THESIS

THE INFLUENCE OF STORE ATMOSPHERE AND SERVICE QUALITY ON PRODUCT PURCHASE DECISIONS (CASE STUDY OF JANJI JIWA JILID 799)

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MAKASSAR

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As one of the requirements to obtain
Bachelor of Economics degree

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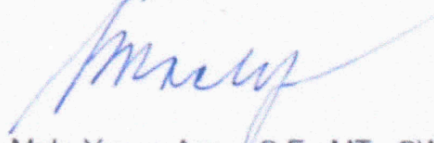### (Case Study of Janji Jiwa Jilid 799)

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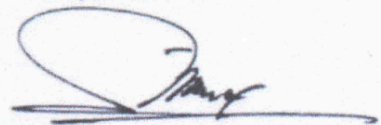It has been checked and approved for delivery

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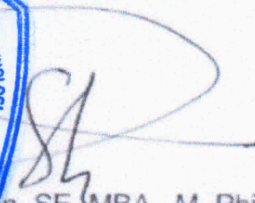Prof. Dr. Muh. Yunus Amar, S.E., MT., CWM
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Has been maintained in the thesis examination
on **October 18, 2023** and
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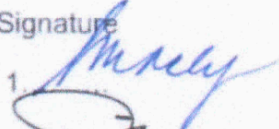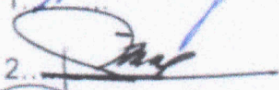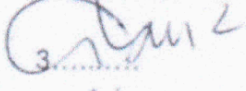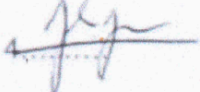Hereby truthfully state that the thesis entitled

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is my own scientific work and to the best of my knowledge in this thesis is no scientific work that has been submitted by another person to obtain an academic degree in other universities and there are no works or opinions that have been written or published by another person, expect those quoted in this thesis and mentioned in the references.

If in the future it turns out that if can be proven there are elements of plagiarism in this thesis. I am willing to accept sanctions for such actions and be processed in accordance with applicable laws and regulations (Law No. 20 if 2003, article 25 paragraph 2 and article 70).

Makassar, October 4, 2023

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FOREWORD

Assalamualaikum Wr. Wb.

Praise and gratitude the author goes to the presence of Allah SWT, because of His grace and guidance I was able to complete the research entitled "The Influence of Store Atmosphere and Service Quality on Product Purchasing Decisions (Case Study of Janji Jiwa Jilid 799)".

The writer realizes that the research is far from perfect. Therefore, the author hopes to learn more in implementing the knowledge gained. This research certainly cannot be separated from guidance, input, and directions from various parties. Therefore, on this occasion I would like to express my deepest gratitude to:

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I hope that God almighty bestows His grace and guidance on all of them. The author realizes that in terms of disclosure, presentation, and choice of words as well as the discussion of research material, this research is still far from perfect. Therefore, the author expects constructive suggestions and criticism from all parties to improve this research. Hopefully this research can be useful for all of us, Aamiin.

Wassalamu'alaikum Wr. Wb.

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Writer

ABSTRACT

THE INFLUENCE OF STORE ATMOSPHERE AND
SERVICE QUALITY ON PRODUCT PURCHASE DECISIONS
(CASE STUDY OF JANJI JIWA JILID 799)

Siti Afifa Fityatul Khaeriyah
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H. Muhammad Toaha

Along with times and changes style life Indonesian people who like and consume coffee, coffee shops have also started to mushroomed Coffee isn't Again reliever sleepy, but already become part from style life Indonesian society. Cafe so far This is most popular place for Indonesians.

In face competition commercial in the catering industry, which is a must done is give quality good service and provide a number of interesting things, for one is shop atmosphere. Giving information about quality product role important in taking decision purchases by consumers. When consumers were in the store, increasingly good quality service and more pleasant services provided to consumer, then will the stronger desire for buy, so decision purchase will made.

Study This aim for now influence: (1) Store atmosphere and quality service to decision purchases at Janji Jiwa Jilid 799; (2) The atmosphere of the store against decision purchases at Janji Jiwa Jilid 799; and (3) Quality service to decision purchase at Janji Jiwa Jilid 799. Method research used is study quantitative with approach descriptive.

