

ABSTRACT

The Effect of Store atmosphere on Purchasing Decisions Through Brand image at Tomoro Coffee in South Jakarta.

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This study aims to analyse the effect of store atmosphere on purchasing decisions with brand image as an intervening variable for Tomoro Coffee customers in South Jakarta. This study uses a quantitative method with a purposive sampling approach. The sample in this study were 102 Tomoro Coffee customers selected based on certain criteria. Data were collected through questionnaires that had been tested for validity and reliability. Data analysis was carried out using the Structural Equation Modeling Partial Least Squares (SEM-PLS) version 4.0 method. The results showed that store atmosphere has no significant effect on purchasing decisions, store atmosphere has a significant effect on brand image, brand image has a significant effect on purchasing decisions, store atmosphere has a significant effect on purchasing decisions through brand image.

Keywords: *Store atmosphere, Brand Image, Purchase Decision, Tomoro Coffee.*