

ABSTRAK

Penelitian ini dilatar belakangi bergesernya pola belanja dalam masyarakat, yaitu dari pasar tradisional ke pasar modern, mendongkrak pertumbuhan ritel semakin besar. Hal ini di tandai dengan semakin banyaknya usaha Retail di Indonesia karena banyaknya permintaan masyarakat dan gaya hidup masyarakat yang semakin modern, yakni lebih menyenangkan suasana kenyamanan belanja, kemudahan dalam menemukan produk, kepraktisan dengan harga terjangkau.

Penelitian ini akan membahas mengenai pengaruh dari *Store Name*, *Brand Name*, *Discount Price* terhadap *Purchase Intention* pada Ramayana Lestari Sentosa Cimone. Jumlah sampel dalam penelitian ini yaitu sebesar 100 responden, dimana responden ini yaitu calon konsumen yang berkunjung di Ramayana yang akan diteliti dengan menggunakan metode perhitungan SPSS (*Statistical Package for the Social Sciences*) untuk menganalisis data.

Hasil analisis dari penelitian ini menunjukkan bahwa *store name* dan *brand name* tidak berpengaruh terhadap *purchase intention*, sedangkan *discount price* berpengaruh terhadap *purchase intention*, namun jika secara bersama-sama (simultan) *store name*, *brand name* dan *discount price* berpengaruh terhadap *purchase intention* pada Ramayana Lestari Sentosa Cimone

Kata Kunci : *Store Name, Brand Name, Discount Price, Purchase Intention.*

ABSTRACT

The background of this research is shifting spending patterns in society, from traditional markets to modern market, the greater the boost retail growth. It is marked by the increasing number of retail businesses in Indonesia because of the demand of society and lifestyles increasingly modern society, which prefers the atmosphere of shopping convenience, ease of finding products, practicality at an affordable price.

This research will discuss the effect of Store Name, Brand Name, Price Discount on Purchase Intention on Ramayana Lestari Sentosa Cimone. The number of samples in this study is of 100 respondents, where the respondent is that prospective customers who visit the Ramayana to be studied by using the method of calculation of SPSS (Statistical Package for the Social Sciences) to analyze the data.

The results of analysis of this study showed that the store name and the brand name has no effect on purchase intention, while the discount price effect on purchase intention, but if together (simultaneously) store name, brand name and price discounts affect the purchase intention in Ramayana Lestari Sentosa Cimone

Keywords: Store Name, Brand Name, Discount Price, Purchase Intention