

**THE IMPACT OF SALES PROMOTION,
SOCIAL MEDIA MARKETING, AND STORE
ATMOSPHERE ON PURCHASE DECISION AT
WTF MARKET SURABAYA (TUNJUNGAN
PLAZA)**



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INTERNATIONAL BUSINESS MANAGEMENT
FACULTY OF BUSINESS
WIDYA MANDALA CATHOLIC UNIVERSITY SURABAYA
2018

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By:

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APPROVAL PAGE

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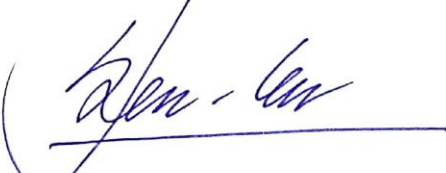
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FOREWORDS

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ABSTRAK

Pengertian bazar telah melekat pada konsep lama yaitu tempat menjual kebutuhan sehari-hari seperti sayur, daging, rempah, dll. Tempat dan waktu menjadi hal yang permanen. Namun, dengan perkembangan masa, bazar telah berevolusi menjadi wadah yang diselenggarakan untuk jangka waktu tertentu dengan tempat dan waktu yang akan diumumkan melalui media social jauh sebelum bazaar tersebut diadakan. Dengan demikian, fenomenal tersebut adalah landasan dasar penelitian ini dilakukan.

Penelitian ini merupakan uji kausal yang mengangkat topik tentang pengaruh dampak *sales promotion*, *social media marketing*, and *store atmosphere* terhadap *purchase decision* pada salah satu bazar di Surabaya, yaitu *WTF (We The Future) Market*. Penelitian ini melibatkan 150 responden yang pernah berkunjung ke *WTF Market* Surabaya dalam jangka waktu delapan bulan terakhir, hal ini dikarenakan agar kebaruan data tetap terjaga. Penelitian ini menggunakan metode regresi berganda dengan SPSS sebagai alat uji.

Hasil dari penelitian menyatakan bahwa *sales promotion*, *social media marketing*, and *store atmosphere* berdampak positif terhadap *purchase decision*. Dari hasil tersebut, penulis juga menyarankan agar memaksimalkan strategi pemakaian media sosial dengan tujuan memperoleh keuntungan berjangka panjang.

Kata Kunci: sales promotion, social media marketing, store atmosphere, purchase decision.

ABSTRACT

We overall perceived the conventional role of bazaar has been to fulfill daily need. However, in fact these days, demand trends put bazaar forward to another level. It has become a modern temporary marketplace serves as a platform for a public repeat event. For that reason, this study conducted to highlight and evaluate the impact of sales promotion, social media marketing, and store atmosphere on purchase decision at WTF (We The Future) Market.

In order to look into the relation between dependent and independent variables, the multiple linear regression method using SPSS was applied to gather the information by including 150 participants. The participants have to confirm that they have been to WTF Market for the last eight months so that it is possible to capture a real-current situation.

The result of this study stated sales promotion, social media marketing, and purchase decision factors as independent variables have a positive impact on purchase decision as the dependent one. In addition, the study implies that marketer should maximize the usage of technology platform in order to gain valuable insight for a better profitable business—keeping existing customers and attracting new one.

Keywords: sales promotion, social media marketing, store atmosphere, purchase decision.