ABSTRACT

Iis Aliyantini Nurdilah 21211009 "Effect of Atmosphere Stores and Brand Equity Interest Purchase Survey Of Consumer CV Aldira On Sandal Shoes Cicaheum Bandung", under the guidance of Trustorini Hand, SE., MSi

In this globalization era, price, quality and service is no longer a major consideration for the culinary connoisseur, the current atmosphere (atmosphere) is an important factor One way to win the competition is to create something different. Store atmosphere can be an alternative to distinguish the store sandals with each other. Distinction is necessary because of any business must be found of similar products with different price ranges and even the same thin. Store atmosphere could be more reasons for consumers to be interested and choose where he will visit and buy.

In addition to the effect of store atmosphere on the purchasing power of consumers, brand equity of a product is also the most important thing. Brand is a name, term, sign, or design, or a combination of all these that show the identity of the products or services of one seller or group of sellers and differentiate products from competitors' products. Melakuan author of this study, trying to figure out how the Influence of Atmosphere Stores and Brand Equity Interests Of Consumers Buy In CV Aldira Sandal Shoes Cicaheum Bandung.

The method used in this research using descriptive method and Verivikatif After conducted a literature review and hypothesis formulation, data is done through a method of questionnaires distributed to 180 respondents in the CV Aldira Sandal Shoes Cicaheum Bandung by using random sampling. While the analysis performed by data processing using SPSS 16 for windows. Then analysis the existing DTA using validity, reliability, determination, multiple regression analysis and hypothesis testing using f and t test.

Results of analysis of data from this study shows the results of this study can be received well. Store Atmosphere partial influence on Consumer Interests Buy CV Aldira Sandal Shoes Cicaheum Bandung by 2%, while Brand Equity partial effect on Consumer Interests Buy CV Aldira Sandal Shoes Cicaheum Bandung by 80%.

Keywords: the atmosphere of the store, brand equity and consumer buying interest