

ABSTRACT

Store Atmosphere become one of the consumer purchase decisions in addition to promotions and price. The atmosphere of the shop is very influential for a store to make customers feel welcome and comfortable in choosing the type - the type of product to be purchased. Store atmosphere and consumer purchase intention is very closely related because a consumer often judge a cafe on the first impression is seen in the form of exterior, interior general, store layout and interior display. The purpose of this study was to determine how much influence the purchase intention towards Store Atmosphere of Armor Kopi Bandung. The method used is quantitative and the type of research is descriptive.

The population chosen by the author was a consumer of Armor Kopi Bandung, but the total population is not known certainty. Sample was unknown, so that the sample was measured with Bernouli approach with a level of accuracy (α) = 5% so, total of samples are 100 respondents. The results of this study are the store atmosphere that consists of exterior facilities, general interior, store layout and interior displays, simultaneously significantly influence consumer purchase interest amounted to 62.9% and the remaining 37.1% influenced by other variables. While the parcial, exterior facilities, general interior, store layout and interior displays, has a significant influence on consumer purchase intention.

Keywords: *Store Atmosphere (Exterior Facilities, General Interior, Store Layout, Interior Display), Consumer Purchase Intention*