

ABSTRACT

Recently coffee has become a trend in society which has enabled for coffee businesses in Indonesia to develop rapidly. In Bandung itself there are 10 recommended coffee shops included in www.pergidulu.com. Regarding this, there needs to be a customer retention to keep customers. One way this can be done is by providing store atmosphere. This research aims to measure the influence of store atmosphere toward customers' buying decision at Kope Ireng Bandung.

This research used a quantitative approach where the number of the population used as the sample were 100 people obtained through non-probability sampling with convenience sampling. The data for this research was obtained through the use of questionnaires and analyzed using multiple linear regression.

The result of this research showed that the simultaneous influence of store atmosphere is 39,6% in influencing buying decision and the rest of 60,4% is influenced by other factors beyond this research. Partially, the exterior sub variable does not significantly influence the buying decision. However the general interior, store layout, and interior display sub variables have a significant influence toward buying decision

Keyword : Store atmosphere, the purchase decision process, process