

ABSTRAK

This researcher aims to determine the effect of store atmosphere and location on purchasing decisions. The research method used is quantitative and verification. The object of research is consumers and North Wood Cafe with a total sample of 99 respondents. The sampling technique uses probability sampling by incidental sampling. Analysis of the data used is to use the coefficient of determination analysis.

The results of the study showed that the influence of store atmosphere and location on purchasing decisions at café north wood simultaneously was 79.1% and partially store atmosphere had a 37.6% effect on purchasing decisions, and location had an effect of 41.5% on purchasing decisions . Hypothesis test results simultaneously show the calculated F value of 182,033 by taking a significant level of 0.05 and degrees of freedom $(n-2-1) = 99-2-1 = 96$, obtained F table = 3.09, because F count > F table or $188,684 > 3,09$ and sig F of 0,000 less than 0,05, then it is decided to reject Ho. This means that there is a significant influence between store atmosphere (X1) and location (X2) variables on purchasing decisions (Y).

Keywords: Store Atmosphere, Location and Purchasing Decisions