

ABSTRAK

Perkembangan bisnis retail yang semakin maju mengharuskan para pemilik bisnis retail untuk meningkatkan kekuatan dalam perusahaannya dengan memunculkan perbedaan dan keunikan yang dimiliki perusahaan dibandingkan dengan pesaingnya untuk dapat menarik minat beli konsumen. Beberapa faktor yang turut mempengaruhi minat beli konsumen adalah *store atmosphere* dan *product assortment*. Tujuan dari penelitian ini adalah untuk mengetahui *store atmosphere*, *product assortment* dan minat beli konsumen pada The Secret *Factory Outlet* Bandung serta melihat adakah pengaruh antara *store atmosphere* dan *product assortment* terhadap minat beli pada The Secret *factory outlet* Bandung baik secara parsial maupun simultan.

Jenis dan metode penelitian yang digunakan adalah penelitian deskriptif dan kausal. Metode penelitian deskriptif untuk mengetahui keadaan masing-masing variabel. Sementara kausal untuk membuktikan hubungan sebab akibat diantara variabel bebas yaitu *store atmosphere* dan *product assortment* dan variabel terikat yaitu minat beli. Populasi dan sampel yang digunakan dalam penelitian ini adalah konsumen The Secret *factory outlet* Bandung dengan jumlah sampel 100 responden. Teknik sampling yang digunakan adalah *convenience* sampling. Data yang digunakan dalam penelitian ini adalah data primer yang diperoleh dari wawancara, kuesioner dan observasi, sedangkan data sekunder diperoleh dari penelitian terdahulu, buku, jurnal, internet dan data-data yang diperoleh langsung dari The Secret *factory outlet*. Teknik analisis data yang digunakan adalah deskriptif dan regresi linear berganda .

Hasil penelitian menunjukkan bahwa *store atmosphere* pada The Secret *factory outlet* termasuk dalam kategori baik dengan persentase sebesar 73,96%, *product assortment* pada The Secret *factory outlet* termasuk dalam kategori baik dengan persentase sebesar 65,06% dan minat beli konsumen pada The Secret *factory outlet* termasuk dalam kategori baik dengan persentase sebesar 74,37%. Berdasarkan analisis regresi linear berganda, besarnya pengaruh *store atmosphere* terhadap minat pada The Secret *factory outlet* Bandung secara parsial sebesar 23,28% dan besarnya pengaruh *product assortment* terhadap minat beli pada The Secret *factory outlet* Bandung secara parsial sebesar 8,28%. Sedangkan secara simultan *store atmosphere* dan *product assortment* berpengaruh positif dan signifikan terhadap minat beli pada The Secret *factory outlet* sebesar 31,56 % sedangkan sisanya 68,44% dipengaruhi oleh variabel lain yang tidak diteliti dalam penelitian ini.

Kata Kunci : *Store Atmosphere*, *Product Assortment* dan Minat Beli

ABSTRACT

The development of retail business that require more advanced retailers to increase the strength of the company by generating difference and uniqueness of the company compared to its competitors in order to attract consumers to buy. Some of the factors that influence consumer buying interest is store atmosphere and product assortment. The purpose of this study was to determine the store atmosphere, product assortment and consumer buying interest in The Secret Factory Outlet Bandung and see is there any influence between store atmosphere and product assortment to purchase interest in The Secret factory outlets Bandung either partially or simultaneously.

Types and methods of research used is descriptive and causal research. Descriptive research method to determine the state of each variable. While causal to prove a causal relationship between the free varaibel is store atmosphere and product assortment and bound varaibel is consumer buying interest. Population and samples used in this study is that consumers The Secret factory outlets Bandung with a sample of 100 respondents. The sampling technique used was convenience sampling . The data used in this study is primary data obtained from interviews, questionnaires and observation, while the secondary data obtained from previous studies, books, journals, website and data obtained directly from The Secret factory outlet. The data analysis technique used is descriptive and multiple linear regression.

The results showed that the store atmosphere in The Secret factory outlets included in both categories with a percentage of 73.96%, the product assortment at The Secret factory outlet included in both categories with a percentage of 65.06% and consumer buying interest in The Secret factory outlet included in both categories with a percentage of 74.37%. Based on multiple linear regression analysis, the influence of store atmosphere on buying interest in The Secret factory outlet Bandung partially by 23.28% and the magnitude of the effect of product assortment on buying interest in The Secret factory outlet Bandung partially by 8.28%. While simultaneously store atmosphere and product assortment positive and significant impact on the buying interest in The Secret factory outlet was 31.56% while the remaining 68.44% is influenced by other variables not examined in this study.

Keywords: Store Atmosphere, Product Assortment and Buying Interest