

ABSTRACT

This study is based on problems of store atmosphere by consumers in cafe benne Bandung. And the interviews showed the persistence of the complaints against towards to store atmosphere provided in cafe bene. Store atmosphere and purchase intention is closely related because most all of consumer first impression to a cafe is a store atmosphere, such as exterior, general interior, store layout, and interior display, this is the reason why a consumer has an interest or not to visit those cafe. The purpose of this study was to determine the effect of store atmosphere dimensions of store atmosphere are exterior, general interior, store layout, and interior display toward to purchase intention.

Using descriptive and causal. Sample in this research were 100 consumers at cafe benne Bandung, samples were taken by using non probability sampling, and incidental sampling method, and the data collected have been analyzed by using statistical techniques descriptive analysis and multiple regression.

The results of this research is exterior, general interior, store layout, and interior display, were significantly and simultantly affecting consumers purchase intention as 80,5%. Exterior, general interior, store layout, had significant affected patien satisfied partially.

Kata Kunci : *Store Atmosphere, Purchase Intention , Multiple Regression.*
