

## **ABSTRACT**

*The number of restaurants and cafés which popping make culinary businessman must establish unique strategy to grab the perception of consumers. The strategy is the creation store atmosphere that unique and interesting. Nanny's Pavillon Home is a unique and conceptual restaurant. Store atmosphere is design of an environment through visual communications, lighting, colors, music, and scent that stimulate customers perceptual and emotional responses and ultimately affect their purchase behavior. This study aims to analyze consumer perception of store atmosphere Nanny's Pavillon Home. This study uses quantitative approach. The sample in this study was 400 customers with non-probability sampling method and sampling techniques purposive. The research instrument used questionnaire and analyzed using descriptive analysis. Based on the results, Nanny's Pavillon Home's exterior obtain an average score of 4.0992, general interior obtain an average score of 4.1156, store layout obtain an average score of 4.19625, interior display obtain an average score of 4.20125, and store atmosphere overall obtain an average score of 4.11505. The conclusion of this study, consumer perceptions about the exterior, general interior, store layout, interior display and store atmosphere in every category mentioned is very good, but there are some aspects that would be better if some improvement such as redecorating done periodically, adding new technologies, expanding the parking lot for convenience of consumers.*

*Keywords : Perception, Store Atmosphere, Restaurant*