

## ABSTRACT

Wahid, Abdul. 2012 Thesis. Title: The Effect Of Image Store Customer Satisfaction in Java Dancer Coffee Depot malang.

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Image of the store is one of the most important companies in giving satisfaction to customers, one of which is to give the company a positive image to consumers so that consumers are interested to make a purchase of the company. Purpose of this research is to investigate and assess the effect of store image simultaneously and partially consisting of product, pricing, atmosphere, personnel and merchandising to customer satisfaction Java Dancer Coffee Depot in Malang.

This study used a descriptive approach (descriptive reserch) that describe the events in detail. The sample used in this study is primary data is data obtained from the first source either from an individual or individuals as a result of the interview or the results of the questionnaires were made by researchers using the technique Acidental Sampling (by coincidence). The number of samples used in this study were examined by 74 respondents. The collected data is primary and secondary data with observation, interviews, and questionnaires.

The analysis method used is multiple regression with a significance level of 5%. The results of this study indicate that the 5% significance level simultaneously store image variables significantly influence consumer satisfaction with a significance value of 0.000 and 30.626 Fcount value. While partially indicator of product significantly influence consumer satisfaction with the results of the significance of 0.036 and 2.135 tcount. Indicators of significant pricing with the results of significance 0.010 and 2.657 tcount. Indicators have a significant atmosphere with the results and the significance 0.010 2.660 tcount. Indicators of significant personnel with significant results tcount 0.005 and 2.908. Indicators merchandising significant with results tcount significance of 0.029 and 2.225. The results of the most dominant Indicators is on Indicators personnel with significant results tcount 0.005 and 2.908.