

ABSTRACT

The phenomenon that is happening now is the increasing consumption of coffee in the world so that it's becomes a new business opportunity. This phenomenon has caused many coffee shops to open in Bandung. To keep up the competition, good coffee alone is not enough to attract customers but the store atmosphere like exterior, general interior, store layout, and interior display become one of the important factors in influencing customer purchasing intention. DNA COFFEE is one of the coffee shops that competes with hundreds of other coffee shops so that DNA COFFEE is used as a research object. The purpose of this study was to determine the effect of store atmosphere dimensions of store atmosphere are exterior, general interior, store layout, and interior display toward to purchase intention. This study uses a conclusive and causal research method with a quantitative approach. The design in this study is conclusive because it wants to prove whether or not the variables in the previous study affect. The sampling technique uses a non probability sampling method with a purposive sampling method, with a total of 358 respondents. Analysis of the data obtained using descriptive analysis and multiple linear regression. The results of the study are store atmosphere represented by exterior, general interior, store layout and interior display simultaneously significantly influence customer purchasing intention by 53.2%. Exterior, general interior, and interior display variables partially customer purchasing intention.

Keywords: Store atmosphere, Purchase Intention, Consumen Behaviour