**PENGARUH HARGA, *STORE ATMOSPHERE* DAN GAYA HIDUP TERHADAP KEPUTUSAN PEMBELIAN DI BENU COFFEE**

**AND ROASTERY CABANG MEDAN**

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**ABSTRAK**

Penelitian ini bertujuan untuk mengetahui Pengaruh Harga, *Store Atmosphere* dan Gaya Hidup Terhadap Keputusan Pembelian di Benu Coffee And Roastery Cabang Medan. Teknik analisis data yang peneliti gunakan dalam penelitian ini yaitu deskriptif kuantitatif. Sampel dalam penelitian ini adalah Konsumen pada Benu Coffee And Roastery Cabang Medan yang berjumlah 99 orang. Hasil penelitian ini diperoleh persamaan regresi linear berganda Y = 19,545 + 0,033 X1 + 0,901 X2 + (-,147) + e. Hasil uji secara parsial menunjukkan bahwa harga mempunyai nilai t**hitung** (0,226) < nilai t**tabel** (1,291) dengan nilai signifikan sebesar 0,821, dapat dinyatakan bahwa variabel harga tidak berpengaruh positif dan signifikan terhadap keputusan pembelian . *Store atmosphere* mempunyai nilai t**hitung**(6,064) > nilai t**tabel** (1,291) dengan nilai signifikan 0,000, yang berarti terdapat pengaruh *store atmosphere* terhadap keputusan pembelian. Gaya hidup mempunyai nilai t**hitung** (-0,986) < nilai ttabel (1,291) dengan nilai signifikan sebesar 0,326, yang berarti tidak terdapat pengaruh gaya hidup terhadap keputusan pembelian. Hasil uji F menunjukkan bahwa nilai F**hitung** sebesar 13,357 > F**tabel**3,092 dengan nilai sig. 0,000 < 0,10 . Hasil uji F membuktikan bahwa harga, *store stmosphere* dan gaya hidup secara simultan berpengaruh positif dan signifikan terhadap keputusan pembelian. Hasil analisis Koefisien Determinasi menunjukkan bahwa nilai R Square 0,543 yang berarti hubungan variabel harga*, store atmosphere* dan gaya hidup terhadap keputusan pembelian sebesar 54,3%. Nilai R2 sebesar 0,295 berarti keputusan pembelian dapat dijelaskan oleh variabel harga*, store atmosphere* dan gaya hidup sebesar 29,5% sedangkan sisanya dijelaskan oleh faktor-faktor lain yang tidak diteliti dalam penelitian ini.

*Kata kunci: harga, store atmosphere, gaya hidup, keputusan pembelian, konsumen Benu Coffee and Roastery Cabang Medan*

***THE EFFETCT OF PRICE, STORE ATMOSPHERE AND LIFESTYLE ON PURCHASING DECISIONS AT BENU COFFEE***

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***ABSTRACT***

*The objective of the research was to determine the effect of Price, Store Atmosphere and Lifestyle on Purchasing Decisions at Benu Coffee And Roastery Medan Branch. The data analysis technique that researcher used was descriptive quantitative. The sample in this research was Consumers at Benu Coffee And Roastery Medan Branch which totaled 99 people. The results of this research obtained a multiple linear regression equation Y = 19.545 + 0.033 X1 + 0.901 X2 + (-.147) + e.* *The test results partially showed that the price had a calculated value (0.226) < a ttable value (1.291) with a significant value of 0.821, it can be stated that the price variable had no positive and significant effect on the purchasing decision. Store atmosphere had a calculated value (6.064) > a ttable value (1.291) with a significant value of 0.000, which means there was an effect of the store atmosphere on the purchasing decision. Lifestyle had a calculated value (-0.986) < a ttable value (1.291) with a significant value of 0.326, which means that there was no lifestyle effect on purchasing decisions.* *The results of the F test showed that the F-value was 13.357 > the Ftable was 3.092 with the sig value. 0.000 < 0.10 . The results of the Ftest proved that price, store atmosphere and lifestyle simultaneously had a positive and significant effect on purchasing decisions. The results of the Coefficient of Determination analysis showed that the value of R Square was 0.543 which means the relationship of price, store atmosphere and lifestyle variables to purchasing decisions of 54.3%. An R2 value of 0.295 means that purchasing decisions can be explained by price, store atmosphere and lifestyle variables of 29.5% while the rest was explained by other factors not studied in this research.*

*Keywords: price, store atmosphere, lifestyle, purchasing decision, consumers of Benu Coffee and Roastery Medan Branch*