

**THE INFLUENCE OF STORE ATMOSPHERE, LAYOUT AND
LOCATION TOWARD PURCHASE DECISION (CASE: J.CO DONUTS
AND COFFEE SENTRAL PASAR RAYA (SPR) PLAZA AND BASKO
GRAND MALL)**

THESIS

Thesis is Submitted as Partial of The Requirement for a Bachelor Degree in
Management Department, Faculty of Economics



INTERNATIONAL MANAGEMENT

ECONOMIC FACULTY

ANDALAS UNIVERSITY

PADANG

JULY 2019



Alumni Number at University	Ria Amallia	Alumni Number at Faculty
a) Place/Date of Birth: Pasar Lama/ July 17 th 1997, b) Parent's Name: Suharto and Nani Suriati, c) Faculty: Economic, d) Major: International Management, e) Student Number: 1510524031, f) Graduation Date: August 24 th , 2019, g) Grade: Cumlaude, h) GPA:3,57, i) Length of Study: 4 Years, j) Parent's Address: Pasar Lama, Air Haji, Linggo Sari Baganti, Painan		

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*Bachelor Thesis By : Ria Amallia
Supervisor: Dian Rani Yolanda, SE, M.Bus*

ABSTRACT

The purpose of this research is to identify the influence store atmosphere layout and location to purchase decision of J.Co Donuts and Coffee in Sentral Pasar Raya Plaza and Basko Grand Mall. The sample drawn from 160 consumer of J.Co Donuts and Coffee Sentral Pasar Raya Plaza and Basko Grand Mall. The data analyzed by using SPSS 16. In this research, there are 3 independent variables which are: store atmosphere (lighting, color, music and scent), layout and location. The dependent variable which is purchase decision. The finding indicated that lighting has positive and insignificant influence purchase decision in both of store J.Co Donuts and Coffee. For color it has positive and insignificant influence purchase decision in Basko Grand Mall but positive and significant influence purchase decision in Sentral Pasar Raya Plaza. For music it has positive and insignificant influence purchase decision in Basko Grand Mall but has negative and insignificant influence on purchase decision in Sentral Pasar Raya Plaza. For scent it has positive and significant influence purchase decision in both of store. For layout it has positive and significant influence both of store. For location it has positive and significant influence purchase decision in Basko Grand Mall but positive and insignificant influence purchase decision in Sentral Pasar Raya Plaza.

Keywords: Store Atmosphere, Lighting, Color, Music, Scent, Layout, Location, Purchase Decision

This thesis already examined and passed on July, 10th 2019. This abstract already approved by supervisor and examiners:

Signature	1.	2.	3.
Name	Dian Rani Yolanda, SE, M.Bus	Asmi Abbas, SE, MM	Dr. Dessy Kurnia Sari, SE, M.Bus

Acknowledgement,
Head of Management Department

Dr. Verinita, SE, M.Si
NIP. 197208262003122004



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