

ABSTRACT

Bandung deserve to be the center of culinary arts studies Indonesia. Because the culinary emerged from Bandung has always been a culinary trends. Speaking culinary business will not be off to do with the proliferation of cafes in each region. Kafe according to Indonesian dictionary is the place to eat and drink that visitors can order a variety of foods and drinks that visitors entertained with a variety of entertainment, such as music. Growth cafe in Bandung today can be said to be sufficiently developed. Nom Nom Eatery Bandung is one of the cafes enjoy doing in the city of Bandung. However, there are shortcomings in the exterior and store layout. The purpose of this study was to determine the effect of store atmosphere on the consumer buying interest at the cafe Nom Nom Eatery Bandung.

Marketing is a social process with the individuals and groups obtain what they need and want by creating, offering and freely exchanging products and services of value with others. Store atmosphere is one element of the retailing mix that must be considered in building a retail business. Berman and Evans (2010: 508) states that the atmosphere is defined as a physical character shop projecting an image to the consumer. Basically, buying interest reset a person's behavior caused by past behavior that directly affects the interest to consume at a time will come (Hasan, 2013: 131). The hypothesis proposed research and reinforced through the underlying theory or journals and the results of previous research in this study is "Store Atmosphere significantly influence consumer repurchase interest at the cafe Nom Nom Eatery".

This research is a descriptive study with a causal approach. Nonprobability incidental sampling sampling method. Respondents in this study consisted of 100 customers Nom Nom Eatery Bandung. Data collected from 24 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 77.8% and consumer repurchase interest Nom Nom Eatery Bandung 81.1%. These percentages show that the store atmosphere and consumer repurchase interest Nom Nom Eatery Bandung included in either category.

Based on the hypothesis of determination to get results that store atmosphere had 80.6% influence on purchasing decisions. Whereas 19.4% influenced by other factors outside the store atmosphere.

Keywords: Kafe, Repurchase Interest, Store Atmosphere