

## **ABSTRACT**

*This study aims to determine the implementation Store Atmosphere at retail businesses in Rumah mode factory outlet Bandung in 2015. By conducting qualitative research methods such as interviews and observations to the informant who is a supervisor Rumah mode factory outlet. Interviews were conducted in depth to the resource on the application of store atmosphere and business strategies that are used in Rumah mode factory outlet Bandung in 2015. The application is not yet fully apply the store atmosphere in Rumah mode factory outlet business causing no maximum on the application of store atmosphere.*

*Through research titled “Analysis Of Store Atmosphere Rumah Mode Factory Outlet Bandung in 2105” writer conducting research to know more about Store atmosphere conducted by Rumah mode factory outlet. Research method used is qualitative research method through the primary data sources namely the data collected directly by writer through direct observation with interviews and using secondary data is through the literature study.*

*The result of this research is that Rumah mode factory outlet uses the concept of Store atmosphere can provide different experiences perceived by visitors Home fashion factory outlets.*

*Key words: Store Atmosphere, Rumah Mode*