

ABSTRACT

The Influence Of Store Atmosphere On Purchasing Decision At Djoeroe Masak Café in Bandung

Bandung West Java provincial capital became one of the destinations of domestic and foreign tourists. One tourist destination is the main attraction of the tourists is that there is a culinary tour in the city of Bandung. Several restaurants and cafes offering a variety of advantages and uniqueness to compete in attracting consumers one of them is Djoeroe Masak Bandung. One factor that has an influence on purchasing decisions is a store atmosphere. This study aims to determine consumer respons regarding implementation of store atmosphere and consumer purchasing decision in Djoeroe Masak Bandung.

In this research method used is simple linier regression. The study population are consumers of visitors café Djoeroe Masak Bandung where samples are taken of 100 respondents.

The results showed that the store atmosphere significantly influence the purchasing decisions of 0,309 means that store atmosphere influence purchasing decisions by 30,9% the rest $(100)-30,9\% = 69,1\%$ influenced by other variables are not investigated.

Keywords : *Store Atmosphere, Purchasing Decision and Djoeroe Masak Cafe*