

ABSTRACT

This study aims to find out the effect of location and store atmosphere on purchasing decisions (survey on Koffie Lucky Bandung consumers) simultaneously or partially. The research method that being used in this research is descriptive and verification methods with a total sample of 100 respondents. Research instruments testing are using validity and reliability tests. Data analysis method that being used in this research is multiple linear regression analysis, multiple correlation and coefficient of determination.

The results showed that there was a positive and significant effect between location and store atmosphere on purchasing decisions. The magnitude of the effect of location and store atmosphere on simultaneous purchasing decisions is 68.8% and the rest 31.8% are influenced by other unexamined variables. Partially, the influence of location on purchasing decisions is 14.6% and the influence of store atomsphere on purchasing decisions is 54.2%, so it can be concluded that the store atmosphere provides the greatest influence on purchasing decisions.

Keywords : Location, Store Atmosphere and Purchasing Decision