

ABSTRACT

Bandung is one tourism destination city and culinary diversity. Retail presence as restaurant fast food, restaurant, diner, cafe, coffee shop increasingly bertambah number to evidence of intense competition and baverage food retail industry in Bandung. One that is present among the many coffee shops that exist in the city of Bandung is Selasar Kopi Bandung. Changes in lifestyle, tastes, and ordinances to enjoy and consume food and beverages in the community to encourage culinary entrepreneurs to new ideas about the coffee shop that is considered to be more modern and will be preferred. The price, quality and service will no longer be a primary consideration for consumers culinary connoisseur, but at this time store atmosphere is also a factor in attracting consumers to buy. This study aims to determine consumer response regarding the implementation of Store Atmosphere and consumer purchasing decisions in Coffee Selasar Bandung

This research is descriptive quantitative data were collected through questionnaires to 100 respondents were obtained using Bernoulli approach. In this study using simple linear regression method.

The results showed that the store atmosphere significantly influence the purchasing decisions of 0.89 means that store atmosphere influencing buying decision for 89% rest influenced by other variables not examined.

Keywords: Store Atmosphere, Purchase Decision