

## ABSTRACT

**Firly Rahayu Puspitaningrum, Brand Association and Store Atmosphere to Purchase Intention: Study at Store Les Femmes in Mall Ciputra. Guided by Sugiyanto**

In the current era of globalization, the strength of the competition is the competition between brands. For the association an enterprise brand must be more powerful. With increasingly strong association brand on a product, the more powerful is also the appeal of such products in the eyes of consumers to purchase intention raises. In addition factors can influence the atmosphere of store bought interest in consumers, by creating a store that is different from the others, becomes the attraction of consumers to visit stores. The problem in this research is how the influence of brand association found in the products of Les Femmes and the atmosphere of the shop Les Femmes who have different concepts of purchase intention the visitor shop Les Femmes in Mall Ciputra. This Research aims to clarify the influence of brand association and atmosphere of the store to purchase intention in the shops of Les femmes Mall Ciputra.

Keyword: *Brand Association, Store Atmosphere, Purchase Intention*