

## **ABSTRACT**

### ***The Influence Of Store Atmosphere On Purchasing Decision At Djoeroe Masak Café in Bandung***

*Bandung West Java provincial capital became one of the destinations of domestic and foreign tourists. One tourist destination is the main attraction of the tourists is that there is a culinary tour in the city of Bandung. Several restaurants and cafes offering a variety of advantages and uniqueness to compete in attracting consumers one of them is Djoeroe Masak Bandung. One factor that has an influence on purchasing decisions is a store atmosphere. This study aims to determine consumer respons regarding implementation of store atmosphere and consumer purchasing decision in Djoeroe Masak Bandung.*

*In this research method used is simple linier regression. The study population are consumers of visitors café Djoeroe Masak Bandung where samples are taken of 100 respondents.*

*The results showed that the store atmosphere significantly influence the purchasing decisions of 0,309 means that store atmosphere influence purchasing decisions by 30,9% the rest  $(100)-30,9\% = 69,1\%$  influenced by other variables are not investigated.*

**Keywords :** *Store Atmosphere, Purchasing Decision and Djoeroe Masak Cafe*