

ABSTRACT

This research aims to know the store atmosphere of Heaven's Cafe & Boutique Bandung in 2016. By conducting qualitative research method in the form of interviews and observations to trusted informants that are manager and 20 consumers of Heaven's Cafe & Boutique. This study entitled "Analysis of Store Atmosphere at Heaven's Cafe & Boutique Bandung 2016". An interview conducted in great depth to the speaker about the application store atmosphere and observations be spread open questionnaires filled in by 20 consumers of Heaven's Cafe & Boutique Bandung. The result of this research is that the application store atmosphere here at Heaven's Cafe & Boutique Bandung has done well however there are still some elements that still need to be restyled.

Keywords: Store Atmosphere, Heaven's Cafe & Boutique