

Pengaruh store atmosphere, service quality dan kelengkapan produk terhadap purchase intention pada SPBU Pasti Pas dan SPBU Pasti Prima Pertamina = The influence of store atmosphere service quality and product variety towards purchase intention on SPBU Pasti Pas and SPBU Pasti Prima Pertamina

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Abstrak

ABSTRAK

Tesis ini membahas bagaimana penerapan teori store atmosphere, service quality dan kelengkapan produk pada SPBU Pertamina baik itu Pasti Pas maupun Pasti Prima terhadap purchase intention. Metode yang digunakan adalah non-probability sampling, purposive sampling, dengan menggunakan kuesioner.

Penelitian ini bertujuan untuk melihat seberapa besar pengaruh ketiga variabel tersebut terhadap purchase intention dan variabel apa yang memiliki pengaruh yang paling signifikan terhadap purchase intention. Hasil penelitian menyatakan bahwa service quality memiliki pengaruh paling besar terhadap purchase intention pada SPBU Pertamina yang diikuti dengan kelengkapan produk. Sedangkan store atmosphere pada SPBU Pertamina walaupun sudah mendapat penilaian baik oleh konsumen, tidak berpengaruh signifikan secara langsung terhadap purchase intention, melainkan dimediasi melalui service quality.

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ABSTRACT

This thesis discussed how the implementation of store atmosphere, service quality and product variety theory in Pertamina's gas station both Pasti Pas and Pasti Prima towards the purchase intention of the customer. By using non-probability sampling, purposive sampling method with a questionnaire, the objective of this thesis is to know how significance of the influence from those three variables towards the purchase intention. The result stated that service quality is the most significance variable influencing purchase intention at Pertamina's gas station followed by product variety variable. However, although customer have good appraisal on the store atmosphere variable, it doesn't have a direct significant influence towards the customer purchase intention, instead it is mediated by service quality