

ABSTRACT

This research is motivated by the rapidly growing business in the city of Tarakan, especially in the culinary or food sector. With conditions of increasingly fierce competition, businesses are expected to be able to create a distinctive feature so that consumers can differentiate from their competitors and the company is expected to be able to survive and continue to grow. Therefore, businesses must prepare the right strategy to retain customers by pleasing them and building consumer enthusiasm into experiences in consuming products and services. Store atmosphere and product quality can be a major concern for consumers in distinguishing one café from another café which greatly influences consumer purchasing decisions. This study aims to determine and analyze store atmosphere and product quality on purchasing decisions at Cascara Coffee Tarakan and its effects.

The research method used in this research is quantitative with descriptive analysis and causality. The population of this research is Cascara Coffee consumers who have visited and made purchases. The sampling technique used non-probability sampling with purposive sampling type and the number of respondents was 100 respondents. The data analysis technique used is descriptive analysis and multiple linear regression analysis.

Store atmosphere at Cascara Coffee reaches a value of 76.65%, it shows that the store atmosphere is included in the good category. The product quality at Cascara Coffee reaches a value of 71.56% and is included in the good category. The purchase decision at Cascara Coffee reached a value of 73.7% and was in the good category. The results of this study indicate that based on the variables measured simultaneously, namely store atmosphere and product quality have a positive and significant effect on purchasing decisions. While the variables that are measured partially, namely store atmosphere and product quality have an effect on purchasing decisions by 44.1%, while the remaining 55.9% is influenced by other factors not examined in this study.

Keywords: *Store Atmosphere, Product Quality, Purchase Decision*