

ABSTRACT

This research was conducted to determine the effect of brand image and store atmosphere on purchase decisions among consumers of Kopi Tahura Dago Pakar. This study used a survey method with a quantitative approach and involved 100 respondents selected through a purposive sampling technique. Data were collected using a questionnaire whose validity and reliability were tested using SPSS software, then analyzed descriptively and verifiably using multiple linear regression and multiple correlation. The results of the study indicate that brand image and store atmosphere variables simultaneously have a significant effect on purchase decisions, with a simultaneous coefficient of determination of 59.3%. Partially, brand image contributes 26.7%, while store atmosphere contributes 32.6%. The partial regression coefficients are 0.552 for brand image and 0.438 for store atmosphere, respectively, both of which are statistically significant. The multiple correlation coefficient value of 0.770 indicates a strong relationship between these variables. These results indicate that improving brand image and store atmosphere will improve consumer purchase decisions at Kopi Tahura Dago Pakar. This study provides recommendations for Kopi Tahura Dago Pakar management to focus more on strengthening brand image and improving store atmosphere to increase customer loyalty and satisfaction.

Keywords: Brand Image, Store Atmosphere, and Purchase Decision