

## **ABSTRACT**

*Cafe D'Pakar is a cafe that has a unique concept to grab perceptions of consumers with store creation strategies unique and exciting atmosphere . Store atmosphere is the atmosphere in visual communication design , lighting, color , music , and scents that stimulate perception and emotional response of consumers and affect their buying behavior*

*This study aims to analyze how consumers' perception of store atmosphere at the cafe D'Pakar Bandung. This study uses a quantitative approach. Sample in this study of 400 consumers with non probability sampling method. The research instrument used questionnaires and using descriptive analysis with continuum line. Using variables and sub-variables Store Atmosphere exterior, interior general, store layout and interior displays.*

*The results showed that the exterior get a score of 78.86, general interior get a score of 79.71, store layout to get a score of 79.27, interior displays get a score of 80.96 and the overall store atmosphere at the cafe D'Pakar Bandung which amounted to 79.47 % It so it can be concluded that the respondents agree with the store atmosphere at the cafe D'Pakar Bandung can be quite good.*

*Keywords: Perception, Store Atmosphere*