

ABSTRACT

Mohammad Adib Zen Firdaus, 2014 THESIS. Title: "Influence Strategies Store Atmosphere Of purchasing decisions In the unfortunate Unyil Coffee Malang".

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Competition in the coffee shop business more difficult this is caused by the large number of businessmen who are interested in opening a coffee shop because attracted by high turnover. This demands a coffee shop to increase and retain consumers. One alternative for the realization of this strategy is to use a store atmosphere, using the strategy of the consumer who will be visiting coffee shops become more interested and then choose the stalls. The purpose of the strategy is to maintain the store's atmosphere and enhance the purchasing decision.

This research using methods, quantitative descriptive who are engaging influence strategy atmosphere, stores strategy store atmosphere of the decision purchase and variable influence general interior (x1) exterior (x2) store layouts (x3) interior display (x4) to purchase decisions (y). In this research used as a consumer population is visiting to unyil coffee the data used in this research is data a questionnaire given to consumers who visited unyil coffee on the 8-22 january 2014.

The results showed that the influence of the strategy on atmospheric eatery unyil store coffee very effect on purchasing decisions. The biggest contribution that affect the purchasing decision in the stall unyil coffee provided by the interior, while the genral, store layouts, exterior and interior display its contribution is still relatively small. Based on the results of the regression analysis show that variable interior general (X 1), exterior (x 2), store layout (X 3) and interior display (X 4) influence on purchasing decisions (Y) in the hapless good coffee unyil partially or simultaneous. And the coefficients of a determinant (adjusted R square) of 0,777 or 77,7%.