

ABSTRAK

Amalia Az Zahra. 2024. Pengaruh *Electronic Word of Mouth* (E-WOM), *Content Marketing* dan *Store Atmosphere* di Restoran *Magia Space and Whatever* Kota Madiun Terhadap Kepuasan Pelanggan (Studi Kasus Konsumen Di Restoran *Magia Space and Whatever*). Skripsi. Program Studi Manajemen, Fakultas Ekonomi dan Bisnis, Universitas PGRI Madiun. Pembimbing (I) Dr. Diyah Santi Hariyani, S.E., M.Si. Pembimbing (II) Dr. Hari Purwanto, S.E., M.M.

Tujuan penelitian untuk mengetahui apakah terdapat pengaruh *electronic word of mouth* (E-WOM), *content marketing* dan *store atmosphere* terhadap kepuasan pelanggan. Penelitian ini dilakukan di restoran *Magia Space and Whatever* Kota Madiun. Sampel penelitian ini sebanyak 385 responden. Metode penelitian ini menggunakan pendekatan kuantitatif dengan menggunakan bantuan software smartPLS 4. Hasil penelitian ini adalah *electronic word of mouth* berpengaruh positif dan signifikan terhadap kepuasan pelanggan, *content marketing* berpengaruh positif dan signifikan terhadap kepuasan pelanggan, *store atmosphere* berpengaruh positif dan signifikan terhadap kepuasan pelanggan.

Kata Kunci : *Electronic Word of Mouth* (E-WOM), *Content Marketing*, *Store Atmosphere*, Kepuasan Pelanggan, Restoran *Magia Space and Whatever*

ABSTRACT

Amalia Az Zahra. 2024. The Effect of Electronic Word of Mouth (E-WOM), Content Marketing and Store Atmosphere at Magia Space and Whatever Restaurant Madiun City on Customer Satisfaction (Case Study of Consumers at Magia Space and Whatever Restaurant). Thesis. Management Study Programme, Faculty of Economics and Business, Universitas PGRI Madiun. Supervisor (I) Dr Diyah Santi Hariyani, S.E., M.Si. Supervisor (II) Dr Hari Purwanto, S.E., M.M.

The research objectives were to find out whether there was an effect of electronic word of mouth (E-WOM), content marketing and store atmosphere towards customer satisfaction. This research was conducted at the Magia Space and Whatever restaurant, Madiun City. The research sample was 385 respondents. The research method used was a survey with a quantitative descriptive approach. Data collection techniques in this study through the distribution of questionnaires with the help of a Likert scale. Data analysis was carried out using the help of Smartpls software version 4.1.0.6

The results of this study prove: Electronic Word of Mouth have a positive and significant effect towards customer satisfaction in Magia Space and Whatever restaurant, Content Marketing has a positive and significant effect towards customer satisfaction in Magia Space and Whatever restaurant, Store Atmosphere has a positive and significant effect towards customer satisfaction in Magia Space and Whatever Restaurant.

Keywords : Electronic Word of Mouth (E-WOM), Content Marketing, Store Atmosphere, Customer Satisfaction.