

**THE INFLUENCE OF RESTAURANT ATMOSPHERE, LOCATION AND
CUSTOMER PERCEPTION TOWARD CUSTOMER BUYING INTENTION
AT NEW AYAM BANDUNG MEGAMAS MANADO**

THESIS



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LEGALIZATION PAGE

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ABSTRACT

Ricky Silvester Siahu. The Influence of Restaurant Atmosphere, Location, and Customer Perception towards Customer Buying Intention at New Ayam Bandung Megamas Manado. (guidance by Koleangan Ch. Adri P. and Korompis Merry J.)

Buying intention is customer behavior that shows the extent of his commitment to make a purchase. The needs and desires of customer for goods and services develop from time to time and influence their behavior in product purchases. The stage of the respondents' tendency to act before the buying decision is actually implemented is called buying intention.

The purpose of this research is to know how significant is the restaurant atmosphere, location, and customer perception towards customer buying intention at New Ayam Bandung Megamas Manado. In order for this purpose to be achieved it takes the theoretical basis and also the data that will be analyzed by using linear regression method multiple, by calculating the F-test results $97,554 > 2,14$ means the store restaurant, location, and customer perception have significant influence towards buying intention , the result of R^2 which has strong contribution. And T-test shows Restaurant Atmosphere 12,676, Location 12,201, and Customer Perception -13,285.

That means, restaurant atmosphere, location, and customer perception have an significant influence toward customer buying intention towards New Ayam Bandung Megamas Manado.

Keywords : Restaurant Atmosphere, Location, Customer Perception and Customer Buying Intention

ABSTRAK

Ricky Silvester Siahu. Pengaruh Suasana Restoran, Lokasi, dan PerPelanggan terhadap Minat Beli Pelanggan di New Ayam Bandung Megamas Manado. (dibimbing oleh Koleangan Ch. Adri P. dan Korompis Merry J.)

Minat membeli adalah perilaku pelanggan yang menunjukkan tingkat komitmennya untuk melakukan pembelian. Kebutuhan dan keinginan pelanggan akan barang dan jasa berkembang dari waktu ke waktu dan mempengaruhi perilaku mereka dalam pembelian produk. Tahapan kecenderungan responden untuk bertindak sebelum keputusan pembelian benar-benar dilaksanakan disebut minat beli.

Tujuan dari penelitian ini adalah untuk mengetahui seberapa signifikan hubungan antara suasana restoran, lokasi, dan persepsi pelanggan terhadap minat beli pelanggan di New Ayam Bandung Megamas Manado. Agar tujuan ini dapat tercapai maka diperlukan landasan teoretis dan juga data yang akan dianalisis dengan menggunakan metode regresi linier berganda, dengan menghitung hasil uji $F_{97,554} > 2,14$ berarti suasana restaurant, lokasi, dan persepsi pelanggan berpengaruh signifikan terhadap minatbeli, hasil R^2 yang memiliki kontribusi kuat. Dan T-test menunjukkan Suasana Restoran 12,676, Lokasi 12,201, dan Persepsi Pelanggan -13,285. Artinya, suasana restoran, lokasi, dan persepsi pelanggan memiliki pengaruh yang signifikan terhadap minat beli pelanggan terhadap New Ayam Bandung Megamas Manado.

Kata Kunci : Suasana Restoran, Lokasi, Persepsi Pelanggan dan Minat Beli Pelanggan

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The Thesis is one of the requirements to get the Bachelor Degree in Faculty of Economics in De La Salle Catholic University of Manado.

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Manado, July 2019

Student

STATEMENT OF THESIS ORIGINALITY

I, Who sign this thesis statement, state that this thesis:

THE INFLUENCE OF RESTAURANT ATMOSPHERE, LOCATION AND CUSTOMER PERCEPTION TOWARD CUSTOMER BUYING INTENTION AT NEW AYAM BANDUNG MEGAMAS MANADO

Is truly my originality work.

In this thesis, there are no partly of overall of other people's writing and opinion that I recognize as my writing. When I used other people's writing and opinion by quoting implicitly, I have recognized and showed the sources of its origin. If this thesis that I wrote is being proved as plagiarism, I will take consequences given to me, including the cancellation of degree and certificate.

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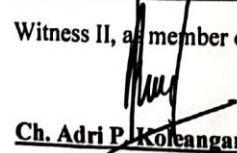
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