

REFERENCES

- Angelika., & Lego, Yenny. (2022). Pengaruh Kualitas Produk, Kualitas Layanan, dan Suasana Toko Terhadap Keputusan Pembelian Produk Minuman Chatime di Mall Ciputra Jakarta Barat
- Apriyadi, Agung. (2021). Pengaruh Store Atmosphere dan Kualitas Pelayanan Terhadap Keputusan Pembelian Pada Café Limasan (Karawang: Universitas Singaperbangsa Karawang)
- Asy'arie, Muhammad. (2018). Pengaruh Labelisasi Halal, Harga, Promosi, dan Rasa Terhadap Keputusan Pembelian Konsumen Pada Produk Mie Samyang di UIN Syarif Hidayatullah Jakarta (Jakarta: UIN Syarif Hidayatullah)
- Bagida, Dina Lorenza. (2021) Kualitas Produk Terhadap Keputusan Pembelian Sepeda Motor Honda Beat pada CV. Lion Jailolo (Manado: Universitas Sam Ratulangi)
- Bahriansyah., & Arista, Dewi Nanda Sari. (2021). Pengaruh Kualitas Pelayanan Terhadap Kepuasan Pelanggan Pada Hotel Pondok Losari Di Makassar, (Makassar: STIE Tri Dharma Nusantara Makassar)
- Berman, Barry, Joel R, Evans, Patrili Chatterjee. (2018). Retail Management a Strategic Approach, Edisi 13, Global Edition, UK: Pearson
- Budiansyah, Bima. (2019). Pengaruh Cita Rasa, Harga Dan Promosi Melalui Media Sosial Terhadap Keputusan Pembelian Konsumen Kopi Janji Jiwa Bekasi Timur (Bekasi: Universitas Pelita Bangsa)
- Kotler, Phillip., & Keller, Kevin Lane. (2016). Manajemen Pemasaran edisi 12 Jilid 1 & 2, (Jakarta: PT. Indeks)
- Maryati., Khoir, Muhammad. (2022). Pengaruh Kualitas Produk, Kualitas Pelayanan, dan Promosi Terhadap Keputusan Pembelian Toko Online Time Universe Studio

- Pengaruh Kualitas Produk dan Kualitas Layanan terhadap Kepuasan Konsumen McDonald's Kelapa Gading, Jakarta Utara. (Juni 2020). Kwikkiangie.ac.id. Diakses tanggal 3 November. 2022, dari eprints.kwikkiangie.ac.id/213/9/BAB%201.docx
- Pengaruh Social Media Marketing (Instagram) Terhadap Minat Beli: Survei pada brand Madformakeup. (2019). *Umn.ac.id*. Diakses tanggal 5 Desember. 2022, dari *kc.umn.ac.id/14720/5/BAB_III.pdf*
- Prabowo, Alif Icksan. (2019). Pengaruh Kesadaran Merek dan Suasana Toko Terhadap Keputusan Pembelian Produk Distro di Jakarta, (Jakarta: Universitas Negeri Jakarta)
- Riadi, Muchlisin. (2020). Pengertian, Proses, Teknik Pengambilan dan Rumus Populasi dan Sampel Penelitian
- Riadi, Muchlisin. (2021). Pengertian, Faktor, dan Elemen Store Atmosphere
- Rianti, Selvi. (2019). Kualitas Pelayanan Publik (Pekanbaru: Universitas Riau)
- Rizkananta, Falih Aqil. (2020). Studi Pengaruh Karakteristik Ruang Pasar Tradisional Dan Modern Terhadap Kenyamanan Konsumen, (Cilacap: Pasar Gede dan Rita Pasaraya Kota Cilacap)
- Sa'diyah, Lisa Halimatus. (2022) Pengaruh Suasana Toko, Citra Perusahaan, dan Kualitas Pelayanan Terhadap Keputusan Pembelian Studi Kasus Konsumen TB. Sumber Barokah Kuripan Mranggen Demak, (Demak: Universitas Semarang)
- Setyani, Tri Putri Hertandri. (2020) Pengaruh Kualitas Produk Dan Citra Merek Terhadap Keputusan Pembelian Mobil All New Rio Kia Motors Indonesia (Jakarta: Pt. Radita Autoprime)
- Silalahi, Uber. (2015). Metode Penelitian Sosial Kuantitatif, (Bandung: PT Refika Aditama)
- Situngkir, Muhammad Bayu., Rahayu, Yekti Intyas., & Zulkifli. (2021). Pengaruh Store Atmosphere. Ketersediaan Produk, dan Kualitas Pelayanan Terhadap

