

ABSTRACT

Based on data from the Central Statistics Agency Bandung in 2012-2014 the number Cafe and Resto in Bandung increasing. With the increasing number of businesses in the culinary field, every company should have the marketing strategies that can make a company survive in competition. One of the most in demand by visitors during a visit to Bandung is a culinary tourism, especially in cafes and restaurants. Application of store atmosphere is one marketing strategy that can be done by the company as a good store atmosphere that can attract the attention of consumers, making consumers convenient and comfortable for long were in the cafe or restaurant. The purpose of this study was to determine the application store atmosphere on Indischetafel Restaurant Bandung 2016.

The method used is descriptive research method, where this study was defined as a study that tried to describe a phenomenon or event systematically and in accordance with what it is. The data collection was done by interviewing the informant or respondent, observation, and literature.

The results showed that Indischetafel restaurant carries the concept of store atmosphere that can provide different experiences perceived by visitors Indischetafel restaurant.

Keywords: Marketing Management, Marketing Mix, Store Atmosphere.