

INTISARI

Tujuan dari penelitian ini adalah untuk mengetahui, menganalisis, dan menguji besarnya pengaruh *store atmosphere* terhadap *store image* Restoran Boncafe di Manyar Kertoarjo, Surabaya.

Penelitian ini menggunakan jenis penelitian kausal, sumber data yang digunakan adalah data primer yang diperoleh dari penyebaran kuesioner. Adapun respondennya adalah orang yang pernah berkunjung di Restoran Boncafe di Manyar Kertoarjo, Surabaya yang berjumlah 140 orang, dengan teknik pengambilan sampel *convenience sampling*. Metode pengolahan data menggunakan analisis regresi linear sederhana dan koefisien determinasi. Untuk pengujian hipotesis menggunakan uji *t*.

Berdasarkan hasil pengolahan data dan pengujian hipotesis dapat disimpulkan bahwa hipotesis kerja yang menyatakan diduga *store atmosphere* berpengaruh terhadap *store image* Restoran Boncafe di Manyar Kertoarjo, Surabaya dapat diterima dan terbukti kebenarannya. Nilai koefisien regresi variabel *store atmosphere* (SA) sebesar 0,724 artinya jika *store atmosphere* naik atau turun, maka *store image* Restoran Boncafe di Manyar Kertoarjo, Surabaya akan mengalami peningkatan atau penurunan sebesar 0,724. Terdapat hubungan yang positif antara *store atmosphere* dengan *store image* Restoran Boncafe di Manyar Kertoarjo, Surabaya. Variasi *store atmosphere* mampu menjelaskan variasi *store image* Restoran Boncafe di Manyar Kertoarjo, Surabaya sebesar 52,4%, sedangkan sisanya sebesar 47,6% dijelaskan oleh faktor lain yang tidak diteliti. Hasil analisis juga menyimpulkan bahwa secara keseluruhan konsumen menilai *store atmosphere* Restoran Boncafe di Manyar Kertoarjo, Surabaya menarik, sedangkan *store image* Restoran Boncafe di Manyar Kertoarjo, Surabaya dipersepsikan memiliki citra yang baik.

Keywords: store atmosphere, store image

ABSTRACT

The purpose of this study is to investigate, analyze, and test the magnitude of the effect store atmosphere on store image Boncafe Restaurant in Manyar Kertoarjo, Surabaya.

This study uses a type of causal research, the data sources used are the primary data obtained from questionnaires. The respondents are the people who've been in the restaurant Boncafe in Manyar Kertoarjo, Surabaya, which numbered 140 people, with a sampling convenience sampling technique. Method of processing data using simple linear regression analysis and coefficient of determination. To test the hypothesis using the t test.

Based on the results of data processing and hypothesis testing can be concluded that the working hypothesis which states suspected of store atmosphere affects the image store in Manyar Kertoarjo Boncafe Restaurants, Surabaya can be accepted and proven true. Variable stores the value of the regression coefficients atmosphere (SA) of 0.724 means that if the store atmosphere rises or falls, then store the image in Manyar Kertoarjo Boncafe Restaurants, Surabaya will be increased or decreased by 0.724. There is a positive relationship between store atmosphere to store image in Manyar Kertoarjo Boncafe Restaurant, Surabaya. Variations store atmosphere can explain the variation of store image in Manyar Kertoarjo Boncafe Restaurants, Surabaya by 52.4%, while the remaining balance of 47.6% explained by other factors is not examined. The analysis concluded that overall consumers judge store atmosphere Boncafe Restaurants in Manyar Kertoarjo, Surabaya attractive, while store image Boncafe Restaurants in Manyar Kertoarjo, Surabaya perceived to have a good image.

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