- Keputusan Pembelian Konsumen Studi Pada Konsumen Meteor Cell di Jalan Gajayana Kota Malang, (Malang: Universitas Widyagama Malang)
- Suharto, Gladis Pungky. (2017). Pengaruh Gaya Hidup, Suasana Toko, dan Kualitas Pelayanan Terhadap Keputusan Pembelian Pada Giggle Box Cafe dan Resto Semarang, (Semarang: Universitas Diponegoro)
- Sutiama,. dan Yandri. (2019). Suasana Toko, Suasana Hati, Kualitas Pelayanan Dan Keputusan Pembelian Antara Konsumen Restoran Moderen Dan TradisionalVidawanti, Nova Putri., & Parjono. (2017). Pengaruh Suasana Toko dan Kualitas Layanan Terhadap Keputusan Pembelian Konsumen Pada Toserba Gajah Mada di Jombang
- Wahyuningsih, Ida. (2022) Pengaruh Suasana Toko, Kualitas Produk, Kualitas Pelayanan, Dan Harga Terhadap Keputusan Pembelian Dengan Kepuasan Konsumen Sebagai Variabel Moderating di Coffee Shop *Jepara*. (Jepara: IAIN Kudus)
- Widyasari, Novendya. Pengaruh Store Atmosphere dan Kualitas Layanan Terhadap Keputusan Pelanggan, (Blitar: Universitas Brawijaya)
- Zikri, Ahmad & Ikhsan Harahap, M. (2022). Analisis Kualitas Pelayanan Pengiriman Barang terhadap Kepuasan Konsumen pada PT Pos Indonesia (Persero) Regional I Sumatera (Sumatera: Universitas Islam Negeri Sumatera Utara)
- Zulaicha, Santri., & Irawati, Rusda. (2015). Pengaruh Produk dan Harga Terhadap Keputusan Pembelian Konsumen di Morning Bakery Batam, (Batam: Politeknik Negeri Batam)

APPENDIX

APPENDIX 1:

RESEARCH QUESTIONNAIRE

Assalamualaikum Wr. Wb

Introducing my name is Siti Afifa Fityatul Khaeriyah, Hasanuddin University Management student class of 2019.

In connection with the research that I will do in the framework of compiling my thesis as my final project entitled "The Influence of Store Atmosphere and Service Quality on Product Purchasing Decisions (Case Study of Janji Jiwa Jilid 799)".

I am as the researcher, requested and asked for the willingness of friends to help with this research by filling out a questionnaire. The following is the questionnaire that I submitted, asking my friends to provide answers that are honest and in accordance with the actual situation.

For the willingness and help of friends in filling out this questionnaire, I thank you very much.

Questionnaire Filling Instructions:

Below are some questions. Read and understand each statement carefully, then respond with your friends by selecting one of the answers on the sheet provided.

In each question there are five answers that refer to the Likert scale, namely:

- 1 = Strongly Disagree

- 2 = Disagree
- 3 = Neutral
- 4 = Agree
- 5 = Strongly Agree

NOTE: ANY INFORMATION YOU ENTER WILL BE KEPT PROTECTED AND ONLY USED FOR RESEARCH PURPOSES

A. Respondent Profile

1. E-mail :
2. Name :
3. Gender :
 - Female
 - Male
4. Job :
 - Student
 - Employee
 - Businessman
 - Other
5. How many times have you made purchases at Janji Jiwa Volume 799 (in a month)?
 - 1 - 2 time
 - 3 - 4 time
 - More than 4 times

B. Choose according to your opinion

Items	Score
Strongly Disagree	1
Disagree	2
Neutral	3
Agree	4
Strongly agree	5

C. Questionnaire Questions

No	Question	Alternative Answers				
		SA	A	N	D	SD
		5	4	3	2	1
1.	The display of Janji Jiwa Jilid 799 made me interested in visiting it					
2.	The cafe logo of Janji Jiwa Jilid 799 is clearly visible					
3.	The presence of music and aroma makes me feel comfortable in the cafe					
4.	Cleanliness of the cafe is well maintained					
5.	Access to the payment cashier is easy and there are no queues					
6.	The distance between tables and chairs is sufficient for the smooth flow of consumer movement in Janji Jiwa Jilid 799					
7.	The layout design of the cafe makes me feel at home at Janji Jiwa Jilid 799					
8.	The theme shown on the big holidays is good					
9.	Employees of Janji Jiwa Jilid 799 look neat and attractive					
10.	Fast service and no long waits at the cashier					

11.	Accept criticism and suggestions well					
12.	Provide guarantees when the product is damaged or not suitable					
13.	I decided to buy at the Janji Jiwa Jilid 799 cafe because it suits my needs					
14.	I decided to buy at Janji Jiwa Jilid 799 cafe because of the atmosphere					
15.	I decided to buy at Janji Jiwa Jilid 799 cafe and recommend it to others					
16.	I decided to buy at the Janji Jiwa Jilid 799 cafe and made a repurchase					

