

***THE EFFECT OF STORE ATMOSPHERE TOWARD CUSTOMER DECISION OF
MUJIGAE BIBIMBAP & CASUAL KOREAN FOOD
(Case Study of Mujigae Cihampelas Walk Bandung)***

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ABSTRACT

Store atmosphere has an influence on the selection of products customers are predictors of customer purchase decisions. This study aims to determine the responses of respondents regarding the store atmosphere and customer purchasing decisions on Mujigae as well as to determine how much influence the simultaneous and partial store atmosphere on purchasing decisions Mujigae. This research uses a causal research methods and sampling techniques convenience sampling. The number of samples taken were 400 who are consumers of Mujigae Bibimbap & Casual Korean Food Ciwalk Bandung. The data analysis technique used is descriptive analysis, a classic assumption test, multiple linear regression, hypothesis testing simultaneously (ftes), partial hypothesis testing (Ttes), the correlation coefficient and the coefficient of determination. Based on the results of the analysis can be concluded that the respondents about the store atmosphere and purchasing decisions Mujigae & Casual Bibimbap Korean Food Ciwalk Bandung is very good. Simultaneously, store atmosphere significantly influence customers' purchasing decisions. Partially, exterior (X1), general interior (X2), store layout (X3), and the interior display (X4) significantly influence the purchasing decisions of customers. From the research, the authors provide suggestions for Mujigae Bibimbap & Casual Korean Food as widen the hallway stairs, rearrange the order of the menu for easy selection, and continue to follow the decor "K-pop" appropriate ongoing trend.

Keywords: *Store atmosphere, Customer Decision*
