

ABSTRACT

Cafe D'Pakar is a cafe that has a unique concept to grab perceptions of consumers with store creation strategies unique and exciting atmosphere . Store atmosphere is the atmosphere in visual communication design , lighting, color , music , and scents that stimulate perception and emotional response of consumers and affect their buying behavior

This study aims to analyze how consumers' perception of store atmosphere at the cafe D'Pakar Bandung. This study uses a quantitative approach. Sample in this study of 400 consumers with non probability sampling method. The research instrument used questionnaires and using descriptive analysis with continuum line. Using variables and sub-variables Store Atmosphere exterior, interior general, store layout and interior displays.

The results showed that the exterior get a score of 78.86, general interior get a score of 79.71, store layout to get a score of 79.27, interior displays get a score of 80.96 and the overall store atmosphere at the cafe D'Pakar Bandung which amounted to 79.47 % It so it can be concluded that the respondents agree with the store atmosphere at the cafe D'Pakar Bandung can be quite good.

Keywords: Perception, Store Atmosphere