

ABSTRACT

The background of this research is because there are store atmosphere related problems that are felt by consumers in the Bojongsoang branch of Shinju Ramen. Based on the results of the pre survey and interview, there were still problems related to store atmosphere in Shinju Ramen Bojongsoang branch. Store atmosphere has an influence on purchasing decisions because consumers often judge a restaurant based on their first impression by looking at the restaurant's store atmosphere. This is the reason a consumer determines to make a purchase decision or not at the restaurant. The purpose of this study is to determine the effect of store atmosphere on consumer purchasing decisions.

The research method used is a quantitative method with descriptive and causal types. The population of this study was consumers of the Bojongsoang branch of Shinju Ramen who had made a purchase decision, the sampling technique used was non-probability sampling method with a purposive sampling method, with a number of respondents as many as 100 respondents. Then, for data analysis used descriptive analysis and simple regression analysis by testing hypotheses using the t test.

The store atmosphere at the Bojongsoang branch of Shinju Ramen reached a value of 71.42%. This shows that store atmosphere is included in the good category, consumer purchasing decisions at the Bojongsoang branch Shinju Ramen reached 77.87%. This shows that consumers have a high intention to visit the Bojongsoang branch of Shinju Ramen. The results of this study are that store atmosphere influences consumer purchasing decisions by 37.1% while the remaining 62.9% is influenced by other factors not examined in this study

Keywords : Store Atmosphere, Purchase Decision, Ramen