

ABSTRACT

EFFECT OF ATMOSPHERE DIMENSION SHOP TO PURCHASE CONSUMER INTEREST IN BOOK SHOP GRAMEDIA BANDAR LAMPUNG

By
NUGROHO SUSANTO

The atmosphere of the shop is an important part of business where engaged in the bookstore, store atmosphere can be an effective promotion method that can be used by the company. To create the atmosphere of the shop is certainly in need of some dimensions or elements forming store atmosphere itself, the dimension are cleanliness, music, aroma, temperature, lighting, colors and layout or the display. Business development like bookstore in Indonesia that's growing and evolving is also occurred in the Gramedia bookstore Bandar Lampung.

The problem is whether dimension research cleanliness, music, aroma, temperature, lighting, color and layout or the display has an influence on consumers purchase interest in Gramedia bookstore in Bandar Lampung. The purpose of this study was to determine the dimensions of the store atmosphere of purchase interest on consumers at Gramedia bookstore Bandar Lampung.

The object of this study is the consumers on Gramedia bookstore Bandar Lampung. The design of study is verivacative research. To see the contribution of each independent variable partially using t test and the test was used to test the hypothesis F.

The results showed that the contribution from variable of store Atmosphere (X) plays a role in influencing Y variable (consumer purchase interest) amounted to 88.2% and the rest influenced by other variables.

The recommendation given by this study, Gramedia bookstore should improve dimensional variable of color. Gramedia book store preferably in a selection of colors to choose the color patterns on the shop wall that attractive as possible so that consumers who come to motivated at Gramedia bookstores and have more interest in purchasing after seeing colors at Gramedia bookstore Bandar Lampung.

Keywords: Store Atmosphere, cleanliness, music, aroma, temperature, lighting, colors and layout, interest in the purchase.