

**PENGARUH *PERSONAL BRANDING* DAN *STORE ATMOSPHERE*
TERHADAP MINAT BELI KONSUMEN STUDI KASUS DI *VAPE STORE VS
COIL TELAGA BANDUNG KABUPATEN LAMONGAN***

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ABSTRACT

This research aims to find out how much personal influence there is branding and store atmosphere on consumer buying interest at Vape Store VS Coil Telaga Bandung, Lamongan Regency. Apart from that, this research aims to determine the regression equation, both partially and simultaneously, between the personal branding and store atmosphere variables on consumer buying interest.

Additionally, this research employs quantitative methods. The sample used in this study was 95 respondents. Data analysis used in this research is validity test, reliability test, multiple linear regression test, multiple correlation test, determination test, t test, and f test. The data analysis measuring tool uses the IBM SPSS 25 application.

Furthermore, based on the results of the t test calculations, it shows that the Personal Branding variable is $6.323 > 1.986$. Store Atmosphere $5,225 > 1,986$. It can be concluded that both variables partially influence Consumer Purchasing Interest. The results of the F test show the calculation of $20.468 > 3.904$. This means that the Personal Branding and Store Atmosphere variables simultaneously influence the Consumer Purchasing Interest variable. The results of the multiple linear regression test $Y = 13.419 + 0.028 + 0.153$. The results of the t test show that the most dominant result is the Personal Branding variable which has a value of 0.789 seen from the Standardized Coefficiens table.

Keywords : Personal branding, Store atmosphere, Consumer purchasing interest

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RINGKASAN

Penelitian ini bertujuan untuk mengetahui seberapa besar pengaruh *personal branding* dan *store atmosphere* terhadap minat beli konsumen pada *Vape Store VS Coil Telaga Bandung Kabupaten Lamongan*. Selain itu penelitian ini bertujuan untuk mengetahui persamaan regresi baik secara parsial maupun simultan diantara variabel *personal branding* dan *store atmosphere* terhadap minat beli konsumen.

Penelitian ini menggunakan metode kuantitatif. Sampel yang digunakan penelitian ini sebanyak 95 responden. Analisis data yang digunakan dalam penelitian ini adalah uji validitas, uji reliabilitas, uji regresi linier berganda, uji korelasi berganda, uji determinasi, uji t, dan uji f. Alat ukur analisis data menggunakan aplikasi IBM SPSS 23.

Berdasarkan dari hasil perhitungan Uji t menunjukkan bahwa variabel *Personal Branding* $6,323 > 1,986$. *Store Atmosphere* $5,225 > 1,986$. Dapat disimpulkan bahwa kedua variabel secara parsial berpengaruh terhadap Minat Beli Konsumen. Hasil Uji F menunjukkan perhitungan $20,468 > 3,904$. Hal ini berarti variabel *Personal Branding* dan *Store Atmosphere* secara simultan berpengaruh terhadap variabel Minat Beli Konsumen. Hasil dari uji regresi linier berganda $Y = 13,419 + 0,028 + 0,153$. Hasil dari Uji t menunjukkan hasil yang paling dominan adalah variabel *Personal Branding* yang mempunyai nilai sebesar 0,789 dilihat dari tabel *Standardized Coefficients*.

Kata Kunci : Personal Branding, Store Atmosphere, Minat Beli Konsumen.