Test results hypothesis show that store atmosphere and quality service in a manner simultaneous and partial influential to decision purchase product. Something company must can identify the right strategy that will possibly company for hold on and on develop as well as innovate product follow development of the times.

Keywords: Store Atmosphere, Quality Service, Decisions Purchase.

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CHAPTER I

INTRODUCTION

1.1 Background

In the current era of globalization, business development occurs rapidly. Intense business competition makes businesspeople required to issue the capabilities they have in order to compete in the market. According to Santri Zulaicha (2016), the increasingly intense business competition that exists with the same type of business makes companies increasingly required to move faster and attract more consumers.

Along with the changing times and changes in the lifestyle of Indonesian people who like and consume coffee, coffee shops are rampant. Coffee is no longer a drink to suppress drowsiness but has become part of the Indonesian people's lifestyle. Coffee shop is currently the most popular place for Indonesian people. Viewed from the customer's point of view at the moment, they have many alternative variants and are more selective in choosing the cafe they will visit. When customers feel that the cafe can't satisfy them, it will be easy to leave the cafe. Satisfaction reflects one judgment about the products perceived performance in relation to expectations. If performance falls short of expectations, the customer is disappointed. If performance meets expectations, the customer is satisfied. If it exceeds expectations, the customer is happy (Kotler & Keller, 2016:33). Customer satisfaction will be created from several factors such as the best service and creating a comfortable atmosphere that must be carried out by businesspeople.

When customers get the best service and the cafe provides comfort in socializing and relaxing, and there is a high intensity of return visits, it can be said

that customer satisfaction has been created from a cafe. In a customer visit to a cafe, customers are not only looking for products in the form of food and drinks, but also want a different experience. So that the cafe must give a different impression and experience by implementing strategies that can touch customer emotions. One of them is by creating store atmosphere and good service quality, so that customers can be interested in making purchases.

According to research conducted by Kristiana (2017), states that beauty store atmosphere will form a positive image in the minds of customers, so that there is an interest in visiting the cafe repeatedly, because customers feel comfortable in the cafe. It can be shown that store atmosphere effect on customer satisfaction in visiting a cafe. Customers of a cafe generally look for cafes that can provide comfort when they gather and socialize, cafes with attractive designs and interiors will be more sought after by visitors than cafes with simple designs. Besides store atmosphere, one of the factors of customer satisfaction is the quality of service.

According to Kotler & Keller (2019), Service quality is a form of consumer assessment of the level of service received with the expected level of service. If the service received or perceived is as expected, then the perceived quality of service is good and satisfying, repeat purchases and look forward to becoming loyal customers. The quality of services provided must start from customer needs and end with customer perceptions. The quality of service provided to visitors should be seen from the customer's point of view or perception, because it is the customer who will feel the service in a cafe.

According to Tjiptono (2019: 76), customer satisfaction can be interpreted as a comparison between expectations or expectations before purchase and perceptions of performance after purchase. The process of deciding to buy an item by consumers varies according to the type of purchase decision. The types of purchasing decision-making behavior depend on the type of goods to be purchased, whether the goods are expensive or not, and whether they are

purchased regularly or not. According to Sopia and Sangadji (2016) that more complex decisions may involve more participation and greater buyer freedom.

The buying decision-making process for everyone is basically the same, but the decision-making process will be colored by personality traits, age, income, and lifestyle. According to Schiffman and Kanuk (2007) in general, purchasing decisions are selections from two or more alternative options. Decision-making actions that include decisions about the types and benefits of products, decisions about product forms, decisions about brands, decisions about the number of products, decisions about the seller and decisions about when to buy and how to pay.

The purpose of this research is to identify, analyze and explain the store atmosphere at Janji Jiwa Jilid 799, service quality at Janji Jiwa Jilid 799, and purchasing decisions at Janji Jiwa Jilid 799. To find out, analyze and explain how big the relationship is between store atmosphere and service quality at Janji Jiwa Jilid 799, how big is the partial influence between store atmosphere and service quality on purchasing decisions at Janji Jiwa Jilid 799 and how big is the simultaneous influence between store atmosphere and service quality on decisions purchase at Janji Jiwa Jilid 799.

In connection with the above, the researcher is interested in conducting research on "The Influence of Store Atmosphere and Service Quality on Product Purchase Decisions (Case Study of Janji Jiwa Jilid 799)".

