

ABSTRAK

Penelitian ini berjudul Pengaruh Suasana Toko, Promosi dan Lokasi Terhadap Minat Beli Hijab Rabbani Surabaya. suasana toko (X_1), promosi (X_2), lokasi (X_3), minat beli (Y) pada toko hijab rabbani rungkut Surabaya secara parsial maupun simultan. Penelitian ini menggunakan jenis penelitian Kuantitatif yaitu, penelitian yang menitikberatkan pada pengujian hipotesa dengan alat analisa metode statistik dan menghasilkan kesimpulan yang dapat di generalisasikan. Populasi penelitian ini adalah konsumen yang pernah berkunjung atau membeli hijab rabbani rungkut Surabaya. Sampel penelitian diambil sebanyak 100 responden yang melakukan proses transaksi pada dua bulan terakhir dan menggunakan metode *probability sampling* dengan teknik *purposive sampling*. Alat uji yang digunakan adalah teknik analisis regresi linier berganda dan data diambil melalui kuesioner dan diolah dengan software SPSS15.0, uji yang dilakukan meliputi uji validitas, uji reliabilitas, uji asumsi klasik, uji simultan (F), uji parsial (T), uji koefisien determinasi (R^2), uji normalitas, uji linieritas, uji multikolinearitas, uji heteroskedastisitas. Setelah dilakukan pengujian diatas hipotesis yang diajukan, maka diperoleh nilai koefisien regresi variabel suasana toko sebesar 0,013, variabel promosi 0,211 dan variabel lokasi 0,366. Dan nilai uji F sebesar F Hitung 21,655 > Ftabel 0,000 dengan tingkat signifikansi sebesar 0,000 < 0,05, yang artinya signifikan antara Suasana Toko (X_1), Promosi (X_2), dan Lokasi (X_3) secara bersama-sama (simultan) terhadap terhadap Minat Beli (Y). Hasil uji T suasana toko bernilai t Hitung 3,799 > t Tabel 0,000, variabel promosi bernilai t Hitung 2,538 > t Tabel 0,013. Dan variabel lokasi bernilai t Hitung 4,039 > t Tabel 0,000, yang artinya variabel suasana toko, promosi dan lokasi mempengaruhi minat beli secara parsial. Dan pada penelitian ini, ternyata varabel suasana toko dan lokasi yang paling mempengaruhi minat beli.

Kata Kunci : Suasana Toko, Promosi, Lokasi, Minat Beli

ABSTRACT

This study entitled The Effect of Store Atmosphere, Promotion and Location on Interest in Buying Hijab Rabbani Surabaya. the influence of the store atmosphere (X1), promotion (X2), and location (X3) on buying interest (Y) at the rabbani hijab shop in Rungkut Surabaya partially or simultaneously. This study uses a type of quantitative research that is, research that focuses on hypothesis testers with statistical method analysis tools and generates conclusions that can be generalized. The population of this research is consumers who have visited or bought a rabbani hijab rungkut Surabaya. The research sample was taken as many as 100 respondents who conducted the transaction process in the last two months and used the probability sampling method with a purposive sampling technique. The test tool used is a multiple linear regression analysis technique and data taken through a questionnaire and processed with SPSS15.0 software, the tests carried out include validity test, reliability test, classic assumption test, simultaneous test (F), partial test (T), test coefficient of determination (R²), normality test, linearity test, multicollinearity test, heteroscedasticity test. After testing the proposed hypothesis, the regression coefficient value of the store atmosphere variable is 0.013, promotion variable 0.211 and location variable 0.366. And the F test value is F Calculate 21.655 > Ftable 0.000 with a significance level of 0.000 < 0.05, which means significant between Store Atmosphere (X1), Promotion (X2), and Location (X3) together (against) Buying Interest (Y). The results of the shop atmosphere T test value t Calculate 3.799 > t Table 0,000, the promotion variable is worth t Calculate 2.538 > t Table 0.013. And the location variable is t count 4.039 > t Table 0.000, which means that the variable atmosphere of the shop, promotion and location affects buying interest partially. And in this study, it turns out that the store atmosphere and location most influence buying interest.

Keywords: *Shop Atmosphere, Promotion, Location, Buying Interest*