



THE EFFECT OF LIFESTYLE AND STORE ATMOSPHERE ON CONSUMER PURCHASE DECISIONS THROUGH PURCHASE INTEREST OF INDOMARET IN TERNATE

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Article Info	Abstract
Article History Received: 14 May 2022 Accepted: 16 June 2022 Published: 29 June 2022	<p><i>This study aims to determine the effect of lifestyle and store atmosphere on consumer purchasing decisions through purchase interest. This research was a quantitative research. The population in this study was Indomaret consumers in Ternate City with a non-probability sampling method and a purposive sampling approach. The data analysis technique in this research used path modeling analysis using smart Partial Least Square (PLS) version 3 as a statistical test tool. The results of this study indicate that lifestyle has a significant effect on purchase decisions, store atmosphere has a significant effect on purchase decisions, lifestyle has a significant effect on purchase interest, store atmosphere has a significant effect on purchase interest.</i></p> <p>Keywords: Lifestyle, Store Atmosphere, Purchase Decision, Purchase Interest.</p>

INTRODUCTION

Changing times, either current normal conditions or Covid-19 pandemic, have made people smarter in adapting to change. People have been able to shop for their needs that used to have to go to a stall or grocery store, now they have started shopping at supermarkets, minimarkets, or the like which gives consumers their own satisfaction. One of the retail businesses currently developing is Indomaret. It is proven from the source of PT. Indomarco Prismatama, the number of Indomaret outlets as of January 2020 reached 17,681 outlets. This number increased by 81 outlets compared to the end of 2019 which was 17,600 outlets. By the end of this year, Indomaret

targets are to have 18,600 outlets or an increase of 1000 outlets. Since 2015, the number of outlets owned by Indomaret has continued to grow every year spread across various provinces. Then throughout 2021 Indomaret adds 600 outlets. Retail businesses have sprung up in various big and small cities including Ternate City, North Maluku, because it can not be separated from shopping patterns that have changed as a result of the influence of modern lifestyles and the demands of people who want everything practical, fast, and save time and convenience.

Lifestyle is broadly defined as a way of life identified by how people spend their time (activities), what they consider important in their environment, and what they think about themselves and those around them (Dewi & Samuel, 2015). In this case, one of the competition that occurs in the retail business is in terms of the convenience of the store atmosphere because consumers are currently choosing places to shop or buy that are comfortable, and pleasant, so many retail stores have paid attention to the quality of their store atmosphere, because Store atmosphere greatly influences the marketing system and consumer purchasing decisions. Thus, the perceived competition is getting tighter, the quality of the store atmosphere must be considered by many retail companies. Store atmosphere is a marketing strategy affecting consumer shopping emotions (Fuad & Hadiati, 2014)

There are several previous studies investigating the influence of Lifestyle on Purchase Decisions with the results showing that there is a significant influence of lifestyle on purchasing decisions (Angela & Paramita, 2020; Dahmiri et al., 2020). Meanwhile, there is a difference with the research of Mongisidi et al., (2019) with results showing that partially lifestyle has no effect on purchasing decisions. Then there are also several previous studies examining the effect of the store atmosphere on buying interest (Paila, 2020) indicating that simultaneously there is a significant effect of the store atmosphere on purchasing interest.

The purpose of this study is to analyze the role of life style and store atmosphere in influencing purchase interest and purchase decisions. Life style is a behavior reflecting what is actually in consumers' minds tend to be related to emotional and psychological problems of consumers. Lifestyle is just one way of categorizing consumers psychographically. Meanwhile, the store atmosphere is considered to affect the emotional state of a consumer in carrying out shopping activities with store designs that meet expectations such as; a sense of comfort, safety and satisfaction for consumers in shopping. This study also aims to analyze the mediating role of buying interest on the influence of life style and store atmosphere on consumer decisions in shopping

LITERATURE REVIEW

Lifestyle

Lifestyle is broadly identified as a way of life identified by how people spend their time (activities), what they consider important in their environment (interests), and what they think about themselves and their surroundings (opinions) (Handayani, 2017). life style can be measured from different dimensions such as activities that consumers do in spending their time shopping; second is interest as consumers' interest in shopping; the third is opinion, consumers' opinions and thoughts (Luwisca & Syahputra, 2021). So it can be concluded that lifestyle is a person's behavior shown in activities, interests and opinions, especially those related to self-image to reflect his social status. Lifestyle includes something more than just a person's social class or personality (Kotler & Armstrong, 2012).

