**ABSTRAK**

**ANALISIS CITRA TOKO (*STORE IMAGE)* OTSKY DAN ORAQLE**

**DI BANDARLAMPUNG**

**Oleh :**

**M.HAFIZUL HAK**

Penelitian ini bertujuan untuk melihat apakah terdapat citra toko antara Otsky dan Oraqle, dimana dalam penelitian ini yang menjadi variable nya citra toko (*store image*). Populasi dalam penelitian ini adalah konsumen yang sudah melakukan pembelian minimal satu kali di Otsky dan Oraqle di Bandar Lampung. Penarikan sampel yang digunakan dalam penelitian ini adalah *non-probability Sampling* dengan menggunakan teknik *purposive sampling* yang dimana pengambilan sampel berdasarkan pada kriteriakriteria tertentu yang telah ditentukan oleh peneliti. Sampel dihitung menggunakan rumus Z-score sebesar 96 dan dibulatkan menjadi 100 responden. Metode pengumpulan data dilakukan dengan survei dan kuesioner. Metode analisis data pada penelitian ini dengan menggunakan analisis Multidimentional Scaling. Hasil penelitian dapat disimpulkan bahwa positioning dua dimensi atribut *Store Image* produk Oraqle dan Otsky tidak memiliki kemiripan secara keseluruhan dan konsumen tidak membedakan produk satu sama lain nya.

Kata Kunci : Harga, Lokasi, Barang Dagangan, Fasilitas Fisik, Pelayanan Konsumen.

**ABSTRACT**

**OTSKY AND ORAQLE STORE IMAGE ANALYSIS IN BANDAR LAMPUNG**

By:
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The retail industry in Indonesia is currently very competitive. It requires every company to take improvement steps and good strategies to compete with the competitors. It occurs in maintaining their existence and increase the income generated.

The purpose of this study was to determine the differences in the image of Otsky and Oraqle stores in Bandar Lampung. It was reviewed at the location, interior, merchandise, service, and price range dimensions.

This method of this study used quantitative research. The population in this study was Otsky and Oraqle consumers who have done one-time purchase transaction. The sampling of this study used non-probability sampling using a purposive sampling technique. The sampling was based on adolescent criteria, ranging from junior high school to S1, and ages ranging from 15 years to 30 years and they have made a purchase transaction at Oraqle and Otsky Store. The data analysis method of this study used the Multidimensional Scaling analysis.

The results of this study explained that the two-dimensional positioning of Oraqle and Otsky's Store Image attributes did not have a similarity overall and consumers did not differentiate their products from each other.

**Keywords: Price, Location, Merchandise, Physical Facilities, Consumer services**