

Abstract

Currently, there are more than 3000 cafes in Bandung ready to compete in the market. One of the factors that a café can get and keep its customers is by building store atmosphere. Price, quality and service are no longer the main consideration for culinary connoisseurs, in this time the atmosphere becomes an important factor of a consumer in choosing a place to relax. Morning Glory Café Kesatriaan is one of the cafes located in Kesatrian Street Bandung. Morning Glory Café Kesatriaan utilizes the store atmosphere with Industrial Classic theme with a very Hommy and simple atmosphere to attract consumer appeal. This study aims to determine the implementation of store atmosphere and purchasing decisions and to find out how the influence of store atmosphere on consumer purchasing decisions. This research uses quantitative method with descriptive research type. Using non probability sampling technique, purposive. Samples taken from this research as many as 100 people who have felt or visited Morning Glory Café Kesatriaan Bandung. From the results of the study, it can be concluded that the application of store atmosphere in Morning Glory Café Kesatriaan as a whole produces the average number of percentage of 76.93%. These values fall into the high category. Regarding the level of purchasing decision on the Morning Glory Café Kesatriaan overall generates an average percentage amount of 67.45%. These values fall into the high category. Regression model $Y = 8,988 + 0,625X$, which means every 1 storey level increase will increase purchasing decision equal to 0,625 time or 62,5%. The effect of store atmosphere R^2 on purchasing decision is 56,9% and the rest 43,1% is influenced by other un-researched factors such as sales discount, promotion through social media, brand image, etc.

Keywords: Store Atmosphere, Purchasing Decision