

## SUMMARY

This research was entitled **“THE EFFECT OF SERVICE QUALITY, STORE ATMOSPHERE AND PERCEIVED PRICE ON PURCHASE DECISION: ROLE OF LIFESTYLE AS MODERATING VARIABLE (Survey on Customers of Praketa Coffee Shop in Purwokerto)”**. The aims of research were to analyze the effect of service quality, store atmosphere as well as perceived price on purchase decision, to analyze the moderating role of lifestyle on the effect of service quality, store atmosphere as well as perceived price on purchase decision. Practically, benefit of this study was expected to be useful as considerations in decision making process to set the several policies by managers of Praketa Coffee Purwokerto related to the service quality, atmosphere of coffee, perceived price and lifestyle to increase the customers' purchase decision. Population of this research was all customers of Praketa Coffee in Purwokerto. Number of target population of this research undetected certainty, so to determine the minimum sample size within study uses interval estimate technique. Furthermore, technique data analysis of this study uses multiple and moderated regression analysis.

Based on the results of data analysis, it could be concluded that service quality, store atmosphere as well as perceived price has a positive effect on purchase decision, and so lifestyle moderates the effect of service quality as well as store atmosphere on purchase decision, while lifestyle no moderates the effect of perceived price on purchase decision. Refers to these conclusions, it could be implied that in order to increase the customers' purchase decision, management of Praketa Coffee in Purwokerto need to pay attention on the policies about service quality, store atmosphere and consumers' perceived price and lifestyle. The ways can be done by increase the barista's skills and ability to provide the accurate services in prepare and blend the coffee without making any mistakes and deliver product or service quickly in accordance with an agreed time based on the customers' needs and their expectations, follow up the consumer complaints related to the services problems quickly and accurately. Beside it, to make more sales and customers' purchase decision, attract new customers and retain existing ones, management of Praketa Coffee in Purwokerto must be able to create the exciting store design and atmosphere of coffee shop by always maintaining a clean, coloring the coffee shop and playing the music in accordance with the clientele targeted. Additionally, management of Praketa Coffee in Purwokerto also needs to set the price of product and service that the affordable, suitability and favorable price, and so build a forum of “coffee lovers” where customers of Praketa Coffee in Purwokerto can communicate with each other.