

Pengaruh Persepsi Konsumen Mengenai Atribut Toko Terhadap Keinginan Berbelanja di Minimarket OKI Jakarta = Effect of consumer perception of the attributes of intention to buy in Jakarta minimarket store

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Abstrak

Perubahan dan ketidakpastian adalah karakteristik yang mewarnai dunia bisnis, terutama di masa depan. Dampak globalisasi dan perkembangan teknologi, terutama pesatnya perkembangan teknologi informasi juga telah mengubah iklim persaingan menjadi lebih tajam. Perubahan dan perkembangan ini berdampak pada keputusan pembelian pelanggan, karena perubahan ini dapat mengubah diri pelanggan seperti rasa dan aspek psikologis, pelanggan sosial dan budaya. Dalam penelitian ini akan dikaji tentang pengaruh persepsi konsumen Minimarket di DKI Jakarta terhadap atribut toko ritel, promosi dan harga terhadap niat pembelian ulang. Tujuan penelitian ini adalah untuk mengetahui apa *store attribute*, *promotion* dan *price* berpengaruh terhadap *attitude towards store* dan *purchase intention* pada Minimarket di DKI Jakarta. Penelitian ini mengambil subjek yaitu pelanggan Minimarket di DKI Jakarta dengan simple random sampling. Data dianalisis menggunakan *structural equation modeling* dengan bantuan program SPSS Amos. Hasil analisis data menunjukkan bahwa *store attribute*, *promotion* dan *price* secara parsial berpengaruh terhadap *attitude towards store* dan *purchase intention* di Minimarket DKI Jakarta. Penelitian ini juga menemukan bahwa *attitude towards store* berpengaruh terhadap *purchase intention* di Minimarket DKI Jakarta.

Changes and uncertainties are characteristics that characterize the business world, especially in the future. The impact of globalization and technological development, especially the rapid development of information technology has also changed the climate of competition becomes sharper. These changes and developments have an impact on customer purchasing decisions, as these changes can transform customers like the feelings and aspects of psychological, social and cultural customers. In this research will be studied about the influence of consumer perception Minimarket in DKI Jakarta to retail store attributes, promotion and price to repurchase intention. The purpose of this research is to know what store attribute, promotion and price influence toward attitude toward store and purchase intention at Minimarket in DKI Jakarta. This study took the subject of Minimarket customers in DKI Jakarta with simple random sampling. Data were analyzed using structural equation modeling with SPSS Amos program. the result of data analysis shows that store attribute, promotion and price partially influence toward attitude toward store and purchase intention in Minimarket DKI Jakarta. This study also found that attitude towards store has an effect on purchase intention in Minimarket DKI Jakarta.