

## **ABSTRACT**

*Aunilah Kamal. The Influence of Store Atmosphere and Image of Store to purchase intention with Positive Emotion as Intervening Variable at Gramedia book store of ciputra Mall. (Supervised by Hasyim).*

*The rapidly growing retail development has resulted in intense competition between companies both domestic and overseas. This requires the management of retail companies to develop strategies to survive in the retail industry, especially retail bookstores. One strategy is to provide comfort and improve the image well so that make the loyal customer to the retail company. This study aims to determine the influence of store atmosphere, store image, through positive emotions as a variable intervening on purchase intention at Gramedia book store of Ciputra Mall in West Jakarta.*

*This research was conducted by spreading the questionnaire as much as 200 to the intended respondents. The analysis method used is the validity test, reliability test and Structural Equation Model (SEM) test. The result of this research shows that the influence between store atmosphere to positive emotion, the influence between store image to positive emotion and the influence of store atmosphere to purchase intention. While there is no influence between store image on purchase intention, there is no influence between positive emotions on purchase intention, there is no influence between the store atmosphere of purchase intention through positive emotions and there is no influence between the image of the store of purchase intention through positive emotions.*

**Keyword:** *Store Atmosphere, Image Store, Positive Emotions, Purchase Intention.*

## ABSTRAK

Aunilah Kamal. Pengaruh *Store Atmosphere* dan Citra Toko terhadap Minat Beli Konsumen dengan Emosi Positif sebagai Variabel *Intervening* Di Toko Buku Gramedia Mal Ciputra. (Dibimbing oleh bapak Hasyim).

Perkembangan retail yang begitu pesat menimbulkan persaingan ketat antara perusahaan baik dalam maupun luar negeri. Hal ini mengharuskan pihak manajemen perusahaan retail mengembang strategi untuk bertahan di industri retail khususnya retail toko buku. Salah satu strategi yang di lakukan adalah memberikan kenyamanan dan meningkatkan citra baik sehingga membuat kosumen menjadi loyal terhadap perusahaan retail tersebut. terhadap Penelitian ini bertujuan untuk mengetahui pengaruh *store atmosphere* atau suasana lingkungan toko, citra toko, melalui emosi positif sebagai variable *intervening* terhadap minat beli konsumen di toko buku Gramedia mal Ciputra Jakarta barat.

Penelitian ini dilakukan dengan menyebarkan kuesioner sebanyak 200 kepada responden yang dituju. Metode analisis yang digunakan adalah uji validitas, uji reliabilitas dan uji *Structural Equation Model* (SEM). Hasil penelitian ini menunjukkan bahwa terdapat pengaruh antara *store atmosphere* terhadap emosi positif, terdapat pengaruh antara citra toko terhadap emosi positif dan terdapat pengaruh *store atmosphere* terhadap minat beli. Sementara itu tidak terdapat pengaruh antara citra toko terhadap minat beli, tidak terdapat pengaruh antara emosi positif terhadap minat beli, tidak terdapat pengaruh antara *store atmosphere* terhadap minat beli melalui emosi positif dan tidak terdapat pengaruh antara citra toko terhadap minat beli melalui emosi positif.

**Kata Kunci:** *Store Atmosphere*, Citra Toko, Emosi Positif, Minat Beli Konsumen.