APPENDIX 2: Respondent Identify

No	Name	Gender	Job	How many times have you made purchases at Janji Jiwa Volume 799 (in a month)?
1.	Iffah Muayyadah Wahid	Female	Employee	1 - 2 time
2.	Nirmala Ashari	Female	Others	1 - 2 time
3.	Yana	Female	Student	1 - 2 time
4.	Muh Figan H	Male	Student	More than 4 times
5.	Adinda	Female	Student	1 - 2 time
6.	Andi Azizah Nabila Tenri Bali	Female	Student	More than 4 times
7.	Hikmah Afrianti	Female	Others	1 - 2 time
8.	Zsa Zsa Nurfajriah Mallu	Female	Student	More than 4 times
9.	Vadhel Muhammad	Male	Student	1 - 2 time
10.	Ade Musytahun Wahid	Male	Employee	1 - 2 time
11.	Putri Aulia Khairunnisa	Female	Student	1 - 2 time
12.	Rizky	Male	Employee	1 - 2 time
13.	Sri Rezky Wahyuni	Female	Student	1 - 2 time
14.	Dwi Febry Ramadhani	Female	Others	1 - 2 time
15.	Nurhidaya Rahmat	Female	Student	More than 4 times
16.	Muh Fauhan Hibatullah	Male	Student	More than 4 times
17.	Atika	Female	Student	More than 4 times
18.	Ika	Female	Others	1 - 2 time
19.	Elvira Tenri Indhirani	Female	Employee	More than 4 times
20.	Wahyudin	Male	Employee	1 - 2 time
21.	Jumkhairil, S.Pd	Male	Employee	1 - 2 time
22.	Abdul Rahman	Male	Others	1 - 2 time
23.	M Septian	Male	Employee	More than 4 times

	Rahmat J			
24.	Muhammad Yuhlis	Male	Employee	1 - 2 time
25.	Rudy Castro Matoneng	Male	Employee	1 - 2 time
26.	Hendra	Male	Employee	1 - 2 time
27.	Zainuddin	Male	Employee	1 - 2 time
28.	Arfandy	Male	Employee	1 - 2 time
29.	Fathurrahman Azis	Male	Employee	3 - 4 time
30.	Ucup	Male	Employee	1 - 2 time
31.	Ari Budiman	Male	Employee	1 - 2 time
32.	Alim	Male	Employee	1 - 2 time
33.	Harisman Halid	Male	Others	1 - 2 time
34.	Syahril	Male	Employee	1 - 2 time
35.	Ramli	Male	Employee	1 - 2 time
36.	Nurhalifa	Female	Student	3 - 4 time
37.	Anty	Female	Student	1 - 2 time
38.	Elsa Reski Ananda	Female	Others	More than 4 times
39.	Adzwar	Male	Employee	More than 4 times
40.	Nurizmi Puspitasari	Female	Student	1 - 2 time
41.	Hardiansyah Hafid	Male	Others	More than 4 times
42.	Aulia Ramadhani	Female	Student	1 - 2 time
43.	Devya	Female	Student	3 - 4 time
44.	Suharto Abdullah	Male	Employee	1 - 2 time
45.	Zam Zam	Female	Employee	More than 4 times
46.	Ahmad	Male	Others	More than 4 times
47.	Madyaon M	Male	Employee	1 - 2 time
48.	Akram Bunyamin	Male	Employee	1 - 2 time
49.	Sarifah A	Female	Student	1 - 2 time
50.	Dedi Miswar Mustafa	Male	Employee	1 - 2 time
51.	Syamsul Rizal	Male	Employee	1 - 2 time
52.	Abdul Azis	Male	Businessman	1 - 2 time
53.	Jamaluddin	Male	Others	1 - 2 time
54.	Marlina	Female	Employee	1 - 2 time
55.	Ismail	Male	Employee	1 - 2 time

