

INTISARI

Tujuan dari penelitian ini adalah untuk mengetahui dan menganalisis pengaruh *Store Atmosphere* terhadap *Store Image* The Harvest Cake di Surabaya. serta mengetahui atribut-atribut dari *Store Atmosphere* yang berpengaruh terhadap *Store Image* sehingga mengetahui pengaruh yang ada dari *Store Atmosphere* dan *Store Image* The Harvest Cake di Surabaya.

Jenis penelitian yang dipakai adalah Riset Konklusif yang digolongkan ke dalam riset eksperimental, pola hubungan kausal karena meneliti pengaruh *Store Atmosphere* terhadap *Store Image* The Harvest Cake dengan target populasi yang dipilih adalah pelanggan yang pernah membeli dan mengonsumsi produk The Harvest Cake di Surabaya. Karakteristik populasi adalah pelanggan baik pria maupun wanita, pernah membeli dan mengonsumsi produk The Harvest Cake minimal 3 kali dalam 2 bulan terakhir, bertempat tinggal di Surabaya dan berpendidikan minimal SMA. Banyaknya sampel yang diambil adalah 130 responden melalui penyebaran kuesioner. Dalam penelitian ini juga dilakukan uji validitas, uji reliabilitas, deskriptif, dan regresi. Maka, digunakan bantuan SPSS 17.0 *for windows* untuk melakukan pengujian tersebut.

Dari hasil pengolahan data dapat disimpulkan bahwa “Diduga terdapat pengaruh *Store Atmosphere* terhadap *Store Image* The Harvest Cake di Surabaya” berdasarkan pembahasan yang dilakukan dalam penelitian ini, maka dapat diberikan beberapa rekomendasi bagi Manajer The Harvest Cake.

Kata kunci: *Store Atmosphere*, *Store Image*, The Harvest Cake

ABSTRACT

The purpose of this research was to determine and analyze the effect of Store Atmosphere to Store Image The Harvest Cake in Surabaya. as well knowing the what attributes of Store Atmosphere that affects Store Image The Harvest Cake in Surabaya.

the kind of research worn is a research conclusive who classified into research experimental , causal relationship pattern because examines influence store atmosphere to store image the harvest cake with a population that targets selected is customers who have bought and consuming product the harvest cake in surabaya . Characteristics of the population is both male and female customers, never buy and consume products The Harvest Cake” least 3 times in the last 2 months, residing in Surabaya and educated at least senior high. The number of samples taken was 130 respondents spread through questionnaires. In this study also tested the validity, reliability test, descriptive, and regression. Then, use the help of SPSS 17.0 for windows to do the test.

From the results of data processing can be concluded that "alleged presence there is the influence of Store Atmosphere to Store Image The Harvest Cake in Surabaya“ " based on the discussion conducted in this study, it can be given some recommendations for Manager The Harvest Cake..

Key words: Store Atmosphere, Store Image, The Harvest Cake