

## ABSTRAK

PT. Matahari *department store* Tbk (Matahari) merupakan salah satu industri ritel yang ada di Indonesia. PT. Matahari *department store* Tbk (Matahari) menyediakan berbagai kebutuhan masyarakat seperti pakaian, aksesoris, perlengkapan kecantikan dan perlengkapan rumah untuk konsumen yang menghargai nilai mode dan nilai tambah.

Penelitian ini bertujuan untuk mengetahui pengaruh harga dan suasana toko terhadap citra toko dan dampaknya pada minat beli konsumen Matahari *Department Store* Cabang Bandung Indah Plaza. Metode penelitian yang dilakukan dengan menggunakan metode deskriptif dan metode verifikatif. Jumlah responden dalam penelitian ini sebanyak 100 orang konsumen Matahari *Department Store* Cabang Bandung Indah Plaza. Metode pengumpulan data dengan cara penyebaran kuesioner, wawancara dan observasi.

Hasil penelitian menunjukkan bahwa harga dan suasana toko berpengaruh positif dan signifikan terhadap citra toko baik secara simultan maupun parsial. Pengaruh harga dan suasana toko yaitu sebesar 63,7%. Pengaruh citra toko terhadap minat beli konsumen sebesar 43,0%. Harga dan suasana toko berpengaruh positif dan signifikan terhadap minat beli baik secara simultan maupun parsial. Pengaruh harga dan suasana toko yaitu sebesar 82,1%. Harga dan suasana toko mempengaruhi minat beli melalui citra toko secara signifikan. Pengaruh langsung yang memberikan kontribusi paling banyak yakni variabel harga dengan pengaruh sebesar 78,7%, sedangkan suasana toko memberikan pengaruh langsung sebesar 16,1%. Pengaruh tidak langsung yang memberikan kontribusi paling banyak yakni variabel suasana toko dengan pengaruh 40,41%, sedangkan variabel harga hanya sebesar 15,42%.

Kata kunci : Harga, Suasana Toko, Citra Toko, Minat Beli

## **ABSTRACT**

PT. Matahari department store Tbk (Matahari) is one of the retail industry in Indonesia. PT. Matahari department store Tbk (Matahari) provides a variety of community needs such as clothing, accessories, beauty and home supplies equipment to customers who appreciate the value fashion and value added.

This study aims to determine the effect of price and store atmosphere to store image and impact on consumer buying interest Matahari Department Store Bandung Indah Plaza. The research method using descriptive methods and methods of verification. The number of respondents in this study were 100 consumer Matahari Department Store Bandung Indah Plaza. Methods of data collection by means of questionnaires, interviews and observation.

The results showed that the price and the store atmosphere positive and significant impact on the image of the store either simultaneously or partially. The effect of price and atmosphere of the store image that is equal to 63.7%. Store image influence on consumer buying interest amounted to 43.0%. Price and store atmosphere and sigifikan positive effect on buying interest either simultaneously or partially. The effect of price and atmosphere of the store that is equal to 82.1%. Prices and atmosphere affect buying interest stores through store image significantly. The direct effect which contributes most to influence the variable price of 78.7%, while the atmosphere of the store gives a direct influence at 16.1%. The indirect effect that contributes most variables that influence the atmosphere of the store with 40.41%, while the price variable only by 15.42%.

**Keywords:** Price, Store Atmosphere, Store Image, Purchase Intention