

ABSTRACT

The era of globalization and the development of world trade has led to increasingly intense competition for the business world in an effort to penetrate the market. Intense competition in the trade not only hit on one company alone, but is also valid on almost all types of companies. To achieve a better position, then any company should pay attention to the marketing mix that is made by the company in order to provide the best service to consumers. One of them is the Bandung Lacamera Coffee have been standing since the year 2013. This research was conducted to analyze the factors which influence interest purchase Lacamera Coffee.

The research is descriptive quantitative data collected through questionnaire method against 100 respondents who obtained using Bernoulli's approach. In this study using quantitative methods. Nonprobability Sampling techniques using the sampling type of Purposive Sampling. The sampling criteria in this study is that consumers never come and never make a purchase at Lacamera Coffee. The analysis used in the study include the test of trial validity, realibilitas, simple, linear regeresi analysis and hypothesis testing that includes testing of t, f-test, the coefficient of determination. The result of the research prover that H_0 is rejected and H_a is accepted. This means the store atmosphere influence is significant to the interest purchase. The magnitude of the store atmosphere mix interest purchase are 41,7% while the rest 58,3% (100%-41,7%) influenced by other factors outside of the store atmosphere.

Keywords: *Store Atmosphere, Interest in the purchase.*