

ABSTRACT

This study aims to determine the implementation store atmosphere at restaurant business in Captain's Seafood Bandung in 2016. By conducting qualitative research methods such as interviews were conducted in dept to the resource on the application of store atmosphere and business strategies that are used in Captain's Seafood Bandung in 2016. The application is not yet fully apply the store atmosphere in Captain's Seafood business causing no maximum on the application of store atmosphere. Through research titled "Store Atmosphere Review At Captain's Seafood Bandung In 2016" writer conducting research to know more about store atmosphere conducted by Captain's Seafood.

The method used is a qualitative descriptive way, where this study was defined as a study that tried to describe an event systematically in response to what it is.

The result of this research is that Captain's Seafood uses the concept of store atmosphere can provide different experiences perceived by visitors Captain's Seafood.

Keyword: Marketing, Store Atmosphere, Captain's Seafood