ABSTRACT

One of the trending business opportunities, a culinary business is believed to promise a good prospect in the future. In the effort of satisfying the people demand for restaurants, cafés, and even coffee shops, enterprises are required to create a concept that offers comfortable and enjoyable place for customers to spend their time. This phenomenon is also driven by the high number of Instagram users from the millennial generation. Social media users, whose number is increasing over time, rapidly introduce a brand which in turn influences the customer purchase intention. This study aims to determine whether there are simultaneous and partial effects of store atmosphere on consumer purchase intention at Sejiwa Coffee. The research method used in this study is a quantitative method with non-probability accidental sampling technique to as many as 400 respondents. The analysis technique used is path analysis using SPSS 23.0 application. The result of the study reveals some findings to answer the problem identification, that the response of respondent about store atmosphere and customer purchase intention at Sejiwa Coffee is categorized good. Store atmosphere at Sejiwa Coffee have simultaneously positive and significant effect on the customer purchase intention at 68.4% level of significance and store atmosphere at Sejiwa Coffee have partially positive and significant effect on the cutomer purchase intention at 68.4% level of significance

Keyword: Store atmosphere, Exterior, General Interior, Store Layout, Interior Display and Customer Purchase Intention