1.2 Problem Formulation

Based on the background of the problems that have been raised, the formulation of the problem in this study is:

1. Does the store atmosphere affect consumer purchase decisions at Janji Jiwa Jilid 799?

2. Does service quality have a positive effect on consumer purchasing decisions at Janji Jiwa Jilid 799?

3. Does the store atmosphere and service quality have a positive effect on consumer purchasing decisions at Janji Jiwa Jilid 799?

1.3   Research Objectives

In connection with the problems mentioned above, the purpose of this study was to determine the effect of the store atmosphere and service quality on the purchasing decisions of Janji Jiwa Jilid 799 consumers.

1.4   Purpose of Research

The results of this study are expected to bring benefits, the research benefits of this research are as follows:

A. Theoretical Uses

As a tool to practice the theories that have been obtained during lectures so that the author can increase practical knowledge about the store atmosphere and service quality on consumer purchasing decisions and the results of this study are expected to help the learning process and application of science, especially in marketing management and can be a reference for further research on the same theme.

B. Practical Use

The results of this research are expected to contribute ideas that can be used as material for consideration for companies in an effort to create creative ideas and create a unique store atmosphere and improve service quality.

CHAPTER II

LITERATURE REVIEW

2.1 Overview of Theory and Concepts

2.1.1 Store Atmosphere

Store atmosphere is an important thing in making purchasing decisions. A comfortable store atmosphere can arouse consumer buying interest in the products offered, so that in the end consumers can make purchases.

A good store atmosphere can determine the company's brand image in the minds of consumers. A neat interior arrangement can influence consumer emotions so that an interest in buying arises. By involving the consumer's five senses such as sight, hearing, smell, touch, and taste, it can form a positive image in the minds of consumers. This is the arena for every company to create a store atmosphere as attractive as possible to attract as many customers as possible.

Store Atmosphere according to Kotler (2016:65) is the atmosphere each store has a physical layout that makes it easy or difficult to move around in it. Each shop has a different appearance be it dirty, attractive, grand, and gloomy. A store must form a planned atmosphere that suits its target market and can attract consumers to buy at the store.

From the understanding above, it can be concluded that store atmosphere is a physical characteristic that is important for every business, it acts as the creation of a comfortable atmosphere for consumers and makes consumers want to linger in the coffee shop and indirectly stimulates consumers to make purchases.

Store atmosphere has elements that can indicate what atmosphere a store wants to create. According to Berman and Evan (2018: 464) store atmosphere has four elements, namely exterior, general interior, store layout and interior

display. These elements will later be used as dimensions in this study. In summary, the elements of the store atmosphere are described in Figure 2.1

Figure 2.1

Store Atmosphere Elements According to Berman and Evan
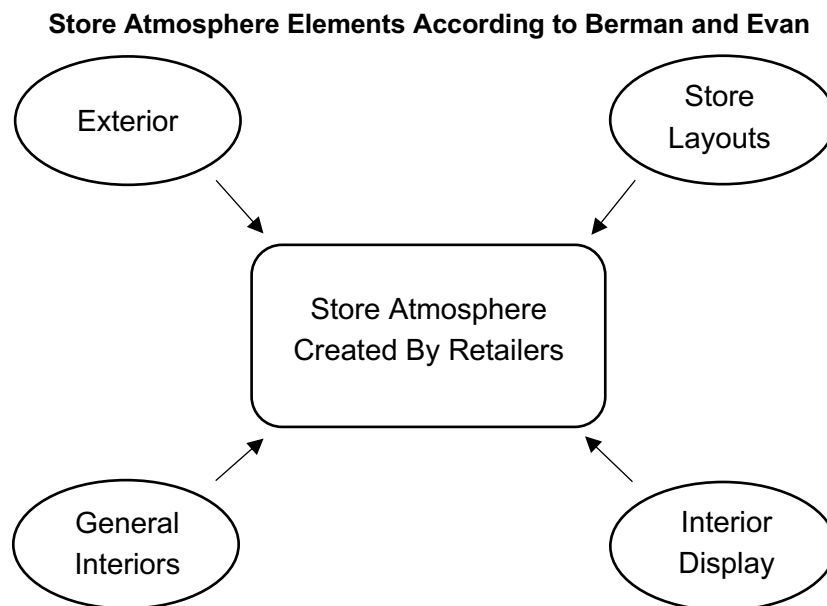
Source: Berman, Barry, Joel R, Evans, Patrali Chatterjee (2018) Retail Management A

