

ABSTRAKSI

M. Rendi Nafirahman, Magister Manajemen, Fakultas Ekonomi dan Bisnis, Universitas Jenderal Soedirman, Pengaruh Suasana Toko Dan Promosi Terhadap Kepuasan Konsumen Dengan Intervening Motif Pembelian Impulsif Pada Pt. Coca-Cola Amatil Indonesia Di Tegal. Pembimbing pertama : Prof. Dr. Suliyanto, SE, MM, pembimbing kedua : Dr. Riswan, MM, Ak.

Perkembangan industry FMCG (Fast Moving Consumer Goods), terutama di bidang NARTD (Non-Alkolic Ready To Drink) atau yang biasa disebut minuman non-alkohol berkemasan siap minum di Indonesia saat ini sangatlah pesat. Hal ini diakibatkan oleh peningkatan kebutuhan minuman sehat menyegarkan sebagai akibat mobilisasi masyarakat. Ada banyak produsen minuman kemasan yang ada di Indonesia, seperti Danone, Nestle, dan Coca-cola. Variabel bebas pada penelitian ini adalah promosi, dan suasana toko yang dimediasi oleh variabel pembelian impuls agar meningkatkan kepuasan konsumen. Pada penelitian ini ditentukan jumlah sampelnya 100 orang, ditentukan dari metode *non probability sampling* karna populasinya *infinite*. Penelitian ini menggunakan PLS (*Partial Least Square*) yang merupakan analisis persamaan struktural (SEM) berbasis varian dan sering disebut *Compotent Based SEM (soft modeling)*. Alasan menggunakan PLS adalah karena PLS merupakan metode analisis data yang didasarkan asumsi sampel tidak harus besar dan residual distribution. Hasil dari penelitian ini adalah Suasana toko berpengaruh positif terhadap motif pembelian impulsif dan kepuasan konsumen, Motif pembelian impulsif berpengaruh positif terhadap Kepuasan konsumen, Promosi berpengaruh positif terhadap motif pembelian impulsif tetapi Promosi tidak berpengaruh terhadap kepuasan konsumen. Untuk meningkatkan kepuasan pelanggan, diperlukan peningkatan faktor-faktor pendukung agar terjadinya pembelian impuls di outlet, seperti promosi dan store atmosphere.

Kata kunci : PLS, Suasana toko, Promosi, Pembelian Impulsif, Kepuasan Konsumen.

SUMMARY

M. Rendi Nafirahman, Master of Management, Economic and Bussines Faculty, Jenderal Soedirman University, The Effect of Store Atmosphere and Promotion to Customer Satisfaction with Impulse Buying as an intervening variabel on PT. Coca-cola Amatil Indonesia in Tegal. First Advisor: Prof. Dr. Suliyanto, SE, MM, Second Advisor: Dr. Riswan, MM, Ak.

The development of the FMCG industry (Fast Moving Consumer Goods), especially in the field of NARTD (Non-Alcoholic Ready To Drink) or so-called non-alcoholic drink packaged ready to drink in Indonesia today is very rapid. This is due to the increasing need for refreshing healthy drinks as a result of community mobilization. There are many packaging beverage manufacturers in Indonesia, such as Danone, Nestle, and Coca-cola. The independent variables in this research are promotion, and store atmosphere which are mediated by impulse purchase variable in order to increase consumer satisfaction. In this study determined the number of samples 100 people, determined non-probability sampling method because of infinite population. This research uses PLS (Partial Least Square) which is a structural equation analysis (SEM) based on variant and often called Compotent Based SEM (soft modeling). The reason for using PLS is because PLS is a method of data analysis which is necessarily doesn't need a lot of sample and residual distribution. The result of this research are, store atmosphere have positive effect to impulsive buying motive and consumer satisfaction, impulse buying motive have positive effect to consumer satisfaction, Promotion have positive effect to impulsive buying motive but Promotion has no effect to customer satisfaction. To increase customer satisfaction, it is necessary to increase the supporting factors in order to increase the impulse buying effect in outlets, such as promotion and store atmosphere.

Keyword : PLS, Store Atmosphere, Promotion, Impulse Buying, Customer Satisfaction