

ABSTRACT

Business competition in the field of coffee shop currently requires coffee shop owners to create advantages that can compete and influence consumer purchasing decisions. The advantage that coffee shop owners can create is by creating and improving store atmosphere well.

This reaserch aims to determine the influence of store atmosphere consisting of exterior, general interior, store layout and interior (point-of-purchase) display to consumer purchasing decision at Roemah Kopi Bandung. The method used is a quantitative method with descriptive and causal research. The types of data use primary and secondary data, while the techniques used in collecting data are interviews, questionnaires and literature studies. The take of sample using non-probability sampling method of incidental sampling type with 100 respondents. Data analysis techniques used descriptive analysis and multiple linear regression analysis.

The results showed that store atmosphere and consumer purchase decision in Roemah Kopi are in good category. Based on the results of hypothesis testing simultaneously, store atmosphere has a positive and significant impact on consumer purchasing decisions. The amount of influence of store atmosphere to purchase decision is equal to 65,1% and the rest influenced by other factors such as product quality factor and price not examined in this research. Based on the partial hypothesis test, the sub-variable of exterior, store layout and interior (point-of-purchase) display have positive and significant influence to consumer purchasing decision, while sub variable general interior no significant effect to consumer purchasing decision at Roemah Kopi Bandung. Store layout has the greatest influence followed by interior (point-of-purchase) display and exterior. While sub variable of general interior has the least influence and not significant to consumer purchase decision.

Keyword: Store Atmosphere, Consumer Purchasing Decision