ABSTRACT

Arief Rachman Hakim, The Influence Of Store Atmosphere To The Purchases Decision Of Consumer At Clothing Airplane System In Bandung, Under Tuition Of Isnar Budiarti, SE, M.Si.

The purpose of this research for to know how far the influence of store atmosphere to the purchases decision of consumers at clothing airplane system in Bandung. A store having atmosphere balmy will influence to go shoping the place, consumer will enjoy various vacility given the store so that comfort buys for they will left nothing to be desired. Clothing airplane system store must can create situation of balmy store atmosphere causing can influence purchasing decision of consumer. From purpose of upper writes takes research title.

In this research use to methode, descriptive method and verificative method. Sample of this research is visitors of consumers airplane system store in Bandung. To be able to analyse how far influence of environmental atmosphere store airplane system to purchasing decision of consumer by test statistic by using correlation analysis rank spearman, where can facilitate in process of writer data processing applies software SPSS 15.0 for windows.

Pursuant to calculation result analyse the simple linear regression of cost of product development influence the sales revenue is Y = 133.893 + 11.368X, for the analysis of correlation pearson known that variable of cost of product development with the sales revenue have the relation which medium, unidirectional. The mentioned shown with the number of correlation coefficient determinasi known that the cost of product development have an effect on equal to 18,20% to Sales Revenue, while the rest 81,20% influenced by other dissimilar factor like competitor, purchasing power society, and others. The value 18,20%, indicating that influence of cost of product development enough mean to sales revenue at airplane system clothing Bandung.

Key Words: Store Atmosphere, The Purchases Decision Of Consumer.