

ABSTRAK

Pengaruh *Digital Marketing* Dan *Store Atmosphere* Terhadap Keputusan Pembelian Melalui Minat Beli Di *Coffee Shop* Madiun (Studi Kasus pada *Coffee Shop* Kolam.Co Kota Madiun). Anisa Septiana Adeputri (2003102099). Program Studi Manajemen. Fakultas Ekonomi Dan Bisnis. Universitas PGRI Madiun.

Penelitian ini bertujuan untuk mengetahui pengaruh *digital marketing* dan *store atmosphere* terhadap keputusan pembelian melalui minat beli di *Coffee Shop* Madiun (Studi kasus pada *Coffee Shop* Kolam.Co Kota Madiun). Jenis penelitian ini yaitu menggunakan penelitian kuantitatif dengan jumlah responden sebanyak 384 konsumen *Coffee Shop* Kolam.Co Kota Madiun. Analisis data yang digunakan yaitu analisis jalur dengan aplikasi PLS. Hasil penelitian menunjukkan bahwa: 1) *digital marketing* berpengaruh positif dan signifikan terhadap minat beli. 2) *store atmosphere* berpengaruh positif dan signifikan terhadap minat beli. 3) *digital marketing* berpengaruh positif dan signifikan terhadap keputusan pembelian. 4) *store atmosphere* berpengaruh positif dan signifikan terhadap Keputusan Pembelian. 5) minat beli berpengaruh positif dan signifikan terhadap Keputusan Pembelian. 6) *digital marketing* berpengaruh positif dan signifikan terhadap keputusan pembelian melalui minat beli. 7) *store atmosphere* berpengaruh positif dan signifikan terhadap keputusan pembelian melalui minat beli,

Kata Kunci : *Digital Marketing*, *Store Atmosphere*, Keputusan Pembelian, dan Minat Beli

The Influence of Digital Marketing and Store Atmosphere on Purchasing Decisions Through Purchase Interest in Madiun Coffee Shop (Case Study at Kolam.Co Coffee Shop, Madiun City). Anisa Septiana Adeputri (2003102099). Management Study Program. Faculty of Economics and Business. Universitas PGRI Madiun.

ABSTRACT

This study aimed to determine the influence of digital marketing and store atmosphere towards purchasing decisions through purchase interest in Madiun Coffee Shop (Case study at Kolam.Co Coffee Shop, Madiun City). This type of research used quantitative with a total of 384 respondents from Kolam.Co Coffee Shop, Madiun City. Data analysis used was path analysis with PLS application. The results of the study show: 1) digital marketing has a positive and significant effect towards purchase interest; 2) store atmosphere has a positive and significant effect towards purchase interest; 3) digital marketing has a positive and significant effect

towards purchase decisions; 4) store atmosphere has a positive and significant effect towards Purchase Decisions; 5) purchase interest has a positive and significant effect towards Purchase Decisions; 6) digital marketing has a positive and significant effect towards purchasing decisions through purchase interest; 7) store atmosphere has a positive and significant effect towards purchasing decisions through purchase interest,

Keywords: Digital Marketing, Store Atmosphere, Purchasing Decisions, Purchase Interest.