Shop Atmosphere

Atmosphere is the design of the environment through visual communication, lighting, colors, music, and fragrances to design the emotional responses and perceptions of customers and to influence them in buying products (Kotler & Keller, 2012). Thus, it can be seen that the store atmosphere is a very physical characteristic and is very important for every business. This plays a role in every creation of a comfortable atmosphere for consumers and makes them want to linger in the store and indirectly stimulates them to make purchases (Fuad & Hadiati, 2014).

Purchase Interest

Muniarty et al., (2021) states that consumer buying interest reflects the desire of consumers to buy a product. Based on this, it can be concluded that buying interest is where the consumer's tendency to buy a brand or take action related to a purchase is measured by the level of possibility of consumers making a purchase (Azhhari & Yuliana, 2021).

Purchase Decision

Purchase decision is part of consumer behavior. Consumer behavior is the study of how individuals, groups, and organizations choose, buy, use, and how goods, services, ideas or experiences to satisfy their needs and desires. Therefore, when someone makes a decision, there are two or more alternative choices.

Development of Hypothesis

The Effect of Lifestyle on Purchase Decision

Mongisidi et al., (2019) claims that the factors influencing purchasing decisions include lifestyle. Lifestyle is part of secondary human needs that can change depending on the times or a person's desire to change his life. Based on the results of previous studies that there is a significant relationship to purchasing decisions. Angela & Paramita, (2020) and Dahmiri et al., (2020) show

that Lifestyle has a significant effect on purchasing decisions. This indicates that purchasing decisions are also driven and created by the consumers' lifestyle.

H1: Lifestyle affects Purchase Decision

The Effect of Store Atmosphere on Purchase Decision

One of the factors that influence purchasing decisions is the store atmosphere. This is evidenced by the findings of Hanafitrah & Widiartanto, (2018) indicating that the store atmosphere has a positive and significant influence on purchasing decisions. This means that the better the atmosphere created in a store, the higher the purchasing decisions made on the products offered in the store. Based on the results of previous research by Hidayat & Sujud, (2019), it reveals that the store atmosphere has a significant effect on purchasing decisions. This means that the atmosphere in the store can also make a consumer make a purchase decision.

H2: Store Atmosphere affects Purchase Decision

The Effect of Lifestyle on Purchase Interest

The diversity of consumers to fulfill their needs is influenced by lifestyle characteristics, activities which a person carries out activities to fulfill his needs such as work, hobbies, shopping, sports entertainment and one's interests based on the desire for the desired product, as well as one's opinion or view of a product to be purchased, so it can influence consumer behavior (Muniarty et al., 2021). Thus, in choosing a product, consumers will choose based on what is most needed and in accordance with buying interest, one of which is their lifestyle (Rumbiati & Heriyana, 2020). Based on the results of previous researchs by (Azhhari & Yuliana, 2021; Muniarty et al., 2021; Rumbiati & Heriyana, 2020), it shows that Lifestyle has a significant effect on buying interest. In this case the lifestyle also affects the buying interest of a consumer.

H3: Lifestyle affects Purchase Interest

The Effect of Store Atmosphere on Purchase Interest

Store atmosphere is a very important physical characteristic for any retail business, this acts as a creation of a comfortable atmosphere in accordance with consumer desires and makes consumers want to linger in a store and indirectly stimulates consumers to make purchases (Basyir, 2019). Therefore, consumers' buying interest will always increase because of a comfortable store atmosphere that always wants to make the customer feel at home and want to linger in a store (Hendrayani, 2019). Based on the results of a previous research, Paila (2018) reveals that the store atmosphere has a significant effect on buying interest. In this case the atmosphere of the store can also affect the purchase intention of consumers.

