

ABSTRAK

Eunike Al Grea NIM 7173510020. Pengaruh *Brand Image*, *Store Atmosphere*, dan *Visual Merchandising* Terhadap Keputusan Pembelian di Gerai Miniso Plaza Medan Fair. Skripsi, Jurusan Manajemen, Program Studi Manajemen, Fakultas Ekonomi Universitas Negeri Medan.

Karakteristik Miniso yang sesuai dengan tren *Aesthetic* di kalangan masyarakat dan Miniso berhasil mempengaruhi keputusan pembelian konsumen. Penelitian ini bertujuan untuk mengetahui pengaruh *brand image*, *store atmosphere*, dan *visual merchandising* terhadap keputusan pembelian di gerai Miniso Plaza Medan Fair. Populasi dalam penelitian ini merupakan seluruh konsumen gerai Miniso Plaza Medan Fair pada tahun 2020 dengan jumlah sampel sebanyak 100 responden. Teknik pengumpulan data menggunakan kuesioner.

Berdasarkan uji parsial diperoleh hasil *brand image*, *store atmosphere*, dan *visual merchandising* masing-masing berpengaruh positif dan signifikan terhadap keputusan pembelian. Sedangkan uji simultan memperoleh hasil *brand image*, *store atmosphere*, dan *visual merchandising* secara bersama-sama berpengaruh positif dan signifikan terhadap keputusan pembelian. Hasil uji koefisien determinasi diperoleh nilai *R square* 0,84 berarti *brand image*, *store atmosphere*, dan *visual merchandising* memberikan pengaruh terhadap keputusan pembelian sebesar 84% dan sisanya dipengaruhi oleh faktor lain yang tidak terdapat dalam penelitian ini. Kesimpulannya adalah terdapat pengaruh positif dan signifikan antara *brand image*, *store atmosphere*, dan *visual merchandising* terhadap keputusan pembelian di gerai Miniso Plaza Medan Fair.

Kata kunci : *Brand Image*, *Store Atmosphere*, *Visual Merchandising*, Keputusan Pembelian, dan *Aesthetic*.



ABSTRACT

Eunike Al Grea NIM 7173510020. *The Effect of Brand Image, Store Atmosphere, and Visual Merchandising on Purchase Decision in Miniso Plaza Medan Fair. Thesis, Department of Management, Study Program of Management, Faculty of Economics, State University of Medan.*

Characteristics of Miniso that relate to aesthetic trend in society and Miniso succeed to affect purchase decision of customers. The purpose of this research is to find the effect of Brand Image, Store Atmosphere and Visual Merchandising on Purchase Decision in Miniso Plaza Medan Fair. The population in this research is entire customers of Miniso Plaza Medan Fair in 2020 with the amount of samples are 100 respondents. Method of data collection is using the questionnaires.

Based on partial test obtained the result that brand image, store atmosphere, and visual merchandising severally have positive and significant effect on purchase decision. Beside that simultaneous test obtained that brand image, store atmosphere, and visual merchandising simultaneously have positive and significant effect on purchase decision. The result of coefficient determination test is that R square value is 0,84 which means brand image, store atmosphere, and visual merchandising contribute the effect on purchase decision by 84% and the rest is affected by other factors that not included in this research. The conclusion is there are a positive and significant affect among brand image, store atmosphere, and visual merchandising on purchase decision in Miniso Plaza Medan Fair.

Keywords: Brand Image, Store Atmosphere, Visual Merchandising, Purchase Decision, and Aesthetic.