

ABSTRACT

This research is based on the problems related to store atmosphere that is felt by consumers Chingu Korean Fan Café Bandung. From the results of the interview shows there are still problems related to the store atmosphere in Chingu Korean Fan Cafe, as one of the cafe that is concerned with store atmosphere problems can affect consumer purchasing decisions to visit Chingu Korean Fan Cafe. Store atmosphere and purchasing decisions are very closely related because a consumer often judge a cafe on the first impression seen from the store's store atmosphere either in the form of exterior, general interior, store layout, and interior display this is the reason why a consumer has an interest or not to shop at the cafe. The purpose of this study is to determine the influence of store atmosphere which consists of exterior, general interior, store layout, and interior display to consumer purchasing decisions.

The research method used is descriptive and causal method. The population of this study were Chingu Korean Fan Cafe respondents, sampling technique using non probability sampling method with incidental sampling method, with the number of respondents as much as 100 respondents. Then, for data analysis used descriptive analysis and simple regression analysis with hypothesis testing using t test.

Store atmosphere at Chingu Korean Fan Cafe reaches 76.9%. It shows that the store atmosphere is included in either category, consumer purchase decision at Chingu Korean Fan Café Bandung reaches value of 71.3% It shows that consumers have high intention to visit Chingu Korean Fam Café. The result of this research is store atmosphere partially significant influence to consumer purchasing decision equal to 44,8% while the rest equal to 56,2% influenced by other variable not examined in this research.

Keyword: *Buying decision, Chingu Korean Fan Café, Store atmosphere*
