

ABSTRACT

This study aimed to analyze the influence personal and store atmosphere to the purchasing decision process at Starbucks Coffee Shop in Palembang. The population in this study were people who never make purchases at Starbucks Coffee Shop in Palembang. Used as a sample of 100 respondents and use nonprobability sampling techniques. Nonprobability type of sampling is purposive sampling in which information is taken from members of the population that is willing to fill out a questionnaire. Hypothesis testing using multiple regression analysis using SPSS 16. The analysis technique used is validity, reliability, classical assumption (normality test, multicollinearity, and Test Heteroskedasticity), multiple linear regression, statistical t test, F test, and test the coefficient of determination. The test results showed that the variables of personal factors and store atmosphere significantly influence the purchase decision process at Starbucks Coffee Shop in Palembang.

Keywords: *Personal factors, Store Atmosphere, Purchase Decision Process*