

ABSTRACT

This study aims to determine the influence of the store atmosphere and diversity of products on consumer buying decisions either simultaneously or partially. This study use descriptive and verification. Methods of data analysis used in this research is validity and reliability test, multiple linier regression analysis, multiple correlation analysis, and coefficient determination analysis simultaneous and partial. Testing this hypothesis through the F test for the simultaneous and t test for partial by using SPSS 23.0 for windows. The result of this research showed that simultaneously store atmosphere and diversity of products have a positive influence and significant toward buying decision at 67,30%, partially store atmosphere toward buying decision at 37,9%, and diversity of products toward buying decision have influence at 29,4%.

Keywords : Influence of store atmosphere and product diversity toward buying decision.