

## **ABSTRACT**

*The author choose to do this study, because they want to know and measure the impact of store atmosphere thematic applied of KFC Riau branch Bandung that began in March 2016, so as to determine its effect on customer purchasing decisions before they are implemented thematic store atmosphere and store atmosphere applied after thematic. Nice atmosphere outlet will certainly be an attraction for consumers. Atmosphere outlets also can affect the attitudes of workers in an outlet, such as mood, commitment, skill levels and can also affect consumer behavior, such as comfort, customer decisions and consumer satisfaction.*

*The purpose of this study was to determine how the application store atmosphere thematic performed by KFC Riau branch Bandung, to know how consumer customer decisions KFC Riau branch Bandung and to determine how much influence the thematic store atmosphere to the purchasing decision at the KFC Riau branch Bandung.*

*This research uses descriptive verification method and quantitative research methods, using probability sampling techniques. Methods of data collection using questionnaires and data analysis used is simple linear regression analysis. Test simple linear regression  $Y = 21.425 + 0.117 X$  means every increase of 1 degree of thematic store atmosphere will increase the customer decisions of 0.117 times, or 11.7%. As for the effect ( $R^2$ ) store atmosphere thematic to the customer decision is at 6.6%, the remaining 93.4% (100% - 6.6%) driven by price, promotion and product quality or other factors not examined would be likely to affect customer decision.*

***Keywords: Store Atmosphere Thematic, Customer Decision.***