

ABSTRACT

Bandung West Java provincial capital became one of the destinations of domestic and foreign tourist .One tourist destinations is the main attraction of the tourists is that there is a culinary tour in the city of Bandung. Several restaurants and cafes offering a variety of advantages and uniqueness to compete in attracting consumers one of them is Hummingbird Eatery Bandung .One factor that has an influence on purchasing decision is store atmosphere .

This study aims to determine consumer respons regarding implementation of store atmosphere and consumer purchasing decision in the Hummingbird Eatery Bandung. In this research methods used is simple linier regression .The study population are consumer of visitors Hummingbird Eatery Bandung where samples are taken of 100 respondents.

The result showed that store atmosphere significant influence the purchasing decision of 0,197 means that store atmosphere influence purchasing decision by 19,7 % influenced by other variables are not investigated.

Keywords: *Store Atmosphere , Purchasing Decision*