H4: Store Atmosphere affects Purchase Interest

The Effect of Lifestyle on Purchase Decision through Purchase Interest

Hilmi et al., (2018) shows that lifestyle has a significant influence on purchasing decisions through buying interest. Similarly, a research conducted by Apprilia & Dwijayanti, (2021) shows that lifestyle has a significant effect on purchasing decisions through buying interest. This proves that the Theory of Planned Behavior (TPB) by Ajzen et al., (2011) which shows that a person's buying behavior is first influenced by his buying interest is proven true in this study. Thus, it indicates that based on the results of previous research, a hypothesis can be formulated that lifestyle can influence purchasing decisions through buying interest.

H5: Lifestyle affects Purchase Decision through Purchase Interest

The Effect of Store Atmosphere on Purchase Decision through Purchase Interest

One of the retail marketing mixes that must be implemented is managing a store atmosphere that can be an attraction for consumer shopping and pricing. It is one of the determining factors for product selection which will later affect consumer buying interest before making a purchase. (Christinto & Hadi, 2018). Puspitasari & Yuniati, (2016) reveal that the atmosphere has a significant influence on purchasing decisions through buying interest. This shows that based on the results of previous research, a hypothesis can be formulated that the store atmosphere influences consumer decisions through buying interest

H6: Store Atmosphere affects Purchase Decision through Purchase Interest

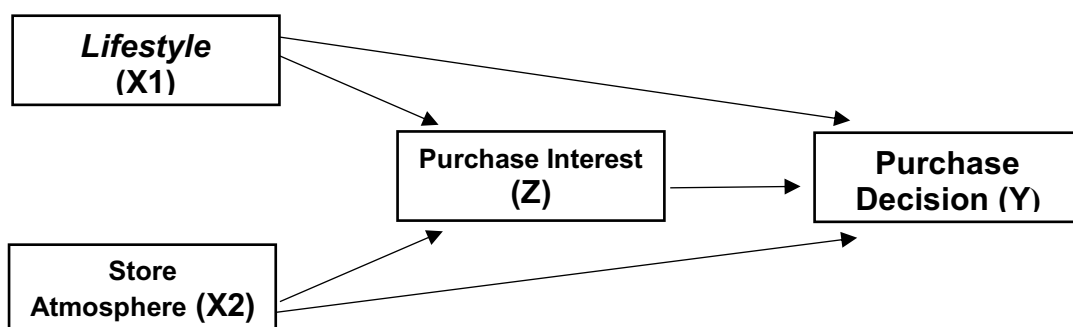
The Effect of Purchase Interest on Purchase Decision

In consumer purchasing decisions, there are several factors that influence purchasing decisions, one of which is buying interest. Buying interest is the sincerity to have something with sacrifice where the buying interest arises because consumers are satisfied with the quality of the products provided by the company (Apprilia & Dwijayanti, 2021). Based on the results of previous researchs, Christinto & Hadi, (2018) and Puspitasari & Yuniati, (2016), it states that there is an influence between buying interest on purchasing decisions. This shows that interest can also encourage consumers to make purchasing decisions.

H7: Purchase Interest affects on Purchase Decision

Based on the explanation above, the research framework can be described as follows:

Figure 1. Research Framework



METHOD

Time and Place of the Research

This research was conducted at Indomaret of Ternate City. Research time was December 2021 to February 2022.

Population and Sample

The population in this study was consumers who have shopped at Indomaret in Ternate City. The sampling technique used non-probability sampling with a purposive sampling approach with the criteria of having shopped at Indomaret, Ternate City and snowball sampling where the determination of the sample was carried out with certain considerations. Determination of the number of representative samples according to Hair et al., (2010) is dependent on the number of indicators/statement items multiplied by 5 to 10. The number of samples in this study was the number of indicators/statement items. So, the total item statement 29 times 5 is 145 respondents in Ternate City.

Data and Source of Data

The types and sources of data in this study were primary and secondary data. The primary data collection in this study was by distributing questionnaires and interviews to parties related to the research. Secondary data collection in this research is in the form of journals, books, articles related to research.

Technique of Collecting Data

The data collection technique in this study was through distributing questionnaires to respondents, consumers who have shopped at Indomart Ternate.