56.	Pri D.H	Male	Employee	3 - 4 time
57.	Yan Daniel S.	Male	Employee	More than 4 times
58.	Ramla	Female	Employee	1 - 2 time
59.	Muhammad Musafir	Male	Employee	1 - 2 time
60.	Rusli Umar	Male	Employee	1 - 2 time
61.	Yunus Kasim	Male	Employee	1 - 2 time
62.	Herwanto S	Male	Employee	1 - 2 time
63.	Syamsul Bahri	Male	Others	1 - 2 time
64.	Maryono	Male	Others	1 - 2 time
65.	Lamasi	Male	Employee	More than 4 times
66.	Basri	Male	Employee	3 - 4 time
67.	Amin Husain	Male	Others	More than 4 times
68.	Romyawan H	Male	Employee	1 - 2 time
69.	.	Female	Employee	More than 4 times
70.	Ahmad Asnawi	Male	Employee	1 - 2 time
71.	Hardiman	Male	Employee	1 - 2 time
72.	Ikbar	Male	Employee	1 - 2 time
73.	Lisna Purnama	Female	Employee	1 - 2 time
74.	Enos	Male	Employee	1 - 2 time
75.	Muslimin Munadir	Male	Employee	1 - 2 time
76.	Widya Siska	Female	Student	3 - 4 time
77.	Nurdita Jasmin	Female	Student	1 - 2 time
78.	Marcel Sapan	Male	Employee	1 - 2 time
79.	Syaiful Bachri	Male	Employee	1 - 2 time
80.	Irsal	Male	Others	1 - 2 time
81.	Syairul Tonapa	Male	Others	1 - 2 time
82.	M Yasin	Male	Employee	1 - 2 time
83.	Ali Nuhung	Male	Others	1 - 2 time
84.	Laode Fajarin	Male	Others	1 - 2 time
85.	Faris Aqil	Male	Employee	More than 4 times
86.	Nur Alam	Male	Employee	1 - 2 time
87.	Alwi	Male	Others	1 - 2 time
88.	M. Alianto	Male	Employee	1 - 2 time
89.	Muh Afandy	Male	Employee	1 - 2 time
90.	Hanif	Male	Businessman	More than 4 times
91.	Waldy Irawan	Male	Others	1 - 2 time
92.	Jurjani	Male	Employee	3 - 4 time
93.	Robby76	Male	Employee	1 - 2 time

94.	Amrullah Yusuf	Male	Employee	More than 4 times
95.	Danial Ramadhan	Male	Others	3 - 4 time
96.	Rizal	Male	Employee	More than 4 times
97.	Husnaeni	Male	Employee	1 - 2 time
98.	Muh. Suaib	Male	Employee	1 - 2 time
99.	Didi Saiful	Male	Employee	1 - 2 time
100.	Syaiful Bachri	Male	Others	1 - 2 time
101.	Mustamin	Male	Employee	1 - 2 time
102.	Abdul Rahman	Male	Employee	More than 4 times
103.	Umar	Male	Employee	More than 4 times
104.	Kartini	Female	Employee	3 - 4 time
105.	Khaerul Umam Yudha Pratama	Male	Student	1 - 2 time
106.	Umar T	Male	Businessman	More than 4 times
107.	Firdaus Ramadhan	Male	Employee	1 - 2 time
108.	Ilham Yusuf	Male	Employee	1 - 2 time
109.	Hardiansyah Hafid	Male	Others	1 - 2 time

Appendix 2: Respondents Answer

APPENDIX 3: Data Tabulation

Respondents Answers Regarding Store Atmosphere

No.	Store Atmosphere (X ¹)							Total
	X1.1	X1.2	X1.3	X1.4	X1.5	X1.6	X1.7	
1.	5	5	5	5	5	5	5	35
2.	5	4	3	4	4	4	4	28
3.	4	5	4	5	5	4	4	31
4.	5	5	4	4	4	5	5	32
5.	4	4	4	4	4	4	4	28
6.	4	5	4	5	5	5	5	33
7.	4	5	5	5	5	5	4	33
8.	3	3	4	4	4	4	2	24
9.	4	4	3	4	4	4	3	26
10.	5	1	5	5	3	4	4	27
11.	4	5	5	5	5	5	4	33
12.	5	5	5	5	5	5	5	35
13.	5	5	5	5	5	5	5	35
14.	5	5	5	5	5	5	5	35
15.	4	3	5	5	5	5	3	30
16.	5	5	5	5	4	5	5	34
17.	4	5	5	5	4	3	4	30
18.	4	3	4	5	4	4	4	28
19.	5	5	5	5	5	5	5	35
20.	5	4	4	5	5	5	5	33
21.	5	4	5	5	4	4	4	31
22.	4	5	4	4	4	4	5	30
23.	5	5	5	5	5	5	5	35
24.	4	4	5	5	4	4	4	30
25.	4	2	5	4	4	2	4	25
26.	4	4	4	4	4	4	4	28
27.	3	3	2	4	3	3	3	21
28.	4	3	5	4	2	5	4	27
29.	4	4	4	5	5	4	4	30
30.	3	5	2	5	3	3	2	23
31.	3	5	4	5	5	5	5	32
32.	3	3	3	3	3	3	3	21
33.	4	4	5	5	5	3	4	30
34.	3	3	4	4	4	4	4	26

