

ABSTRACT

The diversity of culinary keep developing in a positive way which triggering the potential of culinary experience, one of them was coffee which considered as Indonesian favorite drinks especially people in Bandung. This phenomena can be seen by the fact of many coffee shop businesses in Bandung. Many businesses keep competing to one another in order to create uniqueness and creating a comfortable cozy environment particularly Kopi Ireng and Kopi Selasar Sunaryo which offered beautiful natural scenery view. The purpose of this study is to find the influence of store atmosphere toward decision purchase on Kopi Ireng and Kopi Selasar Sunaryo. The Research methodology that being used in this study are descriptive and quantitative methods. The samples that used in this study each require 100 respondents from both Kopi Ireng and Kopi Selasar Sunaryo with a non probability (purposive sampling).

This study using analytics multiple linear regression. Result partially (T test) shown that exterior (X1), general interior (X2), and interior display (X4) influential positively and significantly on the purchasing decision, while store layout (X3) influential positively but insignificant. Simultaneously (F test) shown that store atmosphere influential positively and significantly on the purchasing decision at both Kopi Ireng and Kopi Selasar Sunaryo. Based on testing coefficient of determination store atmosphere has the effect of 57% on purchase decision while 43% influenced by other factors. Based on the results of the mann-whitney test there was no different in terms of the store atmosphere on both Kopi Ireng and Kopi Selasar Sunaryo.

Keyword : *Store Atmosphere, Purchase decision, Mann-Whitney test.*