Strategic Approach, Issue 13, Global Edition, UK: Pearson

a. Exterior

Store exterior is the front of the store that reflects the stability and robustness of the company spirit and the nature of the activities in it and can create trust and goodwill for store consumers. Exterior characteristics have a strong influence on the image of the store, so it must be planned as well as possible. The combination of this exterior can make the outside of the store look unique, attractive, stand out and invite people to enter the store. Some parts of the store exterior elements include:

1. Storefront. The facade or front of the store includes a combination of signage, entrances, and building construction. Storefront must reflect the uniqueness, stability, robustness, or other things that match the image of the store. In particular, new consumers often judge a store by its external

2. appearance first, so that the exterior is an important factor in influencing consumers to visit the store.

3. Marquees. Marquee is a sign used to display the name or logo of a store. Marquee can be made using coloring techniques, writing letters, or using neon lights. The marquee can consist of the name or logo alone, or in combination with a slogan and other information. To be effective, the marquee must be placed outside, to make it stand out, and more attractive than the other stores around it.

4. Entrance. The entrance must be planned as well as possible, so that it can invite consumers to enter the store and reduce traffic jams in and out of consumers.

5. Display window. The purpose of the display window is to identify a store by displaying items that reflect the uniqueness of the store so that it can attract consumers to enter.

6. Building height and size. Can affect a certain impression of the store. For example, high ceilings in a shop can make a room appear larger.

7. Uniqueness. The uniqueness of a store can be generated from the design of a shop building that is different from the others.

8. Surrounding area. The state of the community environment where a store is located, can affect the store's image. If other stores nearby have a bad image, then the other stores will be affected by that image.

9. Parking. Parking space is important for consumers. If the parking lot is wide, safe, and has a close distance to the store, it will create a positive atmosphere for the store.

b. General Interiors

The general interior of a store must be designed to maximize visual merchandising. A good display is one that can attract the attention of visitors and help them to easily observe, examine and select goods and finally make

a purchase. The elements included in the general interior category are as follows:

1. Flooring. Determining the type of floor, size, design, and color of the floor is very important, because consumers can develop their perceptions based on what they see.

2. Color and lightening. Each store must have sufficient lighting to direct or attract the attention of consumers to certain areas of the store.

3. Scents and sounds. Not all stores provide this service, but if this service is carried out it will provide a more relaxed atmosphere for consumers, especially consumers who want to enjoy a relaxed atmosphere by eliminating boredom, boredom or stress while enjoying food.

4. Fixtures. Choosing supporting equipment and how to place the table must be done properly so that the desired results are obtained. Because the placement of an appropriate and comfortable table can create a different image.

5. Wall textures. Wall textures can create a certain impression on consumers and can make walls look more attractive.

6. Temperature. Store managers must regulate the air temperature, so that the air in the room is not too hot or cold.

7. Width of aisles. The distance between tables and chairs must be arranged in such a way that consumers feel comfortable and feel at home in the store.

8. Dead areas. Dead Area is a space in the store where normal display cannot be applied because it will feel awkward. For example: entrance, toilet, and corner of the room.

9. Personnel. Waiters who are polite, friendly, attractive, fast, and responsive will create a company image and consumer loyalty.

10. Service level. A store can't develop if it does not implement self-service.

11. Price. Pricing can be included on the menu list provided so that consumers can find out the price of the food.

12. Cash refister. Store managers must decide where to place cashiers that are easily accessible to consumers.

13. Technology modernization. Store managers must be able to serve consumers as sophisticated as possible. For example, the payment process must be made as sophisticated and fast as possible, whether paying in cash or using other payment methods, such as a credit or debit card.

14. Cleanliness. Cleanliness can be a major consideration for consumers to eat at that place.

c. Store Layouts

Store layout is a plan to determine a specific location and arrangement of streets/alleys in a store that is wide enough to make it easier for consumers to walk around in it. Store layout will invite entry or cause consumers to stay away from the store when the customer sees the inside of the store through the storefront window or entrance. A good layout will be able to invite consumers to stay around longer and spend more money. The things that need to be considered in setting the store layout are:

1. Floor allocation. Within a store, available space should be allocated for:

a. Selling space. Room to place and place for interaction between consumers and waiters.

b. Space personnel. The room provided to meet the needs of waiters such as a place to rest or eat.

c. Customer space. Rooms are provided to increase consumer comfort such as toilets, waiting rooms

2. Product settings. Products or items on display can be grouped as follows:

a. Functional product grouping. Grouping of merchandise based on the same end use.

b. Product grouping based on purchase motivation. Grouping of goods that show the nature of consumers.

c. Product grouping based on market segment. Placing merchandise according to the target market to be achieved.

d. Product grouping based on storage. Grouping of merchandise that requires special handling. Supermarkets have refrigerators and cold rooms.

