

## ABSTRAK

Modernisasi gaya hidup yang dipengaruhi oleh globalisasi dan perkembangan teknologi yang ada menjadikan *fashion item* berbahan dasar kulit menjadi salah satu ikon. Hal ini menjadi peluang bagi perusahaan atau brand fashion untuk dapat menjual dan memasarkannya. Salah satu brand yang berhasil mengambil peluang dan bergerak dalam bidang ini adalah Coach. Coach adalah salah satu brand pelopor yang menghasilkan produk dengan bahan dasar kulit, mulai dari pakaian, tas, sepatu dan pernak-pernik lainnya seperti jam dan sabuk. Kehadiran Coach meningkatkan kegemaran konsumen akan *leather*.

Penelitian ini bertujuan untuk mengetahui bagaimana pengaruh *Store Physical Aspects*, *Store Relianility*, dan *Store Personnel Attention* terhadap *Attitude Toward Store Brand* melalui *Brand Cues Perception* yang didalamnya terdapat *Store Brand Perceived Relative Price*, *Store Brand Perceived Value*, dan *Store Brand Perceived Fucntional Risk*. Manfaat yang diharapkan dari penelitian ini adalah menambah khasanah ilmu pengetahuan di bidang manajemen khususnya seberapa besar pengaruh *brand cues perception* sehingga meningkatkan *attitude toward store brand* yang pada akhirnya akan meningkatkan pembelian konsumen terhadap produk Coach.

Penelitian ini merupakan penelitian kausal. Metode penelitian yang digunakan adalah metode kuantitatif dengan pengolahan data menggunakan SPSS. Pengumpulan data dilakukan dengan penyebaran kuesioner kepada 140 responden dengan karakteristik responden pria dan wanita berumur 18-60 tahun, pernah melakukan pembelian di Store Coach Surabaya dalam kurun 6 bulan terakhir.

Hasil penelitian menunjukkan bahwa *Store Physical Aspects* dengan koefisien regresi sebesar 0.101 secara signifikan mempengaruhi *Brand Cues Perception*, *Store Reliability* dengan koefisien sebesar 0.463 secara signifikan mempengaruhi *Brand Cues Perception*, *Store Personnel Attention* dengan koefisien sebesar 0.429 secara signifikan mempengaruhi *Brand Cues Perception*, dan *Brand Cues Perception* dengan koefisien sebesar 0.967 secara signifikan mempengaruhi *Attitude Toward Store Brand*.

**Kata kunci:** *Store Physical Aspects, Store Reliability, Store Personnel Attention, Brand Cues Perception, dan Attitude Toward Store Brand*

## ABSTRACT

Modernization of lifestyles that are influenced by globalization and the development of existing technology make fashion items made from leather become one of the icons. This is an opportunity for companies or fashion brands to be able to sell and market it. One brand that has managed to seize opportunities and is engaged in this field is Coach. Coach is one of the pioneering brands that produce leather-based products, ranging from clothing, bags, shoes and other accessories such as watches and belts. Coach's presence increases consumer interest in leather.

The purpose of this study was to determine the effect of *Store Physical Aspects*, *Store Reliability*, and *Store Personnel Attention* on the *Attitude Toward Store Brand* through a *Brand Cues Perception* in which there are *Store Brand Perceived Relative Prices*, *Store Brand Perceived Value*, and *Store Brand Perceived Financial Risk*. The expected benefit of this research is to add to the repertoire of knowledge in the management field, especially how much influence brand cues perception can have on increasing the attitude toward store brands which will ultimately increase consumer purchases of Coach products

This research is a causal study. The research method used is a quantitative method by processing data using SPSS. Data collection was done by distributing questionnaires to 140 respondents with characteristics of male and female respondents aged 18-60 years, having made purchases at the Surabaya Store Coach in the past 6 months.

The results showed that *Store Physical Aspects* with a regression coefficient of 0.101 significantly affected the *Brand Cues Perception*, *Store Reliability* with a coefficient of 0.463 significantly affecting the *Brand Cues Perception*, *Store Personnel Attention* with a coefficient of 0.429 significantly affecting *Brand Cues Perception*, and *Brand Cues Perception* with a coefficient of 0.967 significantly affecting the *Attitude Toward Store Brand*.

**Key Words:** *Store Physical Aspects*, *Store Reliability*, *Store Personnel Attention*, *Brand Perception*, and *Attitude Toward Store Brand*