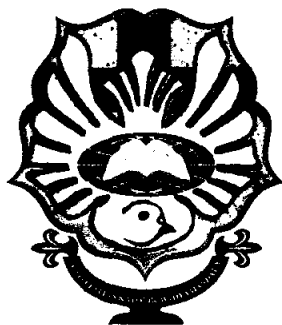


**ANALISIS PENGARUH *EXTERIOR*, *GENERAL INTERIOR*,
INTERIOR DISPLAY, LOKASI DAN PRODUK TERHADAP
KEPUTUSAN PEMBELIAN KONSUMEN
BREADTALK SURABAYA**

TESIS

OLEH

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No. INDUK	
TGL TERIMA	21-04-2009
REKT MAJLIS	MM
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**UNIVERSITAS KATOLIK WIDYA MANDALA SURABAYA
PROGRAM PASCASARJANA
PROGRAM MAGISTER MANAJEMEN
APRIL 2008**

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TESIS

**Diajukan kepada
Universitas Katolik Widya Mandala
untuk memenuhi persyaratan
dalam menyelesaikan program Magister
Manajemen**

OLEH

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**UNIVERSITAS KATOLIK WIDYA MANDALA SURABAYA
PROGRAM PASCASARJANA
PROGRAM MAGISTER MANAJEMEN
APRIL 2008**

Tesis Oleh Ng, Agnes Naniek Kurniawan, SE. ini telah diperiksa dan disetujui
untuk diuji

Surabaya, 30 April 2008

Pembimbing

A stylized, handwritten signature in black ink, likely belonging to Prof. V. Henky Supit. The signature is fluid and cursive, with a prominent horizontal stroke across the middle.

Prof. V. Henky Supit, SE., Ak.

NIP

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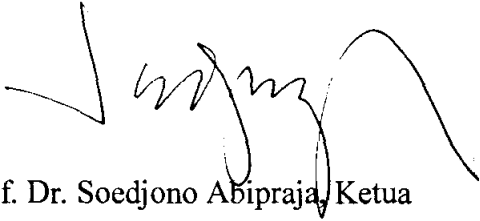
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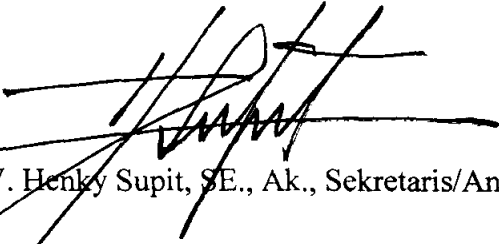
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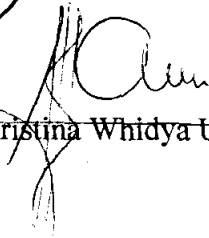
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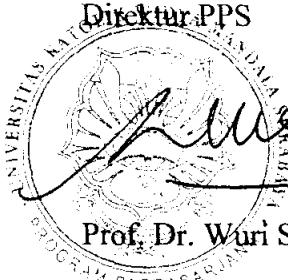
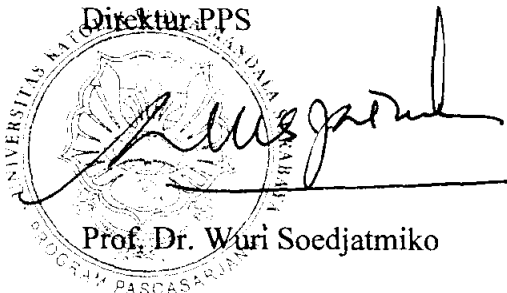
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UCAPAN TERIMA KASIH

UCAPAN TERIMA KASIH

Terima kasih banyak kepada Tuhan yang maha baik, papa, mama dan keluarga tercinta, Prof. Henky Supit selaku pembimbing, semua dosen, staf dan sahabat di Pascasarjana Widya Mandala Surabaya, atas segala dukungan –baik secara moril maupun materiil.

Yesterday is history, tomorrow still mystery, today is a gift

(Eleanor Roosevelt)

ABSTRACT

ABSTRACT

The amount of bakery in Surabaya is rising. A lot of bakery means that market is not lack of product, but lack of customer. That's why a seller must be influence buyer decision with developing competitive advantage. And priority of bakery is change. Now, bakery is not just pay attention to product taste and cleanliness, but also store atmosphere, packaging and location.

Objective of this research is to understand influence of exterior, general interior, interior display, location and product to buyer decision.

Population which is examined is an end buyer of BreadTalk, attain the age of 17 years and up. Sample used in this research are 100 respondents. Location of research is BreadTalk outlet in Galaxy Mall, Surabaya Plaza and Supermall Pakuwon Indah. The technique of data collecting utilized questionnaire with Likert's scale.

Results of hypothesis examination and data analysis by using program SPSS 16 obtained by coefficient determination (R^2) equal to 0.804 indicating that statistically variation from exterior, general interior, interior display, location and product able to explain variation from buyer decision equal to 80,4% and the rest 19,6% explained variation outside model.

Conclusions obtained indicate exterior, general interior, interior display, location and product posses an influence of simultaneous and partial concerning to buyer decision. Dominant variable in influencing buyer decision is product.

Keywords: buyer decision, store environment, exterior, general interior, interior display, location, product, packaging.

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