3. Traffic flow. Various kinds of determination of store traffic flow between other that is:

a. Grid layouts. Placement of fixtures in one long main aisle.

b. Loop/Racetrack layouts. It consists of a main passage that starts at the entrance, encircles the entire room, and is usually circular or square in shape, then returns to the entrance.

c. Spine layouts. In the spine layout, the main alley stretches from the front to the back of the store, taking visitors in two directions.

d. Freeflow layouts. The simplest pattern in which fixtures and items are placed freely.

d. Interior Display

Interior display is a sign that is used to provide information to consumers to influence the atmosphere of the store environment. Some of the elements included in the interior display group include:

1. Assortment display. Presenting mixed or assorted merchandise to customers. With a wide range of goods openly giving customers the opportunity to taste and try several products.

2. Theme-setting display. This display adapts to the environment/season. Retailer displays depending on trends and special events. All or some stores

3. are adapted for certain events, such as Lebaran Sale or Christmas Sale which are used to attract consumers. Each special theme presented makes the store more eye-catching and makes shopping more enjoyable.

4. Display ensembles. This display is quite popular lately, namely by grouping and displaying it in separate categories (eg socks, underwear and others), then completely displaying it in one place, for example on one shelf.

5. Posters, signs, and display cards. Signs that aim to provide information and make it easier for consumers when shopping regarding the location of goods in the store. Ads that can encourage consumers to shop. The purpose of the signs themselves is to increase sales of goods through good and correct information provided by consumers.

2.1.2 Service Quality

According to Kotler (2019) defining service quality is a form of consumer assessment of the level of service received with the expected level of service. If the service received or perceived is as expected, then the quality of service is perceived as good and satisfactory. Satisfaction that has been formed can encourage consumers to make repeat purchases and look forward to becoming loyal customers.

According to Kotler and Keller (2016: 284), stated that there are five indicators of service quality, including:

1. Reliability

   Reliability is the company's ability to provide services as promised, reliable, accurate and consistent.

2. Responsiveness

   Responsiveness is the ability to provide service to customers quickly and hear and resolve customer complaints.

3. Assurance

    Assurance is a measure of the ability and decency of employees as well trustworthy traits of employees.

4. Empathy

    Empathy is giving genuine and individual attention or personal given to consumers by trying to understand consumer wants.

5. Tangibles

    Tangible is the appearance of physical facilities, good equipment that is used to provide services to consumers.

2.1.3 Purchase Decision

    Natalia and Mulyana (2014) state that purchasing decisions are an integration process that combines knowledge to evaluate two or more alternative behaviors and choose one of them. Sri Widyastuti said (in Lin, 2015), *stated the purchase decision is "some steps done by customers before making a decision on a product".*

    Purchasing decision according to Assauri in Walukuw, Mananeke, Sepang (2014) is a process of planning on a purchase which includes determining what to buy or not to make a purchase and the decision is obtained from previous activities. The decision to buy can lead to how the decision-making process is carried out.

    Setiadi said (Tri Widodo, 2015:14), consumer decision making is an integration process that combines knowledge to evaluate two or more alternative behaviors and choose one of them. The result of this integration process is a choice that is presented cognitively as a desire to behave whereas according to Kotler and Garry (Annisa Ristu, 2016: 22) purchasing decisions are a stage in the decision-making process, namely when consumers actually buy products. Decision making is an individual activity that is directly involved in obtaining and using the goods offered by the manufacturer.

Sofjan Assauri said (Dheany, 2012: 18), purchasing decisions are a decision-making process for purchases that include determining what to buy or not to buy and the decision is obtained from previous activities, whereas according to Hasan (in Eka Dewi, 2016:48), purchasing decisions are decisions in choosing actions from several alternatives in buying products and services to be consumed.

