ABSTRACT

Warunk Upnormal was founded by Citrarasa Prima Group (CRP Group). The owner of this culinary business is Rex Marindo. Warunk Upnormal has quite complete facilities in terms of their store atmosphere and how to order via pay at table. Warunk Upnormal has quite complete facilities in terms of their store atmosphere and how to order via pay at table. This pay at table can provide opportunities for consumer buying interest in using the Warunk Upnormal application. This makes the writer interested in knowing what factors actually make consumers able to visit Warunk Upnormal and feel the ease of using the application, and in the end consumers can be interested in buying Warunk Upnormal Coffee Roasters Global Project products.

The research method used in this study is a descriptive quantitative approach. Sampling was carried out using a non-probability sampling technique with the Incidental Sampling type, with a total of 101 respondents through online questionnaires using the Google form. While the data analysis technique used is descriptive analysis and multiple linear regression analysis with SPSS 27 program tools.

The results of this study indicate that simultaneously perceived ease and usability of using the Upnormal application, store atmosphere has a positive and significant influence on the variable of interest in buying the Warunk Upnormal Coffee Roasters Global Project. Partially each variable has a positive and significant effect on purchase intention (Y). The usefulness of using the application is the most dominant variable affecting the buying interest of Warunk Upnormal Coffee Roasters Global Project consumers. The R square value of 0.615 means that 61% of consumer buying interest (Y) Warunk Upnormal Coffee Roasters Global Project is influenced by perceived ease of use of the application (X1), perceived usefulness of using the application (X2) and store atmosphere (X3). While the remaining 39% is influenced by other variables that are not in this study.

Keywords: *Perception of Ease of Use of Applications, Perception of Usefulness of Applications, Store Atmosphere, Multiple Linear Regression*