

ABSTRACT

Nowadays Sumedang become one of many cities that keep develop. Seen from the economical development that keeps increase. This thing may cause there are some Café, coffee shop, and etc that appear in Sumedang, from all of café which are in Sumedang there are 2 top of mind café according to the citizens in Sumedang, there are Selaz café & Restaurant and Arosa café & Restaurant, both of them have the same thing in terms of income, visitor, also the segmentation, but they are have a different store atmosphere, due to this it necessary to do a research about a comparative consumer perception about the store atmosphere in both café.

This research aim is to know the comparative consumer perception about the store atmosphere in Selaz café & Restaurant and Arosa Café & Restaurant, which in the independent variable consist of four element, that are exterior, general interior, store layout, and interior displays.

The research methodology that used in this research is descriptive analysis and mann-whitney different experiment. The method that used to collecting data was by distributing questionnaire to 100 respondents whose are the consumer of Selaz Café & Restaurant and 100 respondents whose are consumer of Arosa Café and Restaurant.

Based on the data analysis, can be conclude that consumer perception about the store atmosphere in Selaz Café & Restaurant included to the well category, also with the consumer perception about the store atmosphere in Arosa Café & Restaurant included to the well category. Based on the use of Mann-Whitney different experiment found that there are a different consumer perception about the store atmosphere on both café.

Keywords: Exterior, General Interior, Interior Displays, Store Atmosphere, Store Layout.