

## **ABSTRACT**

*This study examines the influence of store atmosphere and prices on purchasing decisions at the Paris Van Java Gramedia Bookstore in Bandung. Store Atmosphere is a person's feeling or psychology when entering the store. While prices are one element of the marketing mix that generates income, other elements generate costs. Purchasing Decisions are a process of integration that combines attitudes of knowledge to evaluate two or more behaviors, and choose one of them. The results of his research explain that store atmosphere influences customer purchasing decisions by 39.6% and prices affect purchasing decisions by 8.4%, if simultaneously influencing 62.7%. With a large store atmosphere contribution and poor response to prices at Paris Van Java Gramedia Bookstore in Bandung, so the Paris Van Java Gramedia Bookstore Bandung must be able to develop strategies especially in price aspects and also wiser in setting prices to attract consumers and reach a wider market.*