

ABSTRACT

Recently, the growth of Café in Indonesia has been increasing, driven by the level of coffee consumption of the Indonesian people. The number of coffee shop business actors compete and develop their business. One of them is Conscience Coffee Bandung. Along with the increasing number of coffee shops, Conscience Rooftop sales have decreased, thus making researchers want to know what makes Conscience Coffee Bandung able to increase their purchases, only store atmosphere, product quality and prices.

This study has a purpose, first to find out and analyze the influence of store atmosphere on purchasing decisions. Second, knowing and analyzing the effect of product quality on purchasing decisions. Third, knowing and analyzing the effect of price on purchasing decisions. Fourth, knowing and analyzing the influence of store atmosphere, product quality and price on purchasing decisions of Conscience Rooftop Coffee Bandung.

The research method used in this research is quantitative method with descriptive-causality research type. Sampling was done by non-probability sampling technique used is purposive sampling with 100 consumer respondents who have visited and made purchases at Conscience Rooftop Bandung. The data analysis technique used was descriptive analysis and multiple regression analysis.

Based on the results of descriptive analysis, store atmosphere, product quality, price and purchasing decisions are included in very good categories. % is influenced by other variables not examined in this study.

Keywords: Store Atmosphere, Product Quality, Price, Purchase Decision.