Data Analysis

To examine the effect of the independent, intervening and dependent variables, it investigates the influence of Lifestyle and Store Atmosphere on Consumer Purchase Decisions through Purchase Intention. So the analytical method used is path modeling analysis using the Smart Partial Least Square (PLS) statistical program as a statistical test tool.

RESULTS AND DISCUSSIONS

Test of Reliability

Indicators measure constructs which is the followings are the results of testing composite reliability and cronbach's alpha from Smart PLS:

Table 1. Composite Reliability and Cronbach's Alpha

Variable	Cronbach's Alpha	Composite Reliability
Store Atmosphere	0.944	0.952

Purchase Decisions	0.943	0.953
Lifestyle	0.863	0.907
Purchase Interest	0.911	0.931

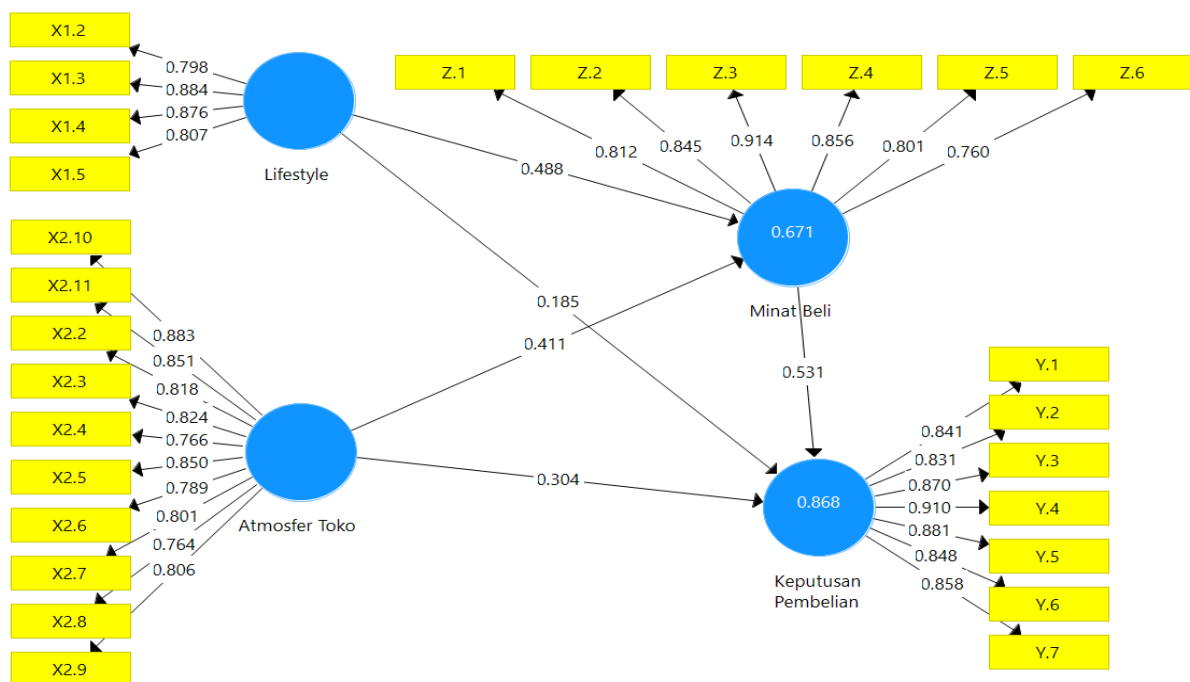
Source: Data processed in 2022

A construct is declared reliable if it has a composite reliability value above 0.60 and Cronbach's alpha above 0.60. From the results of the SmartPLS output above, all constructs have a composite reliability value above 0.60 and Cronbach's alpha above 0.60. So it can be concluded that the construct has good reliability, as stated by Hair et al., (2010) that the rule of thumbs alpha value or composite reliability must be greater than 0.7 even though the value of 0.6 is still acceptable.

