

ABSTRAK

PENGARUH *GENERAL EXTERIOR*, *GENERAL INTERIOR*, *STORE LAYOUT* DAN *INTERIOR DISPLAY* TERHADAP MINAT BELI KONSUMEN

(Studi Kasus pada Biaggi Swalayan Jalan Sentolo – Brosot, Demangrejo, Sentolo, Kabupaten Kulon Progo, Daerah Istimewa Yogyakarta)

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Penelitian ini bertujuan untuk mengetahui pengaruh *general exterior*, *general interior*, *store layout* dan *interior display* terhadap minat beli konsumen. Data diperoleh dengan kuesioner yang disebar secara *offline* yang diisi oleh konsumen Biaggi Swalayan. Sampel dalam penelitian ini sebanyak 100 responden dengan menggunakan teknik pengambilan sampel yaitu *purposive sampling* karena pengambilan sampel sumber data sesuai dengan pertimbangan tertentu. Teknik analisis data yang digunakan untuk menguji hipotesis adalah regresi berganda, uji *f* (simultan), dan uji *t* (parsial).

Hasil penelitian ini menunjukkan bahwa (1) *general exterior*, *general interior*, *store layout* dan *interior display* secara simultan berpengaruh terhadap minat beli konsumen pada Biaggi Swalayan, (2) *general exterior* berpengaruh terhadap minat beli konsumen pada Biaggi Swalayan, (3) *general interior* berpengaruh terhadap minat beli konsumen pada Biaggi Swalayan, (4) *store layout* tidak berpengaruh terhadap minat beli konsumen pada Biaggi Swalayan, (5) *interior display* tidak berpengaruh terhadap minat beli konsumen pada Biaggi Swalayan.

Kata kunci: *General Exterior*, *General Interior*, *Store Layout*, *Interior Display*, Minat beli

ABSTRACT

INFLUENCE OF GENERAL EXTERIOR, GENERAL INTERIOR, STORE LAYOUT AND INTERIOR DISPLAY ON CONSUMERS BUYING INTEREST

A Study at The Biaggi Supermarket, Sentolo - Brosot, Demangrejo Street, Sentolo, District Kulon Progo, Yogyakarta Special Region

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The purpose of this research is to find out the influence of general exterior, general interior, store layout and interior display toward consumer buying interest. The data obtained by the questionnaire deployed in offline hosted by consumers Biaggi Supermarket. Sample in this research was 100 respondents using purposive sampling. Data analysis techniques used to test hypotheses is multiple regression, f-test (simultaneous) and t-test (partial).

This result of this research show that (1) general exterior, general interior, store layout and interior display simultaneously influenced the consumer buying interest at Biaggi supermarket, (2) general exterior influenced consumer buying interest at Biaggi supermarket, (3) general interior influenced consumer buying interest at Biaggi supermarket, (4) store layout had no influence on consumer buying interest at Biaggi supermarket, (5) interior display had no influence on consumer buying interest at Biaggi supermarket.

Keyword: general exterior, general interior, store layout, interior display, interest in buying