

ABSTRACT

This research aims to determine the effect of store atmosphere consisting of exterior, general interior, store layout, and interior display for purchase decisions process in Hompizz Delivery & Cafe Palembang. This research is taking 96 people to used for research. This research result indicates that exterior variables have a negative influence of consumer's purchasing decisions. For general interior variables, and store layout variables have a positive influence of consumer's purchasing decisions. While the variable of store layout has no effect of consumer's purchasing decisions.

The keywords: Store atmosphere and purchase decision process