Struktural Model Testing (Inner Model)

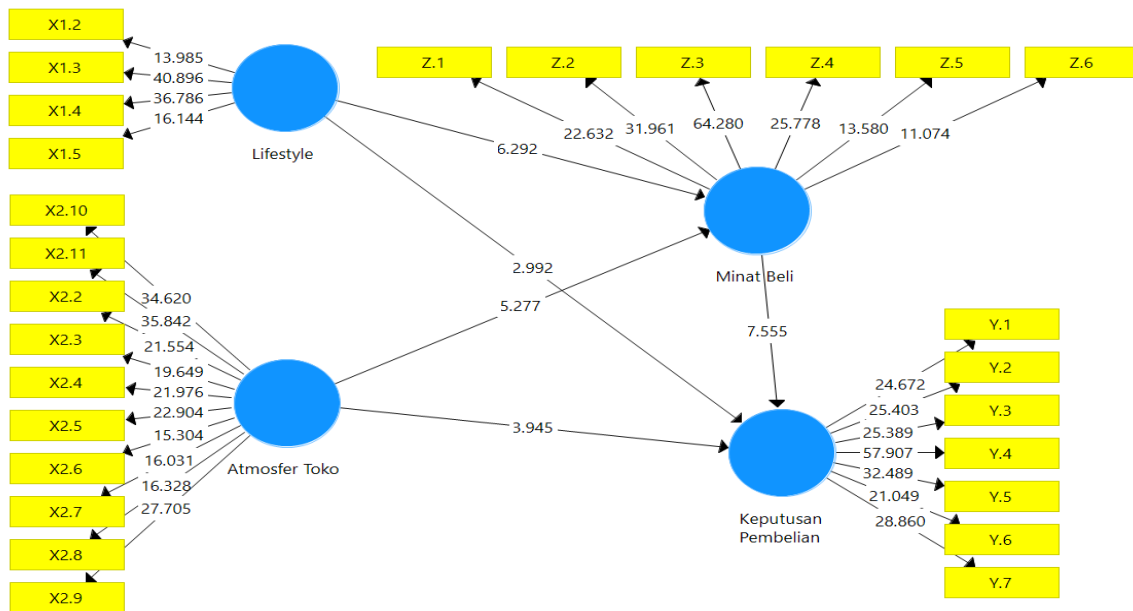
The structural model in PLS is evaluated by using R2 for the dependent variable, and the path coefficient value for the independent variable which is then assessed for significance based on the t-statistic value of each path (Ghozali & Hengky Latan, 2014). The structural model of the PLS Alogarthim and PLS Bootstrapping research can be seen in the image below:

Figure 2. The Result of PLS Algorithm (Path Coeffisien)



Source: Output SmartPLS 3.0, 2022.

Figure 3. The Result of PLS Bootstrapping (T Statistic)



Source: Output SmartPLS 3.0, 2022.

Based on the two figures above, it can be concluded that after the validity test (convergent and discriminant) and reliability test results: 1). The factor value of loading path coefficient of each indicator of all variables is greater than 0.7; and 2). The value of the loading T statistic factor for each lifestyle variable, store atmosphere, buying interest, and purchase decision is greater than 1.96.

Test of Hypothesis

To assess the significance of the prediction model in testing the structural model, it can be seen from the t-statistic value between the independent variable to the dependent variable and the path coefficient table variable in the SmartPLS 3.0 output below:

Table 2. Path Coefficients (Mean, STDEV, t-Value)

Variable	Original Sample (O)	Average Sample (M)	Standard of Deviation (STDEV)	T Statistic (O/STDEV)	P Values
AT -> KP	0.304	0.299	0.077	3.945	0.000
AT -> MB	0.411	0.412	0.078	5.277	0.000
L -> KP	0.185	0.190	0.062	2.992	0.003
L -> MB	0.488	0.486	0.078	6.292	0.000
MB -> KP	0.531	0.531	0.070	7.555	0.000

Source: Output SmartPLS 3.0, 2022.

The path coefficient value or the inner model shows the level of significance in hypothesis testing, the following is an explanation of the path coefficients results.

