

ABSTRACT

The retail industry is an important link in the goods distribution process and is the last link in a distribution process. Through retail, a product can meet directly with its users. Most of the products sold are the fulfillment of household needs, including nine basic commodities. An increasingly volatile, complex and increasingly uncertain business environment is a key concern for economists and policy makers. Short-term cyclical fluctuations as a result of the Covid-19 pandemic have rocked almost all sectors of the economy, including the retail industry. The pandemic has caused many retail outlets, both modern and traditional, to be empty of visitors, even to close and go out of business. However, in this case it does not stop the Borma Dago department store in Bandung city from operating as it still maintains a store atmosphere or store atmosphere which is still being implemented. This aims to provide comfort and convenience for shopping at Borma Dago Bandung city and have a good impact on brand development The product image that is marketed through the Borma Dago department store in the city of Bandung is an example of a bakery product from Qut-Qut, which has built its brand image since partnering with Borma Dago in Bandung, but here Qut-Qut itself has problems with building its brand image which is has not been maximized, therefore the author has several objectives in this research.

The purpose of this study is to determine the extent to which the store atmosphere was carried out by Borma Dago on Qut-Qut bakery products, to determine the extent to which the brand image of the Qut-Qut bakery company, to determine how much influence the store atmosphere has on the brand image of the Qut-Qut bakery company. Qut-Qut. This study used a quantitative method with a causal descriptive research type using a simple regression analysis technique, in this study using a sample of 121 respondents. The result of the regression coefficient is + 0.661. This means that every increase in consumer perception of store atmosphere, especially the store atmosphere from Borma Dago Bandung city, increases by one unit and other variables are constant, so it is predicted that brand image will increase by 0.661 units.

The results of the analysis in this study, the respondents' responses related to the extent to which the Borma Dago store atmosphere in the city of Bandung as a whole produced 82,07%. This value is in the Good category. This is because some respondents agreed that the store atmosphere from Borma Dago, Bandung city, has a strategic and convenient location so that consumers who buy bakery products from Qut-Qut also feel comfortable shopping at Borma Dago, Bandung city. Based on the results of the analysis in this study, the brand image variable obtained a value of 84,87%. The continuum line is in the position of the value range of 81.25% - 100%, which exceeds the continuum line, which means it is in the good category. Thus the impact of the Borma Dago store atmosphere on the development of the Qut-Qut brand image has a value of 82.00%. While the remaining 18% is influenced by other factors.

,Keywords : *store atmosphere, exterior, general interior, store layout, interior (point of purchase) display, brand image, Qut-Qut bakery*