INTISARI

Penelitian menggambarkan *Store Image* Ranch Market di Gerai Basuki Rachmat dan Gerai Galaxy Indah Mall Surabaya.

Pengukuran *Store Image* berdasarkan enam elemen yaitu *product, pricing, store atmosphere, personnel, merchandising, in-store convenience.* Jenis penelitian adalah riset deskriptif. Sumber data yang digunakan adalah data primer yakni dengan menyebarkan kuesioner, dan teknik pengambilan sampel adalah *non probability sampling*. Target populasi adalah konsumen Ranch Market Basuki Rachmat dan Ranch Market Galaxy Indah Mall, laki-laki atau perempuan dengan pendidikan minimal SMA dan telah berbelanja minimal 2 kali dalam 3 bulan. Penelitian ini menggunakan uji realibilitas dan uji validitas untuk menguji kesahihan tiap-tiap pernyataan dalam kuesioner serta mengukur kredibilitas dari pernyataan tersebut. Dalam pengolahan data tersebut menggunakan analisis deskriptif dengan SPSS 18.0 *for windows*.

Hasil yang diperoleh dari penelitian ini, dari enam elemen *Store Image* yang telah diteliti, diketahui bahwa semua elemen mendapatkan penilaian yang positif dari konsumen.

Kata kunci: *store image,* analisis deskriptif, dan *store.*

ABSTRACT

Research describe Store Image Ranch Market in Store of Basuki Rachmat and Store of Galaxy Indah Mall in Surabaya.

Store Image measurement based on the six elements of product, pricing, store atmosphere, personnel, merchandising, and in-store convenience. This type of study is descriptive research. Source data used are the primary data by distributing questionnaires, and sampling techniques are non-probability sampling. The target population is the consumer of Ranch Market Basuki Rachmat and Ranch Market Galaxy Indah Mall, male or female with education is being undertaken with a minimum of high school, a minimum of buying 2 times in 3 months. This study uses test reliability and validity test to test the validity of each statement in the questionnaire as well as measuring the credibility of the statement. In processing the data using descriptive analysis with SPSS 18.0 for windows.

Results obtained from this study, the six elements of Store Image, which has been investigated, it is known that all elements get a positive assessment from consumer.

Keywords: store image, descriptive analysis, and store.