- a) The effect of Lifestyle on Purchase Decision is significant with T-statistic of $2,992 > 1.96$. Because $t_{count} > t_{table}$, and the P value $(0.003) < 0.05$, H_0 is rejected and H_a is accepted. This means that Lifestyle has a positive and significant effect on purchasing decisions at Indomaret in Ternate. The results of the study prove that Lifestyle has a significant effect on Purchase Decisions at Indomaret in Ternate.
- b) The effect of Store Atmosphere on Purchase Decisions is significant with a T-statistic of $3.945 > 1.96$. Because $t_{count} > t_{table}$, and the P value $(0.000) < 0.05$, H_0 is rejected and H_a is accepted. This means that the Store Atmosphere has a positive and significant effect on Purchase Decisions at Indomaret in Ternate. The results of this study prove that the store atmosphere has a significant effect on purchasing decisions at Indomaret in Ternate.
- c) The effect of Lifestyle on Purchase Intention is significant with a T-statistic of $6.292 > 1.96$. Because $t_{count} > t_{table}$, and the P value $(0.000) < 0.05$, H_0 is rejected and H_a is accepted. This means that Lifestyle has a positive and significant effect on Buying Interest at Indomaret in Ternate. The results of the study prove that Lifestyle has a significant effect on Buying Interest at Indomaret in Ternate.
- d) The influence of store atmosphere on purchase intention is significant with a T-statistic of $5.277 > 1.96$. Because $t_{count} > t_{table}$, and the P value $(0.000) < 0.05$, H_0 is rejected and H_a is accepted. This means that the Store Atmosphere has a positive and significant effect on Buying Interest. The results of the study prove that the store atmosphere has a significant effect on buying interest.
- e) The effect of buying interest on purchasing decisions is significant with a T-statistic of $7.555 > 1.96$. Because $t_{count} > t_{table}$, and the P value $(0.000) < 0.05$, H_0 is rejected and H_a is accepted. This means that buying interest has a positive and significant effect on purchasing decisions. The results of this study prove that buying interest has a significant effect on purchasing decisions.

Test of Mediation Effect

Testing the mediation effect, the output of the test parameters is significant seen based on the total effect table not the coefficient table, because the mediation effect is not only tested for the direct effect of the independent variable on the dependent variable, but also where the indirect effect is tested between the independent variable and the dependent variable through the mediating variable. Therefore, the total effect is used to see the total predictive effect (direct and indirect effects). The indirect effect in this study can be seen in the total effect table below:

Table 3. Total Effect of Independent Variables on Dependent Variables

Variabel	Original Sample (O)	Average Sample (M)	Standard of Deviation (STDEV)	T Statistic (O/STDEV)	P Values
AT -> KP	0.522	0.517	0.085	6.137	0.000
AT -> MB	0.411	0.412	0.078	5.277	0.000
L -> KP	0.444	0.449	0.083	5.378	0.000
L -> MB	0.488	0.486	0.078	6.292	0.000
MB -> KP	0.531	0.531	0.070	7.555	0.000

Source: *Output SmartPLS 3.0, 2022.*

In addition to the table above, indirect effect accompanied by mediating variables can be seen in the table below:

Table 4. Effects Between Independent Variables and Dependent Variables Through Mediation Variables

Variable	Original Sample (O)	Average Sample (M)	Standard of Deviation (STDEV)	T Statistic (O/STDEV)	P Values
L -> MB -> KP	0.259	0.259	0.055	4.704	0.000
AT -> MB -> KP	0.218	0.218	0.049	4.486	0.000

Source: *Output SmartPLS 3.0, 2022.*

Based on the two tables above (Table 3 and Table 4), it shows that: (1) the direct influence of Lifestyle (X1) on Purchase Decision (Y) has a T-statistical value (4,704) > 1.96 which means that Purchase Interest (Z) can be a mediation between Lifestyle and Purchase Decision. Thus, the mediating effect hypothesis (H6) is accepted; and (2) the influence of store atmosphere (X2) on purchasing decisions (Y) has a T-statistic value (4.486) > 1.96 which means that buying interest (Z) can mediate between store atmosphere and purchase decisions. Thus, the hypothesis of the mediating effect (H7) is accepted.