35.	5	5	5	5	5	5	5	35
36.	3	4	4	4	3	3	4	25
37.	4	3	4	4	5	5	3	28
38.	5	5	5	5	5	5	5	35
39.	5	5	5	5	5	5	4	34
40.	3	4	5	1	2	2	2	19
41.	5	5	5	5	5	4	4	33
42.	4	4	4	5	4	4	4	29
43.	3	2	5	5	5	5	5	30
44.	3	3	3	3	3	3	3	21
45.	4	5	4	4	5	4	4	30
46.	5	4	3	5	3	5	4	29
47.	4	4	4	4	4	4	4	28
48.	4	4	4	4	4	4	4	28
49.	4	4	4	3	5	4	4	28
50.	4	4	5	4	4	3	4	28
51.	5	5	4	5	4	4	4	31
52.	3	4	4	4	4	4	4	27
53.	4	4	4	4	4	3	4	27
54.	4	4	4	4	4	4	4	28
55.	4	4	5	4	4	4	5	30
56.	2	4	4	2	4	4	4	24
57.	4	4	4	4	4	4	3	27
58.	4	4	4	4	4	4	4	28
59.	3	4	4	3	3	4	4	25
60.	3	3	3	3	3	3	3	21
61.	3	4	3	4	4	4	3	25
62.	4	5	4	4	4	4	4	29
63.	3	4	4	4	4	4	4	27
64.	3	4	3	4	4	4	3	25
65.	4	3	3	4	4	4	3	25
66.	4	4	4	4	4	4	4	28
67.	4	5	4	4	4	4	4	29
68.	4	5	5	5	5	5	4	33
69.	4	4	4	4	4	4	5	29
70.	4	3	3	3	3	3	4	23
71.	4	4	4	4	4	4	4	28
72.	2	4	4	4	4	4	4	26
73.	4	3	5	5	5	5	4	31
74.	3	3	3	3	3	3	3	21

75.	4	4	4	4	4	4	4	28
76.	4	4	4	4	4	4	4	28
77.	5	5	4	4	5	4	4	31
78.	3	3	3	3	3	3	4	22
79.	5	5	5	5	5	5	5	35
80.	2	4	3	4	4	4	4	25
81.	4	4	4	4	4	4	4	28
82.	4	4	4	4	4	4	4	28
83.	4	4	3	4	4	4	3	26
84.	2	4	4	5	5	4	4	28
85.	5	4	4	4	5	4	4	30
86.	3	4	3	4	4	3	4	25
87.	3	3	3	3	3	3	3	21
88.	4	4	4	4	4	4	4	28
89.	5	5	4	5	5	5	5	34
90.	5	5	5	5	5	5	5	35
91.	4	4	4	4	4	4	4	28
92.	4	4	2	5	4	4	4	27
93.	4	3	5	4	4	3	4	27
94.	5	5	5	5	5	5	5	35
95.	5	5	4	5	5	5	4	33
96.	5	5	5	5	5	5	5	35
97.	3	4	2	5	5	3	3	25
98.	4	5	4	4	4	4	4	29
99.	5	5	5	4	4	4	4	31
100.	5	5	5	5	5	5	5	35
101.	4	4	4	4	4	4	4	28
102.	5	3	3	5	5	5	5	31
103.	3	4	3	4	4	4	4	26
104.	5	5	5	5	5	5	5	35
105.	4	5	4	4	4	4	4	29
106.	5	5	5	5	5	5	5	35
107.	2	2	1	1	2	2	2	12
108.	4	4	4	4	4	4	4	28
109.	4	4	5	4	4	5	4	30

Respondents Answers Regarding Service Quality

No.	Service Quality (X ²)					Total
	X2.1	X2.2	X2.3	X2.4	X2.5	
1.	5	5	5	5	5	25
2.	3	4	5	5	4	21
3.	4	4	5	5	4	22
4.	4	4	4	5	5	22
5.	4	4	4	4	4	20
6.	4	5	5	5	5	24
7.	5	5	5	5	5	25
8.	3	4	4	4	4	19
9.	3	4	4	4	4	19
10.	4	3	4	4	5	20
11.	4	5	5	5	5	24
12.	5	5	5	5	5	25
13.	5	5	5	5	5	25
14.	5	5	5	5	5	25
15.	3	4	5	5	4	21
16.	5	5	5	5	5	25
17.	4	4	3	4	3	18
18.	3	4	4	4	3	18
19.	5	5	5	5	5	25
20.	4	4	5	4	5	22
21.	4	5	5	5	4	23
22.	4	5	4	4	5	22
23.	5	5	5	5	5	25
24.	4	4	5	5	5	23
25.	4	4	5	3	4	20
26.	3	4	3	4	4	18
27.	4	3	4	4	3	18
28.	4	4	4	5	5	22
29.	4	4	4	4	4	20
30.	5	5	5	5	4	24
31.	3	4	5	4	4	20
32.	3	3	3	3	3	15
33.	4	4	4	4	4	20
34.	3	4	4	4	4	19
35.	5	5	5	5	5	25

