

## ABSTRAK

Penelitian ini bertujuan untuk mengetahui, mengkaji dan menganalisis 1) pengaruh *store atmosphere* terhadap *shopping value* wanita di *Concept Stores* di Bandung, 2) pengaruh *store atmosphere* terhadap *approach behavior* wanita di *Concept Stores* di Bandung, 3) pengaruh *shopping value* terhadap *approach behavior* wanita di *Concept Stores* di Bandung

Metode penelitian yang digunakan adalah *explanatory survey*, karena akan menjelaskan hubungan antara variabel yang diteliti. Sedangkan tipe hubungan antara variabel yang digunakan dalam penelitian ini adalah kausalitas yaitu variabel independen/variabel bebas mempengaruhi variabel dependen/variabel terikat. Penelitian *explanatory* mengacu pada hipotesis yang akan diuji terhadap fenomena yang terjadi. Dalam penelitian ini data yang digunakan berupa data primer yang diperoleh melalui penyebaran kuesioner. Sedangkan analisis data yang digunakan adalah analisis regresi sederhana.

Berdasarkan hasil penelitian dapat diketahui bahwa 1) *store atmosphere* berpengaruh positif dan signifikan terhadap *shopping value* wanita di *concept store* di Bandung, 2) *store atmosphere* berpengaruh positif dan signifikan terhadap *approach behavior* wanita di *Concept Stores* di Bandung dan 3) *Shopping value* berpengaruh positif dan signifikan terhadap *approach behavior* wanita di *Concept Stores* di Bandung.

**Kata Kunci:** *Store Atmosphere, Shopping Value, Approach Behavior*

### ***ABSTRACT***

*This study aims to determine, assess and analyze 1) the effect of store atmosphere to shopping value of women in the Concept Stores in Bandung, 2) the effect of store atmosphere to approach behavior of women in the Concept Stores in Bandung, 3) the influence shopping value of the approach behavior of women in Concept Stores in Bandung*

*The method used is explanatory survey, it will explain the relationship between the variables studied. While the type of relationship between the variables used in this study is the causality is the independent variable / variables affect the variable dependent / dependent variable. The study refers to the explanatory hypotheses to be tested against the phenomena that occur. In this study, the data used in the form of primary data collected through questionnaires. While the analysis of the data used is simple regression analysis.*

*Based on the results of this research is that 1) store atmosphere positive and significant effect on shopping value of women in the concept store in Bandung, 2) store atmosphere positive and significant impact on the approach behavior of women in the Concept Stores in Bandung and 3) shopping value positive and significant effect approach behavior towards women in the Concept Stores in Bandung.*

***Keywords: Store Atmosphere, Shoping Value, Behavior Approach***