

## **ABTRACT**

*The rapid growth of the culinary line with the times and trends of foreign culture into Indonesia which also affected the utilization manufacture themed cafe foreign cultures, especially South Korean culture is emerging in the management of the food business. The atmosphere is a major concern to distinguish Korean cafe with one another have great influence on the purchase decision process.*

*This study aims to look at how much influence store atmosphere to the purchase decision process on the Korean Chingu Fan Cafe Bandung. The method used is descriptive quantitative method. Samples are consumers Chingu Korean Fan Cafe using sampling techniques incidental to 100 respondents. Data analysis technique used is multiple linear analysis.*

*Based on the results of hypothesis testing simultaneously store atmosphere significantly influence consumer buying decision process on the Korean Chingu Fan Cafe Bandung. This is evidenced by the value of  $F > F_{table}$  ie,  $18.802 > 2,74$  l. However, the partial sub-variables of store layout does not affect positively and significantly. This is evidenced by  $T_{count}$  be between  $-1.661$  and  $-0.274$   $1.661$  or  $0.784$  seen from the significant values greater than  $0.05$ . Based on the determination coefficient store atmosphere influence the purchase decision process as much as  $44.2\%$  and the remaining  $55.8\%$  is not described in this study. While each level of influence of store atmosphere is partially derived from the multiplication of the zero-order beta exterior variable (X1)  $16.52\%$ , general interior (X2)  $15.27\%$ , store layout (X3)  $-1.16\%$ , interior display (X4)  $13.58\%$  of the purchase decision process.*

*Keyword:;, atmosphere, , store atmosphere, the procces of purchasing decision*