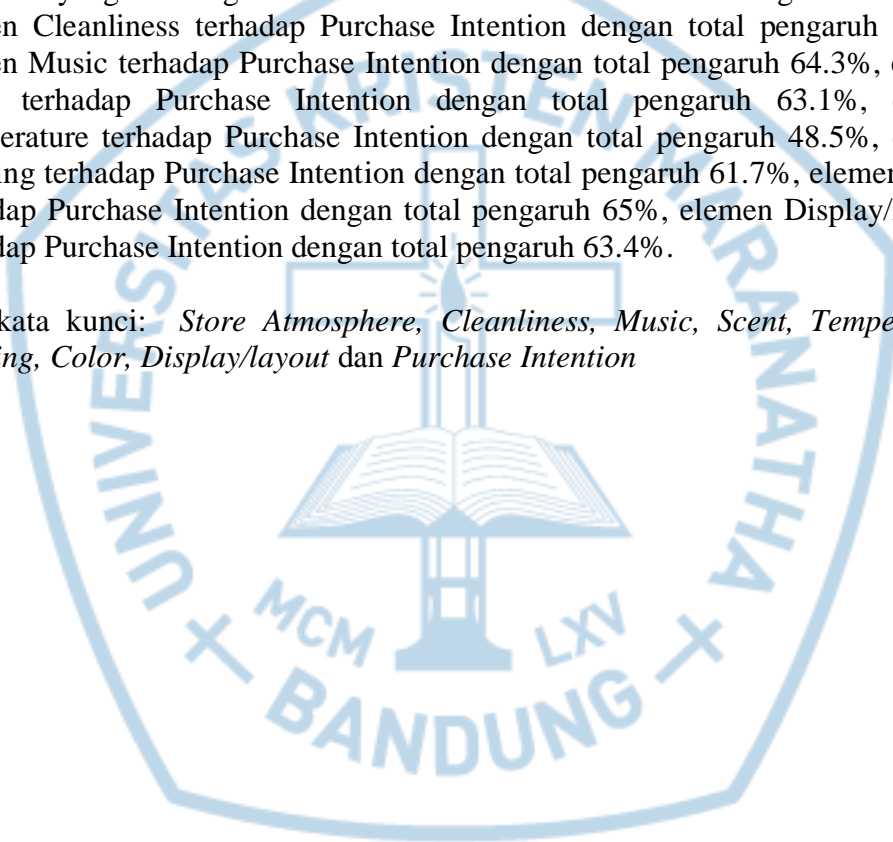


ABSTRAK

Bisnis kuliner begitu berkembang di kota Bandung salah satunya industri Coffee Shop. Coffee shop di Bandung memiliki berbagai konsep yang berbedabeda. Store Atmosphere merupakan atmosfir sebuah toko/ritel yang banyak elemen di dalamnya seperti *Cleanliness, Music, Scent, Temperature, Color*, dan *Display/Layout*. Tujuan penelitian ini adalah untuk menguji dan menganalisis pengaruh Store Atmosphere terhadap Purchase Intention. Berdasarkan tujuan penelitian maka jenis penelitian ini adalah causal explanatory. Survei dilakukan dengan menggunakan kuesioner yang diberikan kepada 200 responden. Hasil penelitian menunjukkan bahwa terdapat pengaruh yang signifikan antara Store Atmosphere terhadap Purchase Intention pada 180 Coffee and Music dengan total pengaruh yang dihitung secara simultan sebesar 74.1%. Dihitung secara parsial elemen Cleanliness terhadap Purchase Intention dengan total pengaruh 54.8%, elemen Music terhadap Purchase Intention dengan total pengaruh 64.3%, elemen Scent terhadap Purchase Intention dengan total pengaruh 63.1%, elemen Temperature terhadap Purchase Intention dengan total pengaruh 48.5%, elemen Lighting terhadap Purchase Intention dengan total pengaruh 61.7%, elemen Color terhadap Purchase Intention dengan total pengaruh 65%, elemen Display/Layout terhadap Purchase Intention dengan total pengaruh 63.4%.

