ABSTRACT

This research aims to see how is the Store Atmosphere at Warunk Upnormal Buahbatu. How is the Purchase Intention at Warunk Upnormal Buahbatu, and to calculate how big the influence of Store Atmosphere towards Purchase Intention of Warunk Upnormal Buahbatu.

This research is descriptive and causality with 100 respondents as object research, the respondents were from the consumers that have visited Warunk Upnormal Buahbatu. The scale that is used in this research is likert scale with the sample of 30 respondents. The research method that is being used is quantitative method. Sampling was done with non-probability method with accidental sampling type, the number of respondent is 100 people that have visited Warunk Upnormal Buahbatu. Analysis data technique that is being used is simple linear regression analysis. Store Atmosphere has a positive and significant simultaneously towards Purchase Intention by 60,06% and the other 39,04% was influenced by other factors that is not being investigated in this research.

Key Words : Store Atmosphere, Purchase Intention, Simple Linear Regression Analysis.