

ABSTRACT

This study aims to analyze the influence of store atmosphere, lifestyle, product quality, and sales promotion on purchasing decisions on Muslim clothing online shopper through Instagram.

The research method used is the probability sampling technique with a simple random sampling method. Samples collected as many as 100 respondents consisting of a woman aged 20-50 years who buy Muslim clothing products at least once in a period of one year. The analytical method used is multiple regression analysis techniques.

The results showed that the shop's atmosphere, lifestyle, product quality, and sales promotion had a positive effect on purchasing decisions.

Keywords: Purchasing decisions, store atmosphere, lifestyle, product quality, and sales promotion.