

ABSTRACT

The number of tourists who visited the city of Bandung based on data from the Department of cultures and Tourism Bandung in 2010-2013 increased. This increase is not separated from the role of local government is heavily promoting the tourism potential of the city of Bandung as a culinary travel, fashion, shopping, family recreation and nature. One of the most in demand by visitors is a culinary tour at Café berinterior particularly interesting. Store Atmosphere is one of the innovations in decorating the shop atmosphere at Café to attract the attention of consumers, making consumers convenient and comfortable for long was in the Cafe. So the goal of this study was to determine how the application Store Atmosphere on Karnivor Resto, to find out how the Purchase Decision on Karnivor Resto, and to know how big the Influence of Store Atmosphere on the Purchase Decision on Karnivor Resto.

This research is a descriptive study of causal and quantitative research methods. By using a non-probability sampling techniques and using purposive sampling. Methods of data collection using questionnaires. Analysis of the data used is simple linear regression analysis.

The results showed that significantly influence the Atmosphere Store Purchase Decision by 55.4%. The rest 49.6% (from 100 to 55.4%) is influenced by other variables not studied, such as consumer psychology, consumer characteristics, and Stimulus Marketing, Other stimuli.

Keywords: Store Atmosphere, Purchase Decision, Karnivor Resto