ABSTRACT

The development of Ritel Store Business is increasing rapidly in the few years, we can see it from the increasing amount of mall build in the big city. Because of the high competiton in this business make the entrepreneur have to do they best to survive. In the way or surviving All Bread Bakery management try to make the store looks good by designing store in the creative way. The making of store design can make good effect, but it's also can make the bad or negative effect if we doesn't arrange it nicely. If we have good product with high quality and we doesn't display it well so the product will not make the customer interest.

This research is using questionnaire as a data collecting tool. The questionnaires are given out to the customer of AllBread that already buy at AllBread counter (Jakarta). The sampling using systematic convenience sampling. Kendall spearman correlation and crossectional tabulation analysis are the tools use to know what factor of store design that most influence and how strong the relationship between store design and customer decision making.

From crossectional tabulation analysis we can see that the most relationship factor from store design is design name of AllBread (0,317). Afterward the result from Kendall Spearman correlation test is 0,000 (< 0,05 Ho is refused) that Hi is accepted it's means that store design have relationship with the customer decision making, and the value af coefficient correlation is 0.296 (29,6 %) the number shows that the store design have positive correlation to customer decision making. and the 70,4 % is contribute by another factor.