

**PENGARUH *STORE ATMOSPHERE*, LOKASI DAN KERAGAMAN PRODUK
TERHADAP KEPUTUSAN PEMBELIAN KONSUMEN
KENTUCKY FRIED CHICKEN (KFC) DI JAM GADANG BUKITTINGI**



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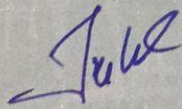
Dengan ini Pembimbing Skripsi dan Dekan Fakultas Ekonomi dan Bisnis Universitas Bung Hatta menyatakan:

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ABSTRAK

Penelitian bertujuan untuk melihat pengaruh store atmosphere, lokasi dan keragaman produk terhadap keputusan pembelian konsumen (KFC) di jam gadang Bukittinggi. Penelitian menggunakan data primer, yang diperoleh dari penyebaran kuisioner, Teknik pengambilansampel yang digunakan dalam penelitian ini adalah metode purposive sampling. Dalam penelitian ini yang menjadi sampel adalah 137 respondent yang mengunjungi KFC di jam gadang Bukittinggi. Analisis data pada penelitian ini menggunakan analisis model regresi berganda dengan bantuan software SPSS 24. Berdasarkan Hasil penelitian hipotesis yang telah dilakukanditemukan store atmosphere berpengaruh positif terhadap keputusan pembelian pada pelanggan *Kentucky Fried Chicken* (KFC) Jam Gadang Bukittinggi. Lokasi tidak terbukti berpengaruh terhadap terhadap keputusan pembelian pada pelanggan *Kentucky Fried Chicken* (KFC) Jam Gadang Bukittinggi dan keragaman produk berpengaruh positif terhadap keputusan pembelian pada pelanggan *Kentucky Fried Chicken* (KFC) Jam Gadang Bukittinggi.

Kata Kunci: Store atmosphere, lokasi, keberagaman produk dan keputusan pembelian.

ABSTRACT

The research aims to see the effect of store atmosphere, location and product variety on consumer purchasing decisions (KFC) at the Bukittinggi clock gadang. The study used primary data, which was obtained from distributing questionnaires. The sampling technique used in this study was purposive sampling method. In this study, the samples were 137 respondents who visited KFC at the Bukittinggi clock. Data analysis in this study used multiple regression model analysis with the help of SPSS 24 software. Based on the results of the hypothesis research that has been done, it was found that store atmosphere has a positive effect on purchasing decisions for Kentucky Fried Chicken (KFC) Jam Gadang Bukittinggi customers. Location is not proven to have an effect on purchasing decisions for Kentucky Fried Chicken (KFC) Jam Gadang Bukittinggi customers and product variety has a positive effect on purchasing decisions for Kentucky Fried Chicken (KFC) Jam Gadang Bukittinggi customers.

Keywords: *Store atmosphere, location, product diversity and purchasing decisions.*

DAFTAR ISI

KATA PENGANTAR	Error! Bookmark not defined.
ABSTRAK	3
DAFTAR ISI	5
DAFTAR TABEL	8
DAFTAR GAMBAR	9
DAFTAR LAMPIRAN	10
BAB I	Error! Bookmark not defined.
PENDAHULUAN	Error! Bookmark not defined.
1.1 Latar Belakang Penelitian	Error! Bookmark not defined.
1.2 Rumusan masalah.....	Error! Bookmark not defined.
1.3 Tujuan Penelitian.....	Error! Bookmark not defined.
1.4 Manfaat penelitian.....	Error! Bookmark not defined.
BAB II	Error! Bookmark not defined.
KAJIAN LITERATUR DAN PENGEMBANGAN HIPOTESIS Error! Bookmark not defined.	
2.1 Landasan Teori.....	Error! Bookmark not defined.
2.1.1 Keputusan Pembelian.....	Error! Bookmark not defined.
2.1.1.1. Definisi Keputusan Pembelian	Error! Bookmark not defined.
2.1.1.2. Faktor- Faktor yang Mempengaruhi Keputusan Pembelian	Error! Bookmark not defined.
2.1.1.3. Tahapan Keputusan Pembelian	Error! Bookmark not defined.
2.1.2 Store Atmosphere.....	Error! Bookmark not defined.
2.1.2.1 Definisi Store Atmosphere.....	Error! Bookmark not defined.
2.1.2.2 Faktor – faktor Store Atmosphere.....	Error! Bookmark not defined.
2.1.2.3 Indikator Store Atmosphere	Error! Bookmark not defined.
2.1.3 Lokasi.....	Error! Bookmark not defined.
2.1.3.1 Definisi lokasi	Error! Bookmark not defined.
2.1.3.2 Faktor- faktor yang mempengaruhi lokasi	Error! Bookmark not defined.
2.1.3.3 Indikator lokasi	Error! Bookmark not defined.
2.1.4 Keragaman Produk.....	Error! Bookmark not defined.

