhadap minat pembelian, metode penelitian yang digunakan adalah deskriptif eksplanatory dengan teknik pengumpulan data melalui penyebaran kuesioner,

Hasil penelitian menunjukkan bahwa tanggapan responden mengenai store atmosphere Sinar Ginanjar Racing dapat dikatakan baik, tanggapan responden mengenai Kualitas pelayanan cukup baik. Tanggapan responden mengenai kepuasan dikatakan tinggi. Store atmosphere, kualitas pelayanan dan kepuasan berpengaruh terhadap minat pembelian, dengan demikian H_0 ditolak dan H_1 diterima. Hal ini menunjukkan bahwa model sudah sesuai dengan data (fit).

Kata kunci: store atmosphere, Kualitas pelayanan, kepuasan, minat pembelian

ABSTRACT

The study was entitled The Effect of Store Atmosphere, Service Quality and Satisfaction on Purchasing Interests in Sinar Ginanjar Racing. The purpose of this study was to determine the response of respondents regarding the store atmosphere of Sinar Ginanjar Racing, find out the responses of respondents regarding service quality, know the responses of respondents regarding satisfaction on Sinar Ginanjar Racing, find out the influence of store atmosphere on purchase interest, determine the effect of service quality on purchase interest, determine the effect of satisfaction on interest in purchasing and to find out store atmosphere, service quality and satisfaction with purchase interest, the research method used is descriptive explanatory with data collection techniques through questionnaires.

The results showed that the responses of respondents regarding the store atmosphere of Sinar Ginanjar Racing can be said to be good, the responses of respondents regarding the quality of service are quite good. Respondents' responses regarding satisfaction were said to be high. Store atmosphere, service quality and satisfaction influence the purchase interest, thus H_0 is rejected and H_1 is accepted. This shows that the model is in accordance with the data (fit).

Keywords: store atmosphere, service quality, satisfaction, purchase interest