

## **ABSTRACT**

*The culinary business is a business that is one of the choices for business people to run because it has good prospects. Culinary business today can be run online or offline. The online system which is currently widely used by restaurants in Indonesia is the stage of adapting to the times and the blows of the pandemic. The culinary business must focus on consumers who are the most important part of the business. Currently, store atmosphere is one of the culinary business strategies to attract consumers in choosing a place to dine. The atmosphere of a comfortable restaurant with unique decorations is the main attraction for a restaurant that makes consumers decide to visit the restaurant. In addition to the store atmosphere, the price is also one of the main considerations for culinary connoisseurs. This study aims to determine the effect of store atmosphere and price on purchasing decisions at RM Khas Sunda Ibu Enung.*

*This research is a descriptive and causal research with quantitative methods. The data analysis technique used is descriptive analysis and multiple linear regression analysis. The population used is the consumer of RM Khas Sunda Ibu Enung and the sampling method is non-probability sampling. The number of respondents in this study were 100 respondents.*

*The results of research conducted by researchers store atmosphere variable in the good category, and the price variable in the good category, while the purchase decision variable is in the good category. In this study, store atmosphere and price have a positive and significant effect on purchasing decisions partially and simultaneously.*

***Keyword : Culinary Bussiness, store atmosphere, price, purchasing decisions***