

ABSTRAK

Penelitian ini bertujuan untuk mengetahui pengaruh dari tiga variabel yaitu fasilitas, desain interior, dan desain eksterior terhadap minat beli konsumen. Hipotesis dalam penelitian ini fasilitas, desain interior, dan desain eksterior berpengaruh terhadap minat beli konsumen secara parsial. Objek penelitian ini adalah konsumen Café Smtree Situbondo yang memiliki jumlah populasi 100 responden menggunakan teknik purposive sampling. Teknik pengumpulan data menggunakan observasi, wawancara dan kuesioner. Analisis yang digunakan meliputi uji validitas, uji reliabilitas, uji asumsi klasik (uji normalitas, uji multikolinearitas, uji heteroskedastisitas), analisis regresi linear berganda dan uji hipotesis (uji f, uji t, koefisien determinasi). Hasil penelitian menunjukkan bahwa fasilitas, desain interior, dan desain eksterior berpengaruh signifikan terhadap minat beli konsumen.

Kata kunci: fasilitas, desain interior, desain eksterior, dan minat beli konsumen



ABSTRACT

This study aims to determine the effect of three variables, namely facilities, interior design, and exterior design on consumer buying interest. The hypothesis in this study that facilities, interior design, and exterior design partially influence consumer buying interest. The object of this research is the consumers of Café Smtree Situbondo which have a total population of 100 respondents using purposive sampling technique. Data collection techniques using observation, interviews and questionnaires. The analysis used includes validity test, reliability test, classical assumption test (normality test, multicollinearity test, heteroscedasticity test), multiple linear regression analysis and hypothesis testing (f test, t test, coefficient of determination). The results showed that facilities, interior design, and exterior design had a significant effect on consumer buying interest.

Keywords: *facilities, interior design, exterior design, and consumer buying interest*