DISCUSSIONS

The Effect of *Lifestyle* on Purchase Decision at Indomaret in Ternate

The results of the first hypothesis testing show that Lifestyle has a positive and significant effect on Purchase Decisions at Indomaret in Ternate. These results indicate that Lifestyle is able to encourage and create a Purchase Decision at Indomaret in Ternate. The results of this study indicate that lifestyle factors are able to create purchasing decisions at Indomaret in Ternate. Setiadi (2008) reveals that lifestyle is broadly identified how people spend their time (activities), what they consider important in their environment (interests), and what they think about themselves and

their surroundings (opinions). This means that the results of this study indicate that lifestyle is able to make a direct contribution to consumers to make purchasing decisions at Indomaret in Ternate.

Based on the explanation above, it can be concluded that lifestyle has a positive and significant effect on purchasing decisions at Indomaret in Ternate, this can be proven in this study. In addition, the results of this study are also in line with previous researchs conducted by Angela & Paramita (2020) and Dahmiri et al., (2020) showing that lifestyle has a significant positive effect on purchasing decisions.

The Effect of Store Atmosphere on Purchase Decision at Indomaret in Ternate

The results of the second hypothesis testing show that the store atmosphere has a positive and significant effect on purchasing decisions at Indomaret in Ternate. These results indicate that consumers decide to shop in terms of aspects or factors of the store atmosphere. Therefore, providing a good store atmosphere will encourage and create purchasing decisions. The results of this study indicate that the factors in the store atmosphere are able to create purchasing decisions at Indomaret in Ternate. In line with Kotler & Keller, (2012) it reveals that store atmosphere is an environmental design through visual communication, lighting, colors, music, and fragrances to design emotional responses and customer perceptions in buying products. This means that the results of this study indicate that Indomaret provides a good atmosphere so that it can provide a direct contribution to consumer purchasing decisions.

Based on the explanation above, it can be concluded that the store atmosphere has a positive and significant effect on purchasing decisions at Indomaret in Ternate, this can be proven in this study. In addition, the results of this study are also in line with previous research conducted by Christinto & Hadi, (2018) showing that the store atmosphere had a positive and significant effect on purchasing decisions.

The Effect of Lifestyle on Purchase Interest at Indomaret in Ternate

The results of the third hypothesis testing show that lifestyle has a positive and significant effect on buying interest at Indomaret in Ternate. The results show that lifestyle is able to create buying interest at Indomaret in City. The results showed that lifestyle factors were able to create buying interest at Indomaret in Ternate City. Mongisidi et al., (2019), defines that lifestyle is as a way of life in which other people spend their time (activities) in terms of work, hobbies, shopping, and social activities as well as interests and opinions which consist of about themselves, social issues, business and products. This means that, the results of this study indicate that buying interest can be influenced by lifestyle. So that lifestyle is able to make a direct contribution to buying interest at Indomaret in Ternate City.

Based on the explanation above, it can be concluded that lifestyle has a positive and significant effect on buying interest at Indomaret in Ternate, this can be proven in this study. In addition, the results of this study are also in line with previous research conducted by Christinto & Hadi, (2018), indicating that lifestyle has a positive and significant effect on buying interest.

The Effect of Store Atmosphere on Purchase Interest at Indomaret in Ternate

The results of the fourth hypothesis testing show that the store atmosphere has a positive and significant effect on buying interest at Indomaret in Ternate City. These results indicate that the store atmosphere is able to encourage and create buying interest at Indomaret in Ternate.

The results of this study indicate that store atmosphere factors are able to create consumer buying interest at Indomaret in Ternate. Kotler & Keller, (2012) reveal that the store atmosphere is the design of the environment through visual communication, lighting, colors, music, and fragrances to design the emotional response and perception of customers in buying products. This means that the results of this study indicate that Indomaret provides a good atmosphere so that it can provide a direct contribution to consumer buying interest.

Based on the explanation above, it can be concluded that the store atmosphere has a positive and significant effect on buying interest, this can be proven in this study. In addition, the results of this study are in line with previous research conducted by Paila, (2018) which indicate that the store atmosphere had a positive and significant effect on buying interest.

