**Effect Of Attitude, Lifestyle And Store Atmosphere Against Consumer Decision**

**In Choosing Nuno's Coffee Shop In Padang**

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*Abstrak*

*This study aims to look at the influence of attitudes, lifestyle and store atmosphere to consumer decision in visiting Café Nunos in Padang. The samples used were a hundred respondents with a sampling technique is purposive sampling. The data analysis technique used is multiple linear regression analysis. Based on the results of hypothesis testing found that attitude significantly influence the consumer's decision to visit Café Nunos in Padang, while lifestyle and store atmosphere does not significantly influence the consumer's decision to visit Café Nunos in Padang. For suggestions of research, it is expected that Nuno's Coffee Shop to pay attention Attitude, Lifestyle and Store Atmosphere to improve consumer decision in choosing Nuno's Coffee Shop in the city of Padang*

 *Keywords Attitude, Lifestyle And Store Atmosphere Consumer Decisio*