

ABSTRACT

The city of Bandung have places eat like cafe and restaurant that has the unique. Paradox marketing used for the purpose of that people target get another atmosphere of life. Store atmosphere could be alternative to distinguish cafe of other. One cafe being in demand by a number of visitors is Little Wings, cafe this takes the theme shades library and home who interesting and unique like home Barbie.

This research including the kind of research descriptive and uses the quantitative research involving 100 consumers Little Wings Bandung as respondents. With uses the technique of sampling non-probability and use purposive of sampling. Data analysis used in this research was regression analysis linear simple.

From the research can be concluded that the application of store atmosphere done by Little Wings Bandung cafe located on the score 76,96% and enter good category. About the response of consumers over the decision of the purchase process may be seen from the percentage the average total of a whole is as much as 81%, and stores influenced by other factors. In this research should be better store atmosphere applied by Little Wings Bandung cafe. The higher tendency consumers to buy.

Keywords : *Paradox Marketing, Store Atmosphere, Purchase Decision*