

ABSTRACT

West Java Capital Region Bandung city is became one of the tourism destinations of domestic and foreign tourists. One of tourist destination that became the main attraction of the tourists are culinary contained in Bandung. Several restaurants and cafes offering a variety of advantages and uniqueness to compete in attracting consumers one of which is the Siete Cafe Bandung. One of the factors that have an influence on consumer purchase decisions are Store Atmosphere.

The objective of this research is to analyze how much the influence of Store Atmosphere on Consumer Buying Decision at Siete Cafe Bandung. This research is used quantitative method with the type of research is a descriptive study and causal. Sample taken by non-probabilty sampling method accidental sampling type, the number of respondents is 100 respondents. Then, for data analysis used in this research is descriptive analysis and multiple linear regression analysis.

Based on the results of hypothesis testing to simultaneously Store Atmosphere positive and significant effect on consumer purchasing decisions in the Siete Cafe Bandung, this is proven by $F_{hitung} > F_{tabel}$ ($18,597 > 2,467$) with the level of significance $0.000 > 0.005$. Based on the results of the test of the hypothesis partially obtained variable Exterior, General Interior, and Interior Display a positive and significant impact on consumer purchasing decisions in Siete Cafe Bandung. Based on the coefficient of determination is obtained that store atmosphere is able to explain the purchasing decision by 43,9% and the rest of 56,1% of them by the other factors are not examined in this research such as price, service quality.

Conclusion of this research, the implementation of Store Atmosphere in Siete Cafe Bandung is already in good categories, but there are some aspects that it will be better if do the improvement such as store display name, parking facilities, music, temperature, distance and strategy creation settings display on special days.

Key Words : Store Atmosphere, Consumer Purchasing Decision, Restaurant