According to Suryani (Tengku Putri, 2016: 432), the decision to purchase goods/services often involves two or more parties. Generally, there are five roles involved. The five roles include:

1. Initiator, namely the person who first suggested the idea of buying an item/service.

2. Influencers i.e., people who have views or advice that influence purchasing decisions.

3. Decider, namely the person who determines the purchase decision.

4. Buyer, that is, people who make actual purchases.

5. User, namely people who consume and use the goods/services purchased.

In making purchases, consumers will be confronted by several indicators in making purchasing decisions both before and after making a purchase. According to (Kotler Phillp, 2021) there are several indicators in purchasing decisions as follows:

1. The existence of a product stability, a purchasing decision can also be made by consumers by looking for this this information.

2. There is a habit of buying, getting recommendations from suppliers whose information is important, that an indicator of a purchase decision is purchase decision indicator is very attractive.

3. Recommendations from others, can convey information from other people others in order to be interested in making this purchase this.

4. Repurchase, this is very important in your business, then there is a reason then consumers also make repurchase on a product.

2.1.4 Products

According to Kotler and Armstrong (2017: 244) a product can be interpreted as anything that is offered to a market for attention, acquisition, use, or consumption that might satisfy a want or need.

According to Fandy Tjiptono (2015: 231) product is a producer's subjective understanding of 'something' that can be offered as an effort to achieve organizational goals through fulfilling consumer needs and desires, according to competence and organizational capacity and market purchasing power.

Based on some of the definitions above, it is known that a product is a set of attributes which includes all product identities that can be offered to the market for attention and then owned, used, or consumed to satisfy the wants and needs of consumers. Products are one of the main components or the most needed in a market transaction.

Marketers usually differentiate products based on how consumers buy the product. consumer products including:

(1) Convenience Products

Products that consumers often buy directly and are easy to buy. Examples: fast food, candy, books.

(2) Shopping Products

Products that are not purchased very often, which are usually compared in terms of product fit, quality, price, and style. Consumers seek information about products and make comparisons. Examples: Apparel, electronic equipment, and hospitality services.

(3) Specialty Products

Products that have characteristics that make a group of buyers willing to buy the product. Examples: health care, certain brands of cars, branded clothes, and expensive food.

(4) Unsought Products

Products that are usually known or unknown to consumers but are usually not considered by consumers for purchase. Example: insurance, funeral expenses preparation, blood donation.

So industrial products, are products purchased for use in a business, to be processed into a final product. Difference consumer products and industrial products seen from the purpose of the product was purchased.

Based on the two theories above, the researcher concludes that a product is an object that is obtained by consumers from companies, which aims to fulfill the needs or desires of consumers. Products have unique characteristics that have certain features to be used in certain situations.

2.2 Empirical Review

There is previous research related to store atmosphere and service quality on product purchasing decisions.

Table 2.1
Previous Jurnal

No	Research and Years	Sample and Research Period	Variables and Methods of Analysis	Research result
1	**Gladis Pungky Suharto (2017)** The Influence of Lifestyle,	100 Respondents	Independent: 1. Lifestyle 2. Store Atmosphere	Lifestyle variables, store atmosphere and service quality are proven to have a positive and significant

	Store Atmosphere and Service Quality on Purchasing Decisions at Giggle Box Cafe & Resto Semarang		3. Service Quality Dependent: Purchasing Decision Method of Analysis: Explanatory Research	influence on purchasing decisions. Expressed positively for lifestyle, store atmosphere, and service quality. The greatest influence is given by lifestyle. The results of this study indicate that the relationship is very strong between lifestyle, store atmosphere and service quality on purchasing decisions at Giggle Box Cafe & Resto Semarang.
2	**Nova Putri Vidawanti and Parjono (2017)** The Influence of Store Atmosphere and Service Quality on Consumer	82 Respondents	Independent: 1. Store Atmosphere 2. Service Quality Dependent: Purchasing Decision	Store atmosphere partially has a positive effect on purchasing decisions, service quality partially has a positive effect on purchasing decisions, shop atmosphere and service quality simultaneously have a

