

ABSTRACT

The number of tourist who visit the city of Bandung based on data from the Department of cultures and Tourism Bandung in 2010-2013 increased. This increase is not separated from the role of local governments are aggressively promoting the tourism potential of the city of Bandung as culinary, fashion, shopping, family recreation and nature. One of the most in demand by visitors is culinary tourism, especially in the Coffee Shop which is interior interesting. Store Atmosphere is one of the innovations in decorating the shop atmosphere at the Coffee Shop to attract the attention of consumers, making consumers convenient and comfortable for long being at the Coffee Shop.

The purpose of this study was to determine how the application Store Atmosphere at Coffee Shop Kopi Progo, to know how to Purchase Decision on Coffee Shop Kopi Progo, and to know how big Influence on Purchase Decision Atmosphere Store at Coffee Shop Kopi Progo.

This research is a descriptive study of casual and quantitative research methods. By using a non-probability sampling techniques and using purposive sampling. Methods of data collection using the questionnaire. Analysis of the data used is sampling linear regression analysis.

The result showed that the Store Atmosphere significantly influence the purchase decision of 20.3%. The rest 79.7% (100 to 20.3%) influenced by other variables not studied, such as promotion, brand image, etc.

Keywords: Store Atmosphere, Purchase Decision, Coffee Shop