

**PENGARUH OFFLINE BRAND ATTRIBUTE TERHADAP
CORPORATE BRAND IMAGE TOKO BUKU GRAMEDIA
CABANG TUNJUNGAN PLAZA DI SURABAYA**

Amelia Hutomo Chandra

Manajemen / Fakultas Bisnis dan Ekonomika

leaf_peppermint@hotmail.com

Intisari - Penelitian ini bertujuan untuk mengetahui dan menganalisis pengaruh *Offline Brand Attribute* terhadap *Corporate Brand Image* toko buku Gramedia TP di Surabaya. Penelitian ini menggunakan *Structural Equation Modeling* (SEM) dengan software LISREL versi 8.7. Pengumpulan datanya menggunakan metode *survey* yaitu melalui pembagian kuesioner. Jumlah sampel dalam penelitian ini adalah 200 responden. Hasil penelitian ini menunjukkan tidak adanya pengaruh antara *Physical Aspect* terhadap *Corporate Brand Image* toko buku Gramedia TP di Surabaya. Sedangkan variabel *Product Related Information*, *Reliability* dan *Personal Interaction* memiliki pengaruh yang signifikan dan positif terhadap *Corporate Brand Image* toko buku Gramedia TP di Surabaya.

Kata Kunci: *Corporate Brand Image, Offline Brand Attribute*

Abstract - *This study aims to find out and analyze the effect of Offline Brand Attribute by Corporate Brand Image of Gramedia TP Bookstore in Surabaya. This study used Structural Equation Modeling (SEM) with LISREL software version 8.7. This study used survey to collect data by directly asking respondents through questionnaires. Sample of this study consisted of two hundred (200) book shopper in Surabaya. This study reveals that there is no effect between Physical Aspect and Corporate Brand Image of Gramedia TP Bookstore in Surabaya. While Product Related Information, Reliability and Personal Interaction have significant and positive effect by Corporate Brand Image of Gramedia TP Bookstore in Surabaya.*

Keywords: *Corporate Brand Image, Offline Brand Attribute*