ABSTRACT

The research was conducted at Kopi Aenk located at Jalan Cigadung Raya Timur No. 24, Badung, Jawa Barat. This research consists of 4 variables, namely store atmospher X_1, Location X_2, and Social Media X_3 as the independent variable and the dependent variable namely Purchase Decision Y. This study aims to determine how much the effect of store atmospher, location and social media on purchasing decisons on Kopi Aenk both partially or simultaneously. The research method used is descriptive and verifikatif with total sample of 91 respondents. Data collection techniques used is observation, interview and questionnaires. The data analysis method used is validity test analysis, reliability test, multiple linear regression, multiple correlation coefficient, hypothesis testing, and determination coefficient.

The results of this study indicate that the store atmosphere variable, location variable, social media variable, and purchase decision variable in the lessagree category. The results of statistical calculations with multiple linear regression analysis can be show the regression equation is $Y = 1,737 + 0,460\ X_1 + 0,257\ X_2 + 0,376\ X_3$, from the regression equation known that store atmosphere, location, and social media have a positive influence on purchasing decisions. Based on the calculation of determination has a positive effect of 0,895 or 89,5%, while the rest is 10,5% which is the influence of other variables not examined. The based on the results of the calculation of the coefficient of determination partially store atmosphere that has a greater effect on purchasing decisions that is equal to 42,7%, while location has an effect on purchasing decisions which equal 24,6%, and social media has an effect on purchasing decisions which equal 22,2%. Hypothesis testing shows that there is a store atmospher, location, and social media to purchase decisions both simultaneously and partially

Keywords: Store Atmosphere, Location, Social Media, and Purchasing Decisions