

ABSTRACT

Kozi Lab Bandung is a coffee shop that makes the store atmosphere as its main concept. Designing the atmosphere of the store with uniqueness for the consumer in terms of exterior, general interior, store layout and interior (point-of-purchase), therefore I am interested to make Bandung lab kozi as research object of this final task.

This study aims to determine the influence of store atmosphere consisting of exterior, general interior, store layout and interior (point-of-purchase) display to consumer purchasing decision at Kozi Lab Bandung. The method used is a quantitative method with descriptive and causal research. Data types use primary and secondary data. Techniques in collecting data are interviews, questionnaires and literature studies. Sampling method using non-probability sampling type incidental sampling with respondents as many as 100 consumers who have visited the kozi lab Bandung. Data analysis techniques used descriptive analysis and multiple linear regression analysis.

The results showed that store atmosphere and consumer purchase decisions at Kozi Lab are in good category. The result of hypothesis testing simultaneously, store atmosphere has significant influence to consumer purchasing decision. The amount of influence of store atmosphere on purchasing decision of 80,35. the rest is influenced by other factors not examined in this study.

The results of this study show the magnitude of partial exterior effect (X1), general interior (X2), Store Layout (X3), and interior (point-of-purchase) display (X4) to purchase decision (Y) of 87.6%.

Suggestions for Kozi Lab Bandung company to further improve in terms of sub variable store layout based on the results of research has the least influence on consumer purchasing decisions that is by the arrangement of the room (location mosque, toilet and employee space) makes consumers easy to reach.

Keywords: Store Atmosphere, Consumer Purchasing Decision