2.1.4.1	Defenisi keragaman Produk	Error! Bookmark not defined.
2.1.4.2	Hirarki Keragaman Produk	Error! Bookmark not defined.
2.1	Pengembangan Hipotesis	Error! Bookmark not defined.
2.2.1	Pengaruh Store Atmospher Terhadap Keputusan Pembelian	Error! Bookmark not defined.
2.2.2	Pengaruh Lokasi Terhadap Keputusan Pembelian	Error! Bookmark not defined.
2.2.3	Pengaruh Keragaman Produk terhadap Keputusan Pembelian ...	Error! Bookmark not defined.
2.2	Kerangka Konseptual	Error! Bookmark not defined.
BAB III	Error! Bookmark not defined.
METODOLOGI PENELITIAN	Error! Bookmark not defined.
3.1	Objek Penelitian	Error! Bookmark not defined.
3.2	Populasi dan Sampel	Error! Bookmark not defined.
3.2.1	Populasi.....	Error! Bookmark not defined.
3.2.2	Sampel.....	Error! Bookmark not defined.
3.3	Teknik Penarikan Sampel.....	Error! Bookmark not defined.
3.4	Teknik Pengumpulan Data	Error! Bookmark not defined.
3.5	Definisi Operasional.....	Error! Bookmark not defined.
3.5.1	Keputusan Pembelian (Y).....	Error! Bookmark not defined.
3.5.2	<i>Store Atmosphere (X1)</i>	Error! Bookmark not defined.
3.5.3	Lokasi.....	Error! Bookmark not defined.
3.5.4	Keragaman Praduk.....	Error! Bookmark not defined.
3.6	Pengukuran Instrumen.....	Error! Bookmark not defined.
3.7	Teknik Analisa Data.....	Error! Bookmark not defined.
3.7.1	Uji Validitas dan Reliabilitas	Error! Bookmark not defined.
3.7.2	Analisis Deskriptif.....	Error! Bookmark not defined.
3.7.3	Uji Asumsi Klasik.....	Error! Bookmark not defined.
3.7.4	Regresi Linear Berganda.....	Error! Bookmark not defined.
3.7.5	Uji Hipotesis	Error! Bookmark not defined.
BAB IV	Error! Bookmark not defined.
ANALISIS HASIL DAN PEMBAHASAN	Error! Bookmark not defined.
4.1	Deskriptif Responden.....	Error! Bookmark not defined.
4.2	Uji Instrumen.....	Error! Bookmark not defined.

4.2.1	Hasil Pengujian Validitas.....	Error! Bookmark not defined.
4.2.2	Hasil Pengujian Reliabilitas	Error! Bookmark not defined.
4.3	Analisis Deskriptif.....	Error! Bookmark not defined.
4.3.1	Keputusan Pembelian.....	Error! Bookmark not defined.
4.3.2	Store Atmosphere.....	Error! Bookmark not defined.
4.3.3	Lokasi.....	Error! Bookmark not defined.
4.3.4	Keragaman Produk.....	Error! Bookmark not defined.
4.4	Uji Asumsi Klasik.....	Error! Bookmark not defined.
4.4.1	Uji Normalitas.....	Error! Bookmark not defined.
4.4.2	Uji Multikolinearitas.....	Error! Bookmark not defined.
4.4.3	Uji Heteroskedastisitas.....	Error! Bookmark not defined.
4.5	Hasil Pengujian Hipotesis	Error! Bookmark not defined.
4.5.1	Uji Koefisien Determinasi (R^2).....	Error! Bookmark not defined.
4.5.2	Hasil Uji F.....	Error! Bookmark not defined.
4.5.3	Hasil Uji T.....	Error! Bookmark not defined.
4.5.4	Pengaruh Store Atmosphere terhadap Keputusan Pembelian	Error! Bookmark not defined.
	defined.	
4.5.5	Pengaruh Lokasi Terhadap Keputusan Pembelian ..	Error! Bookmark not defined.
4.5.6	Pengaruh Keragaman Produk Terhadap Keputusan Pembelian ...	Error! Bookmark not defined.
	not defined.	
BAB V	Error! Bookmark not defined.
PENUTUP	Error! Bookmark not defined.
5.1	Kesimpulan.....	Error! Bookmark not defined.
5.2	Implikasi Penelitian.....	Error! Bookmark not defined.
5.3	Keterbatasan Penelitian	Error! Bookmark not defined.
5.4	Saran.....	Error! Bookmark not defined.
DAFTAR PUSTAKA	Error! Bookmark not defined.
Lampiran	Error! Bookmark not defined.

