ABSTRACT

Yopi Andrianto, "Analysis Of Consumer Asseeements Of The Store Atmosphere In The Morning Glory Coffee Bandung". Under the guidance of Raeny Dwisanty, SE., M.Si.

Along with the change in a person's motive for shopping is because such acts are not only considered as a functional activity for the purposes of purchasing goods, but also shopping today is more likely to be perceived as a activities in their spare time, recreation, entertainment, or just stress release . That is why every business should be able to find out the needs and desires of consumers. The purpose of this retail business has changed its function, that is no longer just sell their products only, but will try to create a comfortable atmosphere of purchase so that consumers can enjoy and feel at home while inside the store and expect the atmosphere (atmosphere) in the store is able to affect the mind consumers to visit. This study aims to determine the implementation arrangements atmosphere Morning Glory Coffee Bandung and to know the Cosmos, the implementation of the Arrangement respondents Morning Glory Coffee atmosphere of Bandung.

The method used in preparing the Final Project is using descriptive method of research that describes a company's actual situation, especially regarding the aspects studied, where the data obtained were collected, collated, and described later analyzed to make decisions.

From the analysis and responses of respondents who propagated the atmosphere Morning Glory Coffee Bandung obtained score 72.21%. This shows that respondents to the atmosphere Morning Glory Coffee Bandung rated good.

Key words: Store Atmosphere