

## ABSTRACT

*Store atmosphere is one of the important strategies in the field of marketing, because by applying good store atmosphere elements can influence the emotions and feelings of customers to take an action in purchasing the products offered. In addition, some consumers in Indonesia have an unplanned character in making purchases (impulse purchases) caused by emotional and spontaneous attraction to a certain atmosphere, and often consumers no longer involve rationality in the decision-making process in purchasing a product. this impulse purchase is an act of consumers in buying products that are made spontaneously. Based on this, this study aims to determine the effect of store atmosphere on impulse buying by customers at Kebon Jati Cilegon restaurant. The questionnaire was used as a primary data collection instrument for the causal descriptive quantitative research method used in this study. Sample calculation using the Taro Yamane formula, the number of samples determined was 97 people. In this study, researchers distributed questionnaires via google form to all consumers of Kebon Jati Cilegon restaurant. The data analysis technique uses simple linear regression, the coefficient of determination and the t test. The results showed that the respondents' responses to the store atmosphere of Kebon Jati Cilegon restaurant were in the high category, obtained a score of 4268, so it can be seen that the respondents' responses regarding the store atmosphere (X) were in the good category. Respondents' responses to the Impulse Buying (Y) variable obtained an actual total score of 3415, it can be seen that the respondents' responses regarding Impulse Buying (Y) are included in the Impulsive Enough category. The results of the regression calculation in the table above, the regression equation  $Y = 5.233 + 0.909X$  can be obtained, from the hypothesis regarding the effect of store atmosphere on impulse buying at Kebon Jati Cilegon restaurant, a positive direction regression coefficient is obtained and the t value is 9.739 and the t table value is 1.985. So that the tcount value is greater than the ttable ( $9.739 > 1.985$ ) with a significance of 0.000. The significance value is smaller than 0.05. This shows that  $H_0$  is rejected and  $H_a$  is accepted. The results of the coefficient of determination test have described the known R Square value obtained of 0.897, which means that 89.7% of impulse buying can be explained by the independent variable store atmosphere. While the remaining 10.3% is explained by other factors not examined in this study.*

**Keywords :** *Store Atmosphere, Impulse Buying, Restaurant*