

ABSTRAKSI

Tujuan penelitian ini adalah untuk menguji pengaruh suasana toko, customer engagement dan product knowledge terhadap minat beli konsumen pada supermarket goro assalam di surakarta jawa tengah.. Variabel yang digunakan dalam penelitian ini adalah minat beli sebagai variabel dependen, serta suasana toko, customer engagement dan product knowledge sebagai variabel independen. Metode analisis yang digunakan adalah analisis regresi linier berganda yang sebelumnya dilakukan uji asumsi klasik, meliputi uji normalitas, uji multikolinieritas, uji heteroskedastisitas, dan uji autokorelasi. Dan kemudian yang terakhir menggunakan uji t, uji F dan uji R². Hasil analisis regresi, dapat diketahui bahwa Suasana Toko berpengaruh positif terhadap Minat beli. Customer Engagment pengaruh positif terhadap Minat beli, Product Knowledge berpengaruh Terhadap Minat Beli. Sedangkan Suasana toko merupakan indikator dengan nilai tertinggi yang berpengaruh terhadap minat beli sehingga dapat disimpulkan bahwa suasana toko akan berpengaruh langsung terhadap minat beli. Nilai R² Square Sebesar 0,835, yang berarti bahwa besarnya pengaruh variabel Suasana Toko, Customer Engagment dan Product Knowledge terhadap minat beli Sebesar 83,5% dan sisanya sebesar 16,5 % dipengaruhi oleh variabel-variabel lain di luar penelitian

Kata kunci: Suasana Toko, Customer Engagement, Product Knowledge, Minat Beli

ABSTRACT

The purpose of this study was to examine the effect of store atmosphere, customer engagement and product knowledge on consumer buying interest in goro assalam supermarkets in Surakarta, Central Java. The variables used in this study were buying interest as the dependent variable, store atmosphere, customer engagement and product knowledge as an independent variable. The analytical method used is multiple linear regression analysis which previously performed the classical assumption test, including normality test, multicollinearity test, heteroscedasticity test, and autocorrelation test. And then the last one uses the t test, F test and R² test. The results of the regression analysis, it can be seen that the Store Atmosphere has a positive effect on buying interest. Customer Engagment has a positive influence on buying interest, Product Knowledge has an effect on Buying Interest. While the store atmosphere is an indicator with the highest value that affects buying interest so it can be concluded that the atmosphere of the store will directly influence buying interest. The value of R Square is 0.835, which means that the magnitude of the influence of the variable Shop Atmosphere, Customer Engagment and Product Knowledge on buying interest is 83.5% and the remaining 16.5% is influenced by other variables outside the research

Keywords: Store Atmosphere, Customer Engagement, Product Knowledge, Buying Interest