

## INTISARI

Tujuan penelitian ini adalah untuk mengetahui, menguji dan menganalisis pengaruh *store atmosphere* terhadap *store image* di Potato Head Beach Club Seminyak-Bali.

Penelitian ini menggunakan jenis penelitian kausal. Sumber data yang digunakan adalah data primer yang diperoleh dari hasil penyebaran kuesioner kepada 100 responden dengan menggunakan teknik *convenience sampling*. Responden harus orang yang memiliki tingkat pendidikan minimal SMA yang mengunjungi, membeli dan menikmati makanan maupun minuman di Potato Head Beach Club Seminyak-Bali sebanyak dua kali dalam enam bulan terakhir serta pernah mengunjungi seluruh area di Potato Head Beach Club Seminyak-Bali.

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 penelitian yang menyatakan bahwa diduga *store atmosphere* berpengaruh terhadap *store image* Potato Head Beach Club di Seminyak-Bali dapat diterima dan terbukti kebenarannya. Nilai koefisien regresi variabel *store atmosphere* sebesar 0,455 yang berarti jika *store atmosphere* mengalami kenaikan atau penurunan maka *store image* juga akan mengalami peningkatan atau penurunan sebesar 0,455. Hasil koefisien determinasi adalah sebesar 0,207 yang menunjukkan bahwa variasi *store atmosphere* mampu menjelaskan variasi *store image* Potato Head Beach Club Seminyak-Bali sebesar 20,7% sedangkan 79,3% sisanya dijelaskan oleh faktor-faktor lain yang tidak diteliti dalam penelitian ini. Hasil analisis juga menyimpulkan bahwa secara keseluruhan konsumen menilai *store atmosphere* Potato Head Beach Club Seminyak-Bali menarik dan *store image* Potato Head Beach Club Seminyak-Bali dipersepsikan memiliki citra yang baik.

*Keywords: store atmosphere, store image*

## ABSTRACT

*The aim of this research is to find out, test and analyzing the influence of store atmosphere to store image Potato Head Beach Club Seminyak-Bali.*

*This research uses a kind of causal research. Source of data used is primary data obtained from the results of questionnaires to 100 respondents using convenience sampling technique. Respondents must have the level of education at least senior high school and have been visited, bought and enjoyed the food and drink at Potato Head Beach Club Seminyak-Bali twice in six months and also have been visited the entire area of Potato Head Beach Club Seminyak-Bali. Method of data processing use simple linear regression analysis and coefficient of determination. To test the hypotheses use the t test.*

*Based on the results of data processing and testing hypotheses can be concluded that the research hypothesis stated that the alleged store atmosphere affect the store image Potato Head Beach Club in Seminyak-Bali can be accepted and proven the truth. The value of the coefficient of regression from store atmosphere variables is 0,455 which mean if the store atmosphere as well as increase or decrease then the store image will also experience an increase or decrease of 0,455. The result of the coefficient of determination was indicating that variation 0,207 of store atmosphere able to explain variations of store image Potato Head Beach Club Seminyak-Bali amounted to 20.7% while the remaining 79.3% explained by other factors not examined in this study. Results of the analysis also concluded that overall consumer rate store atmosphere Potato Head Beach Club Seminyak-Bali is attractive and store image Potato Head Beach Club Seminyak-Bali are perceived to have a good image.*

*Keywords: store atmosphere, store image*