

ABSTRACT

Bandung is the place to look for the thrill of Shopping, as well as the satisfaction score in past social life, family, and togetherness. Changes in lifestyle, tastes, and ordinances in enjoying and consuming food and beverages on the public to encourage culinary entrepreneurs to new ideas about the cafe that is considered to be more modern and will be preferred. Cafe is present among the many cafe in the city of Bandung is Lisung The Dago Boutique & Resto Bandung preferred and popular in Bandung but there are flaws in the interior display. The purpose of this study was to determine the effect of store atmosphere on consumer purchasing decisions on Lisung The Dago Boutique & Resto Bandung.

This type of research is descriptiv research with a causal approach. Non-probability sampling method incidental sampling. Respondents in this study consisted of 100 customers Lisung The Dago Boutique & Resto Bandung. Data collected from 25 statement then processed using IBM SPSS 20 and analysis using multiple linear regression method.

Descriptive analysis showed that the store atmosphere has a percentage of 76.68% and consumer purchasing decisions in Lisung The Dago Boutique & Resto Bandung amounted to 81.68%. These percentages show that the store atmosphere and consumer purchasing decisions on Lisung The Dago Boutique & Resto Bandung included in their category. Based on the hypothesis of determination to get results that store atmosphere has the effect of 52.3% on consumer purchasing decisions. While 47.7% are influenced by other factors outside the store atmosphere. Based on conclusions of the analysis are expected Lisung The Dago Boutique & Resto Bandung can improve store atmosphere that can influence consumer puchasing decisions that are good implementation.

Keywords: Store Atmosphere, Purchase Decision, Lisung Bandung