

ABSTRACT

Wirskopi Coffee Shop is one of the favorites Coffee Shop Makassar City. This proved from the desire to buy as indicated by the increasing number of sales at Wirskopi. The factor that influence the purchase decision process is the store atmosphere. The aim of this study is determine the effect of store atmosphere on the purchasing decision process at the Wirskopi Coffee Shop Makassar.

This research uses descriptive quantitative methods and simple linear regression analysis. The sampling technique was carried out by simple random sampling. The population of this study were 100 respondents who visited Wirskopi Coffee Shop directly.

The results obtained from the descriptive analysis are the store atmosphere and the purchase decision process in the good category with ratings of 73.2% and 73.6% respectively. Store atmosphere variable has a significant effect simultaneously on the purchasing decision process at the Wirskopi Coffee Shop with a statistical F test value of 57.900. The coefficient of determination produces R Square value of 37.0% while the remaining 63.0% is influenced by other variables not study. Wirskopi Coffee Shop advised to maintain and continue to improve the store atmosphere and purchase decision process to further increase the number of customers and products sold. Wirskopi Coffee Shop by improving parking facilities and activating the use of the website, Google Place and Facebook, as part of promotion on social media.

Keywords: Store Atmosphere, Purchase Decision Process, Wirskopi, Simple Linear Regression