

ABSTRAK

Penelitian ini bertujuan untuk mengetahui, menganalisis, serta menjelaskan tentang: (1) Store Layout pada starbucks galuh mas karawang; (2) citra merek pada produk starbuck galuh mas karawang; (3) minat beli produk starbucks galuh mas karawang. Penelitian ini dilakukan dengan metode deskriptif dan verifikatif dengan analisis jalur (*path analysis*). Jumlah sampel penelitian ini adalah 100 konsumen yang berkunjung ke starbucks galuh mas karawang dengan Teknik sampling *Non Probability sampling*. Berdasarkan hasil uji deksriptif, store layout, citra merek dan minat beli produk starubuck terdapat pada kategori tertinggi. Hasil uji verifikatif menunjukkan bahwa terdapat hubungan atau korelasi antara store layout dengan citra merek. Terdapat pengaruh parsial store layout terhadap minat beli yang positif dan signifikan. Terdapat pengaruh parsial citra merek terhadap minat beli yang positif dan signifikan serta terdapat pengaruh simultan store layout dan citra merek terhadap minat beli pada konsmen starbucks di galuh mas karawang sebesar 75,7% sedangkan sisanya 24,3 % dipengaruhi oleh variabel lain yang tidak diteliti dalam penelitian ini

Kata kunci: *Store Layout*, Citra Merek dan Minat Beli.



ABSTRACT

This study aims to determine, analyze, and explain about: (1) Store Layout at Starbucks Galuh Mas Karawang; (2) brand image of Starbucks Galuh Mas Karawang products; (3) interest in buying Starbucks products, Galuh Mas Karawang. This research was conducted using descriptive and verification methods with path analysis. The number of samples in this study were 100 consumers who visited Starbucks Galuh Mas Karawang with non-probabilistic sampling technique. Based on the results of the descriptive test, store layout, brand image and buying interest in Starbucks products are in the highest category. The verification test results show that there is a relationship or correlation between the store layout and the brand image. There is a partial effect of store layout on buying interest which is positive and significant. There is a partial influence of brand image on buying interest that is positive and significant and there is a simultaneous influence of store layout and brand image on Starbucks consumers in Galuh Mas Karawang by 75.7% while the remaining 24.3% is influenced by other variables not examined in this study.

Keywords: Store Layout, Brand Image and Buying Interest.

