

ABSTRACT

Peacock coffee is one of the coffee shops in Semarang that offers a mainstay menu, namely coffee. Quality coffee beans are formulated by Barista who is already an expert and trained in serving delicious coffee. Various variants of menu choices that make Peacock Coffee a characteristic that will later attract consumers to want to know the taste and characteristics of coffee and make a purchase.

This study aims to analyze how much influence the store atmosphere and hedonic value have on the purchase decision interest through the emotions of Peacock coffee customers in Semarang. The population used in this study are customers who have come and made purchases at Peacock coffee in Semarang min. 1 time. The sample used was 153 respondents. The sample collection method uses accidental sampling. Data collection methods used were questionnaires. This research uses Structural Equation Modeling (SEM) analysis with AMOS 24.0 analysis tools.

The results of this study indicate that store atmosphere and hedonic values have a positive and significant effect on customer emotions. Besides store atmosphere, hedonic value, and customer emotions also have a positive and significant effect on purchasing decisions.

Keywords: *Store Atmosphere, Hedonic Value, Emotions, Purchase Decisions.*