The Effect of Lifestyle on Purchase Decision through Purchase Interest at Indomaret in Ternate

The results of testing the fifth hypothesis show that lifestyle has a positive and significant effect on purchasing decisions through buying interest at Indomaret in Ternate. These results indicate that lifestyle is able to stimulate, encourage and create purchasing decisions through buying interest at Indomaret in Ternate City. Based on the explanation above, it can be concluded that lifestyle has a positive and significant effect on purchasing decisions through buying interest at Indomaret in Ternate, this can be proven in this study. Then the results of this study are also in line with previous research conducted by Christinto & Hadi, (2018), which shows that lifestyle has a positive and significant effect on purchasing decisions through buying interest.

The Effect of Store Atmosphere on Purchase Decision through Purchase Interest at Indomaret in Ternate

The results of testing the sixth hypothesis show that the store atmosphere has a positive and significant effect on purchasing decisions through buying interest at Indomaret in Ternate. These results indicate that the store atmosphere is able to encourage and create purchasing decisions through buying interest at Indomaret in Ternate City.

Based on the explanation above, it can be concluded that the store atmosphere has a positive and significant effect on purchasing decisions through buying interest at Indomaret in Ternate City, this can be proven in this study. In addition, the results of this study are in line with previous research by Puspitasari & Yuniati, (2016), which reveal that the store atmosphere has a positive and significant effect on purchasing decisions through buying interest.

The Effect of Purchase Interest on Purchase Decision at Indomaret in Ternate

The results of testing the seventh hypothesis show that buying interest has a positive and significant effect on purchasing decisions at Indomaret in Ternate. These results indicate that buying interest is able to create purchasing decisions at Indomaret in Ternate. The results of this study indicate that buying interest factors are able to create purchasing decisions at Indomaret in Ternate. Kotler & Armstrong, (2012), states that consumer buying interest reflects the desire and desire of consumers to buy a product. This means that, the results of this study indicate that Indomaret can create consumer buying interest. So that buying interest is able to make a direct contribution to purchasing decisions.

Based on the explanation above, it can be concluded that buying interest has a positive and significant effect on purchasing decisions at Indomaret in Ternate, this can be proven in this study. In addition, the research results are in line with previous researchs conducted by Christinto & Hadi, (2018) and Puspitasari & Yuniati, (2016), which reveal that buying interest has a positive and significant effect on purchasing decisions.

CONCLUSIONS

Based on the results and discussion above, the conclusion in this study is that Lifestyle has a positive and significant effect on consumer purchasing decisions at Indomaret in Ternate. This means that this decisions can be driven or created by the consumer's lifestyle. Store atmosphere has a positive and significant effect on consumer purchasing decisions at Indomaret in Ternate. This means that if there is a good store atmosphere then consumer purchasing decisions will be created, and vice versa, if the store atmosphere provided is not good then there will be no consumer purchasing decisions. Lifestyle has a positive and significant effect on buying interest at Indomaret in Ternate. This means that buying interest in Indomaret can also be driven or created by lifestyle. The store atmosphere has a positive and significant effect on buying interest at Indomaret in Ternate. This means that if there is a good store atmosphere, it will create consumer buying interest, and vice versa, if the store atmosphere provided is not good then there will be no consumer buying interest. Lifestyle has a positive and significant effect on purchasing decisions through buying interest at Indomaret in Ternate. This means that purchasing decisions and buying

interest at Indomaret in Ternate City can be influenced by lifestyle. Store atmosphere has a positive and significant effect on purchasing decisions through buying interest at Indomaret in Ternate. This means that a good store atmosphere can create buying interest and consumer purchasing decisions. Buying interest has a positive and significant effect on purchasing decisions at Indomaret in Ternate. This means that purchasing decisions can also be influenced by buying interest.

Store atmosphere and purchase interest have a dominant role in improving purchase decisions, so the best strategy in this research is how to condition the store atmosphere to encourage purchase interest and purchase decisions. The limitation in this research is that the object is only Indomaret consumers, future research is expected to expand the object to a more diverse consumer with shops/supermarkets that are used as research locations.

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