

ABSTRACT

Consumer needs for the final product, or goods that are ready for consumption, have succeeded in encouraging the creation of various business opportunities; especially in the retail sector, which is increasingly expanding its scope of operations. The development of the retail business is a form of lifestyle changes that occur in the middle class, especially in big cities, which causes the demand for convenience stores in urban areas. Matahari Department Store became the first modern department store in Indonesia by carrying out the concept of a modern store.

This research was conducted to determine the effect of Store Atmosphere and Lifestyle on Consumer Purchasing Decisions at Matahari Department Store. The purpose of this research is to find out and analyze how the store atmosphere is given to consumers of the Sun, how consumers' lifestyles on the Sun, the magnitude of the influence of store atmosphere and consumer lifestyles simultaneously and partially on consumer purchasing decisions at Matahari Department Store (case study on Matahari Department Store Bandung Indah Plaza).

This study uses a quantitative method with a type of descriptive and causal research. Sampling is done by non probability sampling type Purposive Sampling, with the number of respondents as many as 100 people. Data analysis techniques used descriptive analysis and multiple linear regression analysis.

Based on the results of the descriptive analysis variable of store atmosphere, consumer's lifestyle and purchase decisions as a whole are in the good category. The results of multiple linear regression analysis techniques show that shopping store atmosphere and consumer's lifestyle simultaneously have a positive effect on the purchase decisions of consumers to the Matahari Department Store. The magnitude of the influence of store atmosphere and consumer's lifestyle together at 79.3% of purchase decisions and the remaining 20.7% was influenced by other variables not examined in this study such as service quality, price or product quality. Partially store atmosphere and consumer's lifestyle have a positive effect and significant on purchase decisions. The highest influence is consumer's lifestyle and the lowest store atmosphere.

Keywords: *Store Atmosphere, Consumer's Lifestyle, Purchase Decisions*