			Method of Analysis: Multiple Regression Analysis	positive effect on purchasing decisions.
3	**Alif Icksan Prabowo (2019)** The Influence of Brand Awareness and Store Atmosphere on Purchasing Decisions for Distro Products in Jakarta	141 Respondents	Independent: 1. Brand Awareness 2. Store Atmosphere Dependent: Purchasing Decision Method of Analysis: Purposive Sampling	The results in this study indicate that brand awareness and store atmosphere are one of the factors that influence purchasing decisions. Brand awareness and store atmosphere. also has a positive and significant effect on purchasing decisions. The results of this study are in accordance with the hypothesis proposed.
4	**Angelika and Yenny Lego (2022)** The Influence of Product Quality,	100 Respondents	Independent: 1. Product Quality 2. Service Quali†y	The results of this study are Product Quality and Service Quality have a positive and significant effect on the Purchase

|				
	Service Quality, and Store Atmosphere on Purchasing Decisions for Chatime Beverage Products at Ciputra Mall, West Jakarta		3. Store Atmosphere Dependent: Purchasing Decision Method of Analysis: Purposive Sampling	Decision. Store Atmosphere has no effect on the Purchase Decision of Chatime drink products at Ciputra Mall, West Jakarta.
5	**Muh. Bayu Situngkir, Yekti Intyas Rahayu, and Zulkifli (2021)** The Effect of Store Atmosphere, Product Availability and Service Quality on Consumer Purchasing Decisions (Study on Meteor Cell Consumers on	90 Respondents	Independen: 1. Store Atmosphere 2. Product Availability 3. Service Quality Dependent: Purchasing Decision Analysis Method: Explanatory Research	The results of this study indicate that: store atmosphere, product availability and service quality simultaneously affect consumer purchasing decisions, Store atmosphere and service quality significantly influence consumer purchasing decisions, while product availability has no effect on consumer purchasing decisions.

	Jalan Gajayana Malang City)			

2.3 Conceptual Framework

Competition between cafes or coffee shops in Makassar City is very competitive, as evidenced by the many cafes or coffee shops spread across Makassar City. In addition, information technology is increasingly developing, as well as the emergence of many unique menus for each cafe offered by several coffee shops spread across Makassar, making consumers more critical and careful in choosing the cafe to visit.

In order to know more about the concept of writing from this study and better understand the basic variables, so that an understanding can be drawn about these variables as written in the conceptual framework. The framework here explains theoretically the link between the independent variables and the dependent variable. The independent variables in this study are store atmosphere (X_1) and service quality (X_2). While the dependent variable is the purchase decision (Y). The framework of thinking can be seen as the following picture:

Figure 2.2
Conceptual Framework
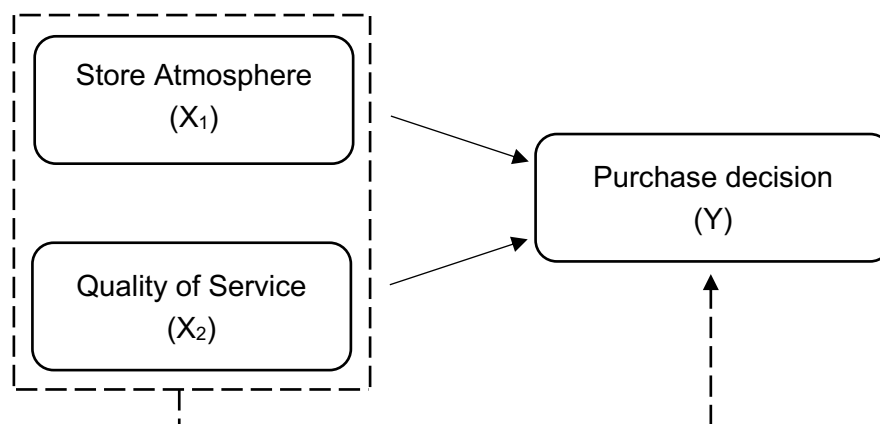
Information:

⟶ = Partial Influence

– – – – ➤ = Simultaneous Effect

2.4 Hypotheses

The hypotheses that can be compiled in this study are as follows:

H_1: There is a significant influence of the variable store atmosphere (X_1) and service quality (X_2) on variables decision purchase (Y) at Janji Jiwa Jilid 799.

H_2: There is a significant influence of the variable store atmosphere (X_1) on the variable purchase decision (Y) at Janji Jiwa Jilid 799.

H_3: There is a significant influence of the variable quality service (X_2) on the variable purchase decision (Y) at Janji Jiwa Jilid 799.