

ABSTRACT

The development of the culinary industry that continues to increase requires every business actor to create and develop his business in order to increase consumer buying interest, the things that need to be done are by implementing good prices and store atmosphere. Therefore, the purpose of this study was to determine the effect of price and store atmosphere on consumer buying interest in Mixue Ice Cream & Tea in Bandung City. This study uses a quantitative approach with descriptive and causal analysis. The sampling technique in this study used purposive sampling with a total of 97 respondents who are consumers of Mixue Ice Cream & Tea in Bandung City. The data analysis technique used is descriptive analysis and multiple linear regression with data processing using the IBM SPSS version 26 software application.

Based on the results of this study, price and store atmosphere have a positive and significant influence on consumer buying interest in Mixue Ice Cream & Tea in Bandung City both partially and simultaneously. This is evidenced by the f test method which has a calculated f value > f table value ($36.118 > 3.093$) and a significance of $0.000 < 0.05$. Meanwhile, based on the coefficient of determination, it is found that price and store atmosphere have an effect of 43.5% on the buying interest of Mixue Ice Cream & Tea consumers in Bandung City.

Keywords: *Price, Store Atmosphere, Purchase Intention.*