36.	2	4	5	4	4	19
37.	4	5	4	3	4	20
38.	5	5	5	5	5	25
39.	5	5	5	5	5	25
40.	3	1	2	2	3	11
41.	5	5	5	4	4	23
42.	3	4	4	4	3	18
43.	5	5	5	5	5	25
44.	3	3	3	3	3	15
45.	4	4	4	4	4	20
46.	4	5	4	5	5	23
47.	4	4	4	4	4	20
48.	4	4	4	4	4	20
49.	3	4	4	3	3	17
50.	3	5	5	5	4	22
51.	5	5	4	5	5	24
52.	4	4	4	4	4	20
53.	4	4	3	4	4	19
54.	4	4	4	4	4	20
55.	4	4	4	3	4	19
56.	4	3	3	4	4	18
57.	4	4	4	4	4	20
58.	4	4	4	5	5	22
59.	4	4	3	4	4	19
60.	3	3	3	3	3	15
61.	4	4	4	3	3	18
62.	4	4	4	4	4	20
63.	4	4	4	4	3	19
64.	3	4	4	4	3	18
65.	3	4	4	4	4	19
66.	4	4	4	4	4	20
67.	4	4	4	4	4	20
68.	5	5	5	4	5	24
69.	4	5	5	5	4	23
70.	4	4	4	4	4	20
71.	4	4	4	4	4	20
72.	3	4	3	3	2	15
73.	4	5	5	5	4	23
74.	3	3	3	3	3	15
75.	5	5	5	5	5	25

76.	4	4	4	4	4	20
77.	5	4	5	4	5	23
78.	3	4	4	3	4	18
79.	5	5	5	5	5	25
80.	4	4	4	4	4	20
81.	4	3	3	4	3	17
82.	4	4	4	4	4	20
83.	3	4	4	3	4	18
84.	4	5	5	5	4	23
85.	4	4	4	5	5	22
86.	2	4	4	3	3	16
87.	3	3	3	3	3	15
88.	4	3	4	4	4	19
89.	4	4	4	5	4	21
90.	5	5	5	5	5	25
91.	4	4	4	4	3	19
92.	3	4	5	4	4	20
93.	4	4	4	4	4	20
94.	5	5	5	5	5	25
95.	4	4	4	5	4	21
96.	5	5	5	5	5	25
97.	4	5	3	5	3	20
98.	4	4	5	4	4	21
99.	4	3	3	4	4	18
100.	5	5	5	3	4	22
101.	4	4	4	4	4	20
102.	3	5	5	5	5	23
103.	4	4	4	3	3	18
104.	5	4	5	5	5	24
105.	4	4	4	4	4	20
106.	5	5	5	5	5	25
107.	2	1	1	3	3	10
108.	5	5	5	4	5	24
109.	3	4	4	4	4	19

Respondents Answers Regarding Purchase Decisions

No.	Purchase Decisions (Y)				Total
	Y1	Y2	Y3	Y4	
1.	5	5	5	5	20
2.	4	4	4	4	16
3.	4	4	5	5	18
4.	4	4	4	4	16
5.	3	4	4	4	15
6.	4	4	5	5	18
7.	5	5	5	5	20
8.	5	3	5	5	18
9.	4	3	4	4	15
10.	5	2	5	5	17
11.	4	5	5	4	18
12.	5	5	5	5	20
13.	5	5	5	5	20
14.	5	5	5	5	20
15.	3	3	4	5	15
16.	5	5	5	5	20
17.	5	3	4	4	16
18.	4	4	4	4	16
19.	5	5	5	5	20
20.	4	5	5	5	19
21.	4	5	5	5	19
22.	4	4	4	4	16
23.	5	5	5	5	20
24.	4	3	3	4	14
25.	5	3	5	4	17
26.	3	4	4	4	15
27.	3	3	4	4	14
28.	5	4	5	4	18
29.	4	4	4	4	16
30.	5	3	5	5	18
31.	4	4	4	5	17
32.	3	3	3	3	12
33.	4	4	4	4	16
34.	4	4	4	4	16
35.	5	5	5	5	20
36.	3	3	4	4	14