DAFTAR TABEL

Tabel 1 Data Top Brand Indeks Restoran Fas Food Tahun 2021	Error! Bookmark not defined.
Tabel 2 Jenis Suasana Gerai KFC di Jam Gadang Bukittinggi	Error! Bookmark not defined.
Tabel 3 Jenis Menu KFC Jam Gadang Bukittinggi 2022	Error! Bookmark not defined.
Tabel 3. 1 Kriteria <i>Factor Loading</i>	Error! Bookmark not defined.
Tabel 4. 1 Prosedur Penyebaran Kuesioner	Error! Bookmark not defined.
Tabel 4. 2 Demografis Responden.....	Error! Bookmark not defined.
Tabel 4. 3 Uji Validitas Variabel Keputusan Pembelian (Y).....	Error! Bookmark not defined.
Tabel 4. 4 Hasil Uji Validitas Variabel Store Atmosphere.....	Error! Bookmark not defined.
Tabel 4. 5 Uji Validitas Variabel Store Atmosphere (X1).....	Error! Bookmark not defined.
Tabel 4. 6 Uji Validitas Variabel Store Atmosphere (X1).....	Error! Bookmark not defined.
Tabel 4. 7 Uji Validitas Variabel Lokasi (X2).....	Error! Bookmark not defined.
Tabel 4. 8 Uji Validitas Variabel Lokasi (X2).....	Error! Bookmark not defined.
Tabel 4. 9 Uji Validitas Variabel Keragaman Produk (X3).....	Error! Bookmark not defined.
Tabel 4. 10 Uji Validitas Variabel Keragaman Produk (X3).....	Error! Bookmark not defined.
Tabel 4. 11 Hasil Pengujian Reliabilitas Variabel Penelitian	Error! Bookmark not defined.
Tabel 4. 12 Hasil Analisis Deskriptif Variabel Keputusan Pembelian (Y) .	Error! Bookmark not defined.
defined.	
Tabel 4. 13 Hasil Analisis Deskriptif Variabel Store Atmosphere (X1)	Error! Bookmark not defined.
defined.	
Tabel 4. 14 Hasil Analisis Deskriptif Variabel Lokasi (X2)	Error! Bookmark not defined.
Tabel 4. 15 Hasil Analisis Deskriptif Variabel Keragaman Produk (X3) ...	Error! Bookmark not defined.
defined.	
Tabel 4. 16 Hasil Pengujian Normalitas	Error! Bookmark not defined.
Tabel 4. 17 Hasil Pengujian Multikolinearitas	Error! Bookmark not defined.
Tabel 4. 18 Hasil Koefisien Determinasi	Error! Bookmark not defined.
Tabel 4. 19 Hasil Uji F.....	Error! Bookmark not defined.
Tabel 4. 20 Ringkasan Hasil Pengujian Hipotesis	Error! Bookmark not defined.

DAFTAR GAMBAR

Gambar 1 Lokasi KFC Jam Gadang Bukittinggi	Error! Bookmark not defined.
Gambar 4. 1 Grafik Hasil Pengujian Heteroskedastisitas	Error! Bookmark not defined.

DAFTAR LAMPIRAN

Lampiran 1 Kuisisioner Penelitian	Error! Bookmark not defined.
Lampiran 2 Demograsi Responden	Error! Bookmark not defined.
Lampiran 3 Hasil Pengujian Validitas	Error! Bookmark not defined.
Lampiran 4 Hasil Pengujian Reabilitas	Error! Bookmark not defined.
Lampiran 5 Analisis Deskriptif	Error! Bookmark not defined.
Lampiran 6 Hasil Pengujian Asumsi Klasik	Error! Bookmark not defined.
Lampiran 7 Hasil Pengujian Hipotesis	Error! Bookmark not defined.