

ABSTRACT

The growth of restaurants and cafes in Bandung today can be said to be sufficiently developed . Nom Nom Eatery Bandung is one of the cafes that enjoy doing in the city . The aim of this study was to determine the effect of store atmosphere on purchasing decisions on the Nom Nom Eatery Bandung .

This research is a descriptive study with a causal approach . The study population is not known that a sample using nonprobability sampling techniques with incidental sampling method . Determination respnden use bernauli so on get 100 respondents . Questionnaire data processed by SPSS 20 by the method of multiple linear regression analysis .

Descriptive analysis showed that the store atmosphere has a percentage of 69.84 % and a purchase decision Nom Nom Eatery Bandung was 68 % . Shows that the percentage of store atmosphere and purchasing decisions Nom Nom Eatery Bandung included in both categories .

Based on the test T is known exterior variable (X1) and store layout (X3) no significant positive effect on the purchase decision variable (Y) . As for the General variable interior (X2) and the variable interior display (X4) by T test known significant positive influence on purchase decisions (Y) . And the results of the test F exterior , general interior , store layout and interior simultaneously positive and significant impact on product purchasing decisions Nom Nom Eatery . Based on the hypothesis of determination to get results that store atmosphere has the effect of 72.1 % against 27.9 % pembelian. Sedangkan decision influenced by other factors outside the store atmosphere .

Keywords: Cafe, Purchase Decision, Store Atmosphere