

## **ABSTRACT**

*This study aims to analyze the effect arising from the store atmosphere and quality of service to the image of the store and its implications to consumer purchase intention on Indomaret's stores in Tembalang sub-district. Variables was used in this research are store atmosphere and service quality as an independent variables, store image as an intervening variable and purchase intention as a dependent variable.*

*As many as 135 consumers of Indomaret's stores in Tembalang sub-district are used as samples of this research. Data was collected using questionnaire which with non-probability purposive sampling method. Test method is Maximum Likelihood analysis with AMOS program version 20.0.*

*The results showed that store atmosphere directly giving positive and significantly influence store image and purchase intention, service quality directly giving positive and significantly influence store image but it had no effect to purchase intention and store image directly giving positive and significantly influence purchase intention. Therefore, to increase consumer purchase intention, Indomaret's stores in Tembalang sub-district should increase their store image through increasing store atmosphere and service quality.*

*Keywords: Store Atmosphere, Service Quality, Store Image and Purchase Intention.*