

ABSTRAK

Fitria Rahmadani. 2024. Pengaruh *Electronic Word Of Mouth*, Promosi Media Sosial dan *Store Atmosphere* Terhadap Keputusan Pembelian (Studi Kasus Pada Konsumen *Sea Coff* Madiun). Skripsi. Program Studi Manajemen, Fakultas Ekonomi dan Bisnis, Universitas PGRI Madiun. Pembimbing (I) Dian Citaningtyas Ari Kadi, S.E., M.M. Pembimbing (II) Erma Wulan Sari, S. Pd., M. Ak.

Penelitian ini bertujuan untuk mengetahui apakah terdapat pengaruh *electronic word of mouth*, promosi media sosial dan *store atmosphere* terhadap keputusan pembelian (studi kasus pada konsumen *Sea Coff* Madiun). Metode penelitian yang digunakan yaitu pendekatan kuantitatif. Sampel penelitian ini sebanyