

ABSTRACT

Warung salse is one café in Bandung especially in the area Dago Giri No. 101 Bandung. Growth in the number of café in Bandung is increasing every year. Of every café has a unique and characteristic of each. This study aims to measure Store Atmosphere (X1), Brand Image (X2) Buying Decision Against (Y) with Purchase Decision (Z) as an intervening variable. And to know which variable is the most dominant. The method is using Path Analysis (Path Analysis). The amount of influence Store Atmosphere (X1) on purchase decisions (Y) is 0.091, or 9.1%. The magnitude of the effect of Brand Image (X2) on purchase decisions (Y) is 0.581 or 58.1%. X1,2 predictor regression coefficient value is significant and there is a significant effect of the variable Store Atmosphere and Brand Image Purchase Decision Against simultaneously. Both independent variables had an influence on the dependent variable that is equal to 0.376 or by 37.6%. The amount of influence purchase decision (Y) against Customer Satisfaction (Z) is 0.647 or 64.7%. The conclusion is X1,2,3 significant predictor coefficient and significant influence of the variable Store Atmosphere (X1), Brand Image (X2), Purchase Decision (Y) against Customer Satisfaction (Z) simultaneously. shown by R square of 0.502 or 50.2%. While the remaining 49.8% is influenced by other factors not known.

Keywords: *Store Atmosphere, Brand Image, Purchase Decision, and Customer Satisfaction*