

## **ABSTRACT**

*Tourism is one of the sectors that continues to rapidly grow in size, in particular in business like café. Hanging out or spending quality time with friends and family has become habits that drive people toward a new behavioral change. This changing pattern and lifestyle of consumers made cafe expand. The opportunity was responded directly by businessmen by establishment of new cafes. To be able to survive and compete, a company must be able to make the right decisions and strategies. The purpose of this study is to determine the effect of cafe atmosphere, service quality, emotional value and product variation on purchasing decisions at Converso Coffee & Eatery Semarang. While population in this study is the consumers of Converso Coffee & Eatery Semarang, the number of samples used was 101 people who were selected using purposive sampling. Data obtained from questionnaires were then analyzed using the AMOS program. The result of this study indicates that the cafe atmosphere, service quality, emotional value and product variation have a positive and significant effect on purchasing decisions.*

*Keywords: cafe atmosphere, service quality, emotional value, product variety, purchasing decisions.*