37.	4	4	4	4	16
38.	5	5	5	5	20
39.	5	5	5	5	20
40.	2	3	2	2	9
41.	4	3	5	3	15
42.	4	2	2	4	12
43.	5	5	5	5	20
44.	3	3	3	3	12
45.	5	4	4	5	18
46.	3	4	5	3	15
47.	4	4	4	4	16
48.	4	4	4	4	16
49.	4	4	3	4	15
50.	4	4	4	4	16
51.	5	5	5	5	20
52.	4	4	4	4	16
53.	3	4	3	3	13
54.	4	4	4	4	16
55.	4	4	4	4	16
56.	4	4	4	4	16
57.	4	4	4	4	16
58.	4	4	5	4	17
59.	4	4	4	4	16
60.	3	3	3	3	12
61.	3	4	4	4	15
62.	4	3	4	5	16
63.	4	4	4	4	16
64.	4	2	3	4	13
65.	4	4	4	4	16
66.	4	4	4	4	16
67.	5	4	5	5	19
68.	4	4	4	4	16
69.	4	4	4	4	16
70.	4	4	4	4	16
71.	4	4	4	4	16
72.	2	3	2	2	9
73.	5	5	5	5	20
74.	3	3	3	3	12
75.	4	4	5	4	17
76.	4	4	4	4	16

77.	5	4	5	5	19
78.	4	4	4	4	16
79.	4	4	4	4	16
80.	4	4	4	4	16
81.	4	3	3	3	13
82.	4	4	4	4	16
83.	3	3	4	4	14
84.	4	5	4	3	16
85.	4	4	4	4	16
86.	4	4	4	4	16
87.	3	3	3	3	12
88.	3	4	4	4	15
89.	5	4	4	4	17
90.	5	5	5	5	20
91.	4	3	4	4	15
92.	5	4	5	5	19
93.	4	4	3	4	15
94.	5	5	5	5	20
95.	5	5	5	5	20
96.	5	5	5	5	20
97.	3	4	5	4	16
98.	4	4	4	4	16
99.	4	4	4	4	16
100.	3	5	4	4	16
101.	4	4	4	4	16
102.	5	4	5	5	19
103.	4	4	4	4	16
104.	5	5	5	5	20
105.	4	4	4	4	16
106.	5	5	5	5	20
107.	1	1	1	1	4
108.	4	4	5	4	17
109.	4	4	4	4	16

APPENDIX 4: Validity Test and Reliability Test

Validity Test Store Atmosphere (X₁)

		Correlations							
		X1.1	X1.2	X1.3	X1.4	X1.5	X1.6	X1.7	total
X1.1	Pearson Correlation	1	.445**	.526**	.568**	.485**	.567**	.574**	.776**
	Sig. (2-tailed)		.000	.000	.000	.000	.000	.000	.000
	N	109	109	109	109	109	109	109	109
X1.2	Pearson Correlation	.445**	1	.337**	.418**	.517**	.465**	.467**	.681**
	Sig. (2-tailed)	.000		.000	.000	.000	.000	.000	.000
	N	109	109	109	109	109	109	109	109
X1.3	Pearson Correlation	.526**	.337**	1	.432**	.470**	.488**	.562**	.715**
	Sig. (2-tailed)	.000	.000		.000	.000	.000	.000	.000
	N	109	109	109	109	109	109	109	109
X1.4	Pearson Correlation	.568**	.418**	.432**	1	.696**	.646**	.547**	.796**
	Sig. (2-tailed)	.000	.000	.000		.000	.000	.000	.000
	N	109	109	109	109	109	109	109	109
X1.5	Pearson Correlation	.485**	.517**	.470**	.696**	1	.654**	.571**	.809**
	Sig. (2-tailed)	.000	.000	.000	.000		.000	.000	.000
	N	109	109	109	109	109	109	109	109
X1.6	Pearson Correlation	.567**	.465**	.488**	.646**	.654**	1	.635**	.820**
	Sig. (2-tailed)	.000	.000	.000	.000	.000		.000	.000
	N	109	109	109	109	109	109	109	109
X1.7	Pearson Correlation	.574**	.467**	.562**	.547**	.571**	.635**	1	.801**
	Sig. (2-tailed)	.000	.000	.000	.000	.000	.000		.000
	N	109	109	109	109	109	109	109	109
total	Pearson Correlation	.776**	.681**	.715**	.796**	.809**	.820**	.801**	1
	Sig. (2-tailed)	.000	.000	.000	.000	.000	.000	.000	
	N	109	109	109	109	109	109	109	109

** . Correlation is significant at the 0.01 level (2-tailed).

Validity Test Service Quality (X₂)

