

## **ABSTRACT**

*A franchise is one business that has a greater chance and level of success, especially franchises that already have enough known branding. Develop a franchise business that does have its own challenges and can be run well to get greater pleasure. Franchise Indonesia continues to grow and develop. One of the background of growth is the economic package rolled out by the government in providing incentives in entrepreneurship.*

*Healthy competition is done in order to reach consumers as much as possible, required to make different designs to attract the attention of consumers. the use of store atmosphere in Labbaik Chicken Cileunyi can be a way of influencing consumer purchasing decisions, but the income of Labbaik Chicken Cileunyi has decreased every year.*

*This research was conducted to find out how much influence of store atmosphere to purchase decision. This research is a quantitative research with descriptive and causal. The sampling technique used in this research is non-probability sampling with purposive sampling method to 100 respondents, where respondents in this research is customer of Labbaik Chicken Cileunyi.*

*Analysis of the data used is a simple linear regression analysis by using software IBM Statistics 22 for windows. Based on the result of the research, 80 % percentage of variable store atmosphere and high category are obtained, while 80,2 % of the percentage of purchasing decision variable is the high category. The result of the whole that is equal to 52,8 % store atmosphere have influence to purchase decision, while the rest 47,2 % influenced by other factor outside this research.*

*Keywords: store atmosphere, purchase decision*