

ABSTRAK

Ayu Qur'naesih Rusdiyanto, 2022. Pengaruh *Lifestyle* dan Atmosfer Toko Terhadap Keputusan Pembelian Konsumen melalui Minat Beli Pada Indomaret di Kota Ternate. Ketua Komisi: Ida Hidayanti, Anggota Komisi: Ririn Damayanti.

Penelitian ini bertujuan untuk mengetahui Pengaruh *Lifestyle* dan Atmosfer Toko Terhadap Keputusan Pembelian Konsumen melalui Minat Beli. Penelitian ini merupakan penelitian kuantitatif. Populasi dalam penelitian ini yaitu pada Konsumen yang pernah berkunjung dan berbelanja di Indomaret Kota Ternate. Jumlah sampel penelitian adalah sebanyak 145 responden. Metode analisis data yang digunakan dalam penelitian ini adalah menggunakan analisis *Structural Equation Modeling* (SEM) dengan menggunakan *Smart Partial Least Square (PLS)* versi 3 sebagai alat uji statistik.

Hasil penelitian ini menunjukkan bahwa : (1) *lifestyle* berpengaruh signifikan terhadap keputusan pembelian, (2) atmosfer toko berpengaruh signifikan terhadap keputusan pembelian, (3) *lifestyle* berpengaruh signifikan terhadap minat beli, (4) atmosfer toko berpengaruh signifikan terhadap minat beli, (5) *lifestyle* berpengaruh signifikan terhadap keputusan pembelian melalui minat beli, (6) atmosfer toko berpengaruh signifikan terhadap keputusan pembelian melalui minat beli, dan (7) minat beli berpengaruh signifikan terhadap keputusan pembelian.

Kata kunci: *Lifestyle, Atmosfer Toko, Keputusan Pembelian, Minat Beli.*

ABSTRACT

Ayu Qur'naesih Rusdiyanto, 2022. *The Influence of Lifestyle and Store Atmosphere on Consumer Purchase Decisions through Purchase Intention at Indomaret in Ternate City. Commission Chairman: Ida Hidayanti, Commission Member: Ririn Damayanti.*

This study aims to determine the Effect of Lifestyle and Store Atmosphere on Consumer Purchase Decisions through Purchase Interest. This research is a quantitative research. The population in this study are consumers who have visited and shopped at Indomaret, Ternate City. The number of research samples is 145 respondents. The data analysis method used in this research is using Structural Equation Modeling (SEM) analysis using Smart Partial Least Square (PLS) version 3 as a statistical test tool.

The results of this study indicate that: (1) lifestyle has a significant effect on purchasing decisions, (2) store atmosphere has a significant effect on purchasing decisions, (3) lifestyle has a significant effect on buying interest, (4) store atmosphere has a significant effect on buying interest, (5) lifestyle has a significant effect on purchasing decisions through buying interest, (6) store atmosphere has a significant effect on purchasing decisions through buying interest, and (7) buying interest has a significant effect on purchasing decisions.

Keywords: Lifestyle, Store Atmosphere, Purchase Decision, Purchase Interest.