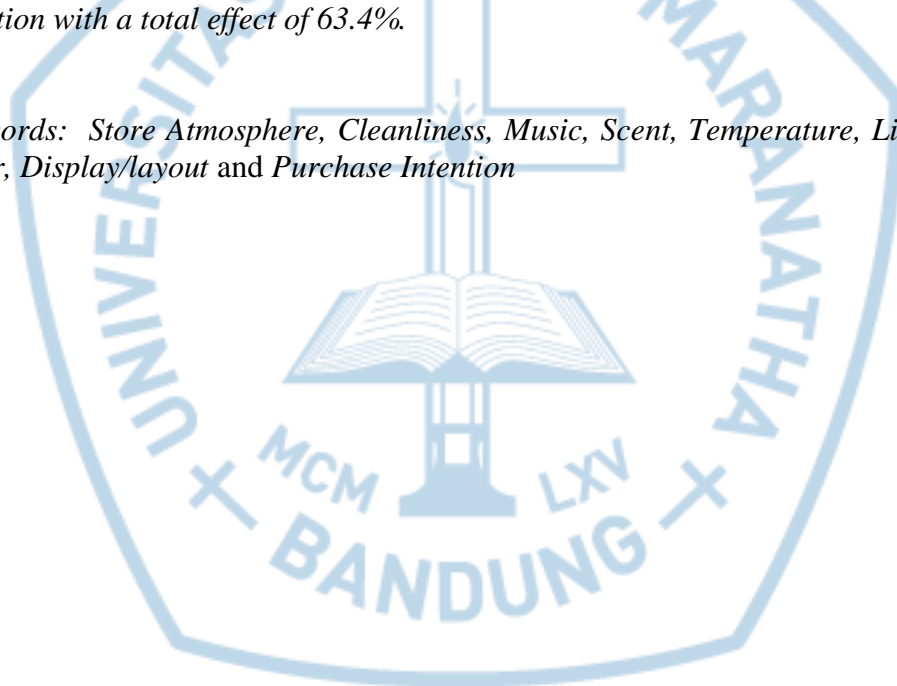
Kata-kata kunci: *Store Atmosphere, Cleanliness, Music, Scent, Temperature, Lighting, Color, Display/layout* dan *Purchase Intention*



ABSTRACT

The culinary business is growing in the city of Bandung, one of them is Coffee Shop industry. Coffee shop in Bandung has a variety of different concepts. Store Atmosphere is the atmosphere of a store/retail that has many elements in it like Cleanliness, Music, Scent, Temperature, Color, dan Display/Layout. The purpose of this research was to examine and analyze the effect of store atmosphere to purchase intention. Based on research objectives, this type of research is causal explanatory. The survey was conducted using a questionnaire given to 200 respondents. The results showed that there was a significant effect between Store Atmosphere on Purchase Intention at the 180 Coffee and Music calculated simultaneously with a total effect of 74.1%. Partially calculated the Cleanliness element on Purchase Intention with a total effect of 54.8%, the Music element on Purchase Intention with a total effect of 64.3%, the Scent element on Purchase Intention with a total effect of 63.1%, The Temperature element on Purchase Intention with a total influence of 48.5%, Lighting on Purchase Intention element with a total effect of 61.7%, Color element on Purchase Intention with a total effect of 65%, Display / Layout element on Purchase Intention with a total effect of 63.4%.

Keywords: Store Atmosphere, Cleanliness, Music, Scent, Temperature, Lighting, Color, Display/layout and Purchase Intention



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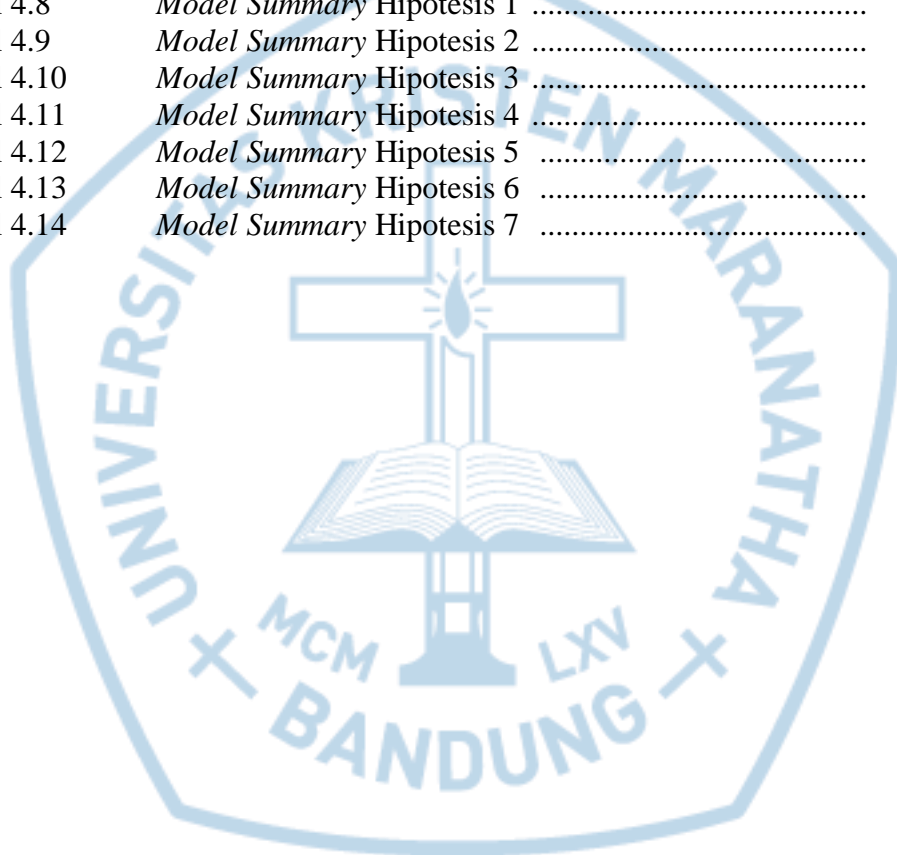
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