

**THE INFLUENCE OF STORE ATMOSPHERE AND HEDONIC LIFESTYLE
ON PURCHASE DECISION IN *FORESTHREE* COFFEE BUKITTINGGI**

THESIS

Proposed as One of the Requirement to Achieve the Bachelor Degree Title on S1 Study
Program of Management Department in Economic Faculty of Andalas University



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The Influence of Store Atmosphere and Hedonic Lifestyle on Purchase Decision in Forestree Coffee Bukittinggi

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ABSTRACT

The coffee shop and café business in Bukittinggi, West Sumatera, Indonesia has the potential to continue to be in demand and develop in the future which can trigger competition among coffee shop and café owners in Bukittinggi. Hedonic lifestyle is suspected to be one of the reasons people like to visit, decide to purchase products in coffee shops and spend free time together there. Many coffee shops come with unique atmosphere and different concepts to attract consumers to come. Forestree Coffee and Kitchen x Kalis is one of the coffee shops that has created a different store atmosphere. The study aims to analyze and discuss the effects of store atmosphere and hedonic lifestyle on purchasing decisions on consumers at Forestree Coffee and Kitchen x Kalis. This quantitative study used online questionnaire data from 160 respondents who were consumers of Forestree Coffee and Kitchen x Kalis with sampling techniques of non probability and purposive sampling. The result shows that store atmosphere and hedonic lifestyle have significant influence on purchase decision in Forestree Coffee and Kitchen x Kalis Bukittinggi of 64.2% and 35.8% influenced by other variables not examined.

Keywords : Store atmosphere, Hedonic Lifestyle, Purchase Decision

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