		Correlations					total
		X2.1	X2.2	X2.3	X2.4	X2.5	
X2.1	Pearson Correlation	1	.593**	.519**	.533**	.643**	.788**
	Sig. (2-tailed)		.000	.000	.000	.000	.000
	N	109	109	109	109	109	109
X2.2	Pearson Correlation	.593**	1	.773**	.640**	.583**	.861**
	Sig. (2-tailed)	.000		.000	.000	.000	.000
	N	109	109	109	109	109	109
X2.3	Pearson Correlation	.519**	.773**	1	.609**	.642**	.851**
	Sig. (2-tailed)	.000	.000		.000	.000	.000
	N	109	109	109	109	109	109
X2.4	Pearson Correlation	.533**	.640**	.609**	1	.685**	.827**
	Sig. (2-tailed)	.000	.000	.000		.000	.000
	N	109	109	109	109	109	109
X2.5	Pearson Correlation	.643**	.583**	.642**	.685**	1	.848**
	Sig. (2-tailed)	.000	.000	.000	.000		.000
	N	109	109	109	109	109	109
total	Pearson Correlation	.788**	.861**	.851**	.827**	.848**	1
	Sig. (2-tailed)	.000	.000	.000	.000	.000	
	N	109	109	109	109	109	109

** . Correlation is significant at the 0.01 level (2-tailed).

Validity Test Purchase Decisions (Y)

		Correlations				
		Y1	Y2	Y3	Y4	total
Y1	Pearson Correlation	1	.535**	.726**	.799**	.878**
	Sig. (2-tailed)		.000	.000	.000	.000
	N	109	109	109	109	109
Y2	Pearson Correlation	.535**	1	.650**	.571**	.794**
	Sig. (2-tailed)	.000		.000	.000	.000
	N	109	109	109	109	109
Y3	Pearson Correlation	.726**	.650**	1	.783**	.908**
	Sig. (2-tailed)	.000	.000		.000	.000
	N	109	109	109	109	109
Y4	Pearson Correlation	.799**	.571**	.783**	1	.902**
	Sig. (2-tailed)	.000	.000	.000		.000
	N	109	109	109	109	109
total	Pearson Correlation	.878**	.794**	.908**	.902**	1
	Sig. (2-tailed)	.000	.000	.000	.000	
	N	109	109	109	109	109

** . Correlation is significant at the 0.01 level (2-tailed).

Reliability Test Store Atmosphere (X₁)**Reliability Statistics**

Cronbach's Alpha	N of Items
.788	8

Reliability Test Service Quality (X₂)**Reliability Statistics**

Cronbach's Alpha	N of Items
.814	6

Reliability Test Purchase Decisions (Y)

Reliability Statistics

Cronbach's Alpha	N of Items
.834	5

APPENDIX 5: Hypotheses Testing

Multiple Linear Regression Analysis

Coefficients^a

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	.171	.244		.700	.486
	StoreAtmosphere	.238	.101	.215	2.358	.020
	ServiceQuality	.712	.098	.662	7.254	.000

a. Dependent Variable: PurchaseDecision

F Test (Simultaneous Significant Test)

ANOVA^a

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	35.363	2	17.681	136.444	.000 ^b
	Residual	13.736	106	.130		
	Total	49.099	108			

a. Dependent Variable: PurchaseDecision

b. Predictors: (Constant), ServiceQuality, StoreAtmosphere

T Test (Partial Significance Test)

Coefficients^a

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	.171	.244		.700	.486
	StoreAtmosphere	.238	.101	.215	2.358	.020
	ServiceQuality	.712	.098	.662	7.254	.000

a. Dependent Variable: PurchaseDecision

Determinant Coefficient Test (R^2)

Model Summary

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.849 ^a	.720	.715	.35998

a. Predictors: (Constant), ServiceQuality, StoreAtmosphere

APPENDIX 6:**BIOGRAPHY****Personal Identify**

Name : Siti Afifa Ftlyatul Khaeriyah
 Place, Date of Birth : Pangkep, September 9, 2001
 Gender : Female
 Address : Jl. Mawar Blok D No. 5, Pangkep
 Email : sitiafifa9@gmail.com

Educational Background

2005 - 2007 : TK Semen Tonasa II
 2007 - 2013 : SDIT Nurul Fikri Makassar
 2013 - 2016 : SMPS Semen Tonasa II
 2016 - 2019 : SMAS Insan Cendekia Madani BSD
 2019 - Now : Universitas Hasanuddin

Training & Courses

Olimpiade Geografi Nasional in Universitas Gadjah Mada (2018)
 Basic Learning Skill, Character, and Creativity (BALANCE) Universitas
 Hasanuddin (2019)
 Magang Generasi Bertalenta (MAGENTA) 2023, PT. Semen Tonasa (Now)

Training & Courses

1. Secretary of Musyawarah Anggota 2020 Ikatan Mahasiswa Manajemen
2. Secretary of Temu Mahasiswa Pangkep Unhas 2020
3. Member of Public Relation Ikatan Pemuda Pelajar Mahasiswa Pangkep 2022
4. Member of Public Relation Ikatan Mahasiswa Manajemen 2022