

## **ABSTRACT**

### ***The Effect of Store Atmosphere On Purchase Intention***

***(Case Study Congo Café and Resto on Student Of Telkom University Faculty of Applied Sciences)***

*Bandung is the capital of West Java province in ancient times known as Parijs van Java (Dutch) or "Paris of Java," it makes Bandung as one tourist destination. Congo Cafe has the appearance of artistic and futuristic buildings, so that came to Congo Café and Resto consumer will feel very comfortable atmosphere for visitors.*

*Congo Café and Resto is located in North Bandung area, this cafe is interesting to became on object of study to know the application of Store Atmosphere conducted by the Congo Café and Resto. Congo Café and Resto Store Atmosphere catch on attention to consumers and is expected to increase buying interest. The method used in this research is simple linear regression method, with the population were students School of Applied Sciences Telkom University who has visited Congo Café and Resto where samples are taken as 100 respondents.*

*This study indicates that the value of the Store Atmosphere to Purchase Intention amounted to 52.8% while the remaining 47.2% is explained by other variables that not included in the model proposed in this study.*

***Keywords: Store Atmosphere, Purchase Intention, and Congo café***