

ABSTRAK

Penelitian ini bertujuan untuk menganalisis pengaruh store atmosphere, lifestyle, dan promotion terhadap keputusan pembelian konsumen di Magnolia Coffe and Space Lumajang. Penelitian ini berangkat dari fenomena meningkatnya persaingan dalam industri makanan dan minuman (F&B), yang menuntut pelaku usaha untuk lebih memahami faktor-faktor yang dapat memengaruhi perilaku konsumen dalam pengambilan keputusan pembelian. Magnolia Coffe and Space dipilih sebagai objek penelitian karena popularitasnya di kalangan masyarakat, serta komitmennya dalam membangun suasana toko yang menarik, menyesuaikan gaya hidup konsumen modern, dan menerapkan strategi promosi yang beragam. Penelitian ini menggunakan metode kuantitatif dengan pendekatan survei. Teknik pengumpulan data dilakukan melalui penyebaran kuesioner kepada 92 responden yang merupakan pengunjung Magnolia. Analisis data meliputi uji instrumen, uji asumsi klasik, analisis regresi linear berganda, uji F, koefisien determinasi (R^2), dan uji t. Hasil penelitian menunjukkan bahwa variabel store atmosphere, lifestyle, dan promotion secara parsial berpengaruh positif dan signifikan terhadap keputusan pembelian. Temuan ini menunjukkan bahwa penciptaan suasana toko yang nyaman, promosi yang tepat sasaran, serta kesesuaian dengan gaya hidup konsumen dapat meningkatkan keputusan pembelian di Magnolia Coffe and Space Lumajang.

Kata Kunci : *store atmosphere, lifestyle, promotion*, keputusan pembelian.

ABSTRACT

This study aims to analyze the influence of store atmosphere, lifestyle, and promotion on consumer purchase decisions at Magnolia Coffe and Space Lumajang. The research is motivated by the increasing competition in the food and beverage (F&B) industry, which requires business actors to better understand the factors that influence consumer behavior in making purchasing decisions. Magnolia Coffe and Space was selected as the research object due to its popularity among the community and its commitment to creating an attractive store atmosphere, aligning with modern consumer lifestyles, and implementing diverse promotional strategies. This study employs a quantitative method with a survey approach. Data were collected through questionnaires distributed to 92 respondents who were visitors of Magnolia. The data analysis includes instrument testing, classical assumption tests, multiple linear regression analysis, F-test, coefficient of determination (R^2), and t-test. The results indicate that the variables of store atmosphere, lifestyle, and promotion each have a positive and significant effect on purchase decisions. These findings suggest that a comfortable store atmosphere, well-targeted promotional strategies, and alignment with consumer lifestyle preferences can enhance purchase decisions at Magnolia Coffe and Space Lumajang.

Keywords : store atmosphere, lifestyle, promotion, purchasing decision.