

ABSTRACT

A comfortable and homey atmosphere become a consideration for consumer before come and visiting certain café or restaurant. Even more consumer choose to eat at café or restaurant than home based on atmosphere reason in that café or restaurant. And one of them is Pizza Hut Buah Batu branch that have uniqueness and own characteristic compared to other Pizza Hut branch or the other competitor. Based on interview with Manager Area, that only in Pizza Hut Buah Batu branch had a different store atmosphere concept with the other Pizza Hut store in Bandung.

This research used to know the affect of Store Atmosphere toward Brand Image at Pizza Hut Buah Batu. This research is quantitativ, verificative, and descriptive research. The population of this research is a student of Telkom University. The number of samples is 96 respondents, and used a non probability sampling techniques. The data of this research is a primary data based on a questionnaire that has been tested for validity and reliability, meanwhile the data analysis using descriptive statistics analysis, simple regression.

The results is Pizza Hut Store Atmosphere get a good attention from consumers with the percentage is 80.48% and it was in the category of good. As for the Pizza Hut Brand Image get good attention from consumers with the percentage is 84.86% and it was in the category of very good. Store Atmosphere affect significantly to the Brand Image of 29.6% and the remaining 70.4% influenced by other factors are not examined. In this research, the linear regression equation is $Y = 11.280 + 0,448X$, it means if the influence of Store Atmosphere increases by 1, then the Brand Image will grow as big as 0.448.

Keywords: *Store Atmosphere, Brand Image*