

## ABSTRACT

*The Covid-19 pandemic caused a 35% decrease in income at Aditi Coffee House & Space, the Covid-19 pandemic had an impact where people would rethink to make purchasing decisions for something that is considered not a primary need in the era of the Covid-19 pandemic. As a result of the Covid-19 pandemic, consumer behavior shows that cleanliness and safety are the most important factors today that have an influence in making purchasing decisions. Store atmosphere and prices are strategic efforts to improve purchasing decisions by adapting to changes due to the Covid-19 pandemic. The purpose of this study was to determine the effect of consumer behavior, store atmosphere, and prices on purchasing decisions at Aditi Coffee House & Space in the era of the Covid-19 pandemic.*

*This research uses descriptive research with a quantitative approach. The data analysis technique used descriptive analysis, classical assumption test, multiple linear regression analysis using SPSS 25. The population in this study were Indonesians who had visited and made purchases (transactions) at Aditi Coffee House & Space in Bandung City during the pandemic era. Covid-19 with a sample size of 100.*

*Based on the results of the descriptive analysis, it is concluded that the percentage of the Consumer Behavior variable (X1) is 78.72%, the percentage of the Store Atmosphere variable (X2) is 84.7%, the percentage of the variable Price (X3) is 82.77%, and the percentage of Purchase Decision (Y) is 82.18%. Consumer Behavior, Prices and Purchase Decisions as a whole are in the good category and the Store Atmosphere is in the very good category.*

*The conclusion of this study is based on the results of hypothesis testing, the calculated F value is 211,108 with a probability of 0,000, which is below 0.05. This shows that consumer behavior, store atmosphere and prices together have a significant influence on purchasing decisions at Aditi Coffee House & Coffee in the era of the Covid-19 pandemic. It is recommended for Aditi Coffee House & Space to be more complete in implementing health protocols for employees such as using a faceshield and gloves.*

*Keywords: consumer behavior, store atmosphere, price, purchase decisions*