

ABSTRACT

Culinary tourism is an emerging business that is offered in Bandung. Nowadays, there are so many cafe that offer coffee with the concept of atmosphere and a different market segment. One of the cafe in the city of Bandung is Wiki Koffie, which has the concept of vintage minimalist, unique and simple. The purpose of this study was to determine the influence of store atmosphere to the purchase decision process on Wiki Koffie Bandung.

This study is a descriptive study with a causal approach. The study population is unknown so that the sample using techniques non-probability sampling with purpose sampling type. Determination of respondents used Bernoulli formula to obtain 100 respondents. The questionnaire data processed by SPSS 20 with the method of multiple linear regression analysis.

Descriptive analysis result showed that the store atmosphere has about 76.69% and a purchase decision process Wiki Koffie Bandung at 80.09%. These percentages show that the store atmosphere and the purchase decision process Koffie Wiki Bandung included in good category.

The result of the test F exterior, general interior, store layout and interior display simultaneously positive and significant influence on purchase decision process of Wiki Koffie. Based on to hypothesis that the determination to get the store atmosphere has the influence about 37,7% towards the purchase decision process. Whereas, about 62,2% is influenced by other factors outside of store atmosphere.

The result of the test T it is known that exterior (X_1) and general interior (X_2) significant positive influence on the purchase decision process variable (Y). As for the store layout (X_3) and interior display (X_4) based on test T is a positive effect but not significant to the purchase decision process (Y). Based in the multiplication of zero order and beta known each variable on store atmosphere influence is exterior (X_1) 13,2%, general interior (X_2) 15,6%, store layout (X_3) 1,5%, interior display (X_4) 7,4% of the purchase decision process (Y).

Keywords: *Wiki Koffie, Purchasing Decision Process, Store Atmosphere.*