ANALISA PENGARUH ATMOSFER TOKO TERHADAP PERILAKU BELANJA KONSUMEN PADA GERAI FARMERS MARKET AREA JAKARTA UTARA

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This research aimed to know the influence of store atmosphere on customer behavior at Farmers Market's outlets in North Jakarta Area Data analysis technique of the research was qualitative analysis Partial test result (t-test) showed that store atmosphere variable (with ambience, space and function sub-variables, as well as signs, symbols, and artifacts sub-variables) had significant and positive influences on customer behavior variable. From the result of the analysis, the R-square for this research model was 0.856, which means 85.6% of customer behavior could be explained store atmosphere (ambience, space and function, as well as signs, symbols and artifacts), while the remaining 14.4% would be explained by other variables not included in this research model. A very interesting from this research indicates that store atmospheric factors have a significant positive correlation with customer behaviors.

Keywords: Store Atmosphere, Customer Behavior, Farmers Market