

INTISARI

Gaya hidup masyarakat Surabaya umumnya semakin berkembang seiring dengan munculnya berbagai perubahan yang terjadi di lingkungan sekitarnya. Tak heran jika salon-salon kecantikan saat ini banyak bermunculan. Adanya perubahan pola hidup menyebabkan semakin beragamnya tuntutan dari masyarakat yang harus diperhatikan oleh salon-salon yang ada agar dapat memberikan kepuasan tersendiri bagi konsumennya. Nailpia professional nail salon merupakan salon *franchise* di Surabaya yang menawarkan perawatan yang berhubungan khusus dengan tangan dan kaki. Berdasarkan sisi awal diketahui bahwa *store atmosphere* Nailpia professional nail salon di Mall Galaxy Surabaya dipersepsikan menarik oleh para konsumen, *store image* Nailpia professional nail salon di Mall Galaxy, Surabaya juga dipersepsikan positif oleh para konsumen. Dari sisi awal tersebut dapat dilihat bahwa terdapat kecenderungan *store atmosphere* berpengaruh terhadap *store image* Nailpia professional nail salon di Mall Galaxy, Surabaya. Tujuan dari penelitian ini adalah untuk mengetahui, menganalisis, dan menguji besarnya pengaruh *store atmosphere* terhadap *store image* Nailpia professional nail salon di Mall Galaxy, Surabaya.

Data yang digunakan dalam penelitian ini adalah data primer yang diperoleh dari penyebaran kuesioner. Adapun respondennya adalah konsumen Nailpia professional nail salon di Mall Galaxy, Surabaya yang berjumlah 140 orang, dengan teknik pengambilan sampel *convenience sampling*. Analisis statistik yang digunakan adalah analisis regresi linier sederhana.

Berdasarkan hasil analisis data dapat disimpulkan bahwa hipotesis kerja yang menyatakan diduga *store atmosphere* berpengaruh terhadap *store image* Nailpia professional nail salon di Mall Galaxy, Surabaya dapat diterima dan terbukti kebenarannya. Variasi *store atmosphere* mampu menjelaskan variasi *store image* Nailpia professional nail salon di Mall Galaxy sebesar 38,4%, sedangkan sisanya sebesar 61,6% dijelaskan oleh faktor lain yang tidak diteliti. Hasil analisis juga menyimpulkan bahwa secara keseluruhan konsumen menilai *store atmosphere* Nailpia professional nail salon di Mall Galaxy, Surabaya menarik, sedangkan *store image* Nailpia professional nail salon di Mall Galaxy, Surabaya dipersepsikan memiliki citra yang baik.

Keywords: store atmosphere, store image

ABSTRACT

Society life style surabaya usually more bloom along with appearance various change that happened at environment. It is not strange if beauty parlors in this time many spring up. Alive pattern change existence causes more various it demand from society that must payed attention by existing parlors so that can give satisfaction aloof for the consumer. Nailpia professional nail salon is parlor franchise at surabaya that offered coresponding treatment by hand and Foot. Based on sigi beginning known that store Nailpia's aerospace professional nail parlor at Galaxy's mall surabaya dipersepsikan interesting by consumers, Store Nailpia's image professional nail salon at Galaxy's mall, Surabaya also dipersepikan positive by consumers. From sigi beginning visible that found inclination store influential aerospace towards store Nailpia's image professional nail salon at Galaxy's mall, Surabaya. Aim from this watchfulness is to detects, Analyze, and Testing influence magnitude store aerospace towards store Nailpia's image professional nail parlor at Galaxy's mall, Surabaya.

Data that used in this watchfulness primary data that is got from distribution kuesioner. As to the respondent is Nailpia's consumer professional nail salon at Galaxy's mall, Surabaya that number 140 person, With sample taking technique convenience sampling. Statistics analysis that used simple linear regression analysis.

Based on data analysis result inferential that work hypothesis that declares to guessed store influential aerospace towards store Nailpia's image professional nail salon at Galaxy's mall, Surabaya acceptable and Proved the truth. Variation store aerospace can to explain variation store Nailpia's image professional nail salon at Galaxy's mall as big as 38,4%, while the rest as big as 61,6% explained by factor other hasn't canvassed. Also conclude that analysis result as a whole consumer evaluates store atmosphere Nailpia professional nail salon at Galaxy's mall, Surabaya interesting, While store image Nailpia professional nail salon at Galaxy's mall, Surabaya dipersepsikan has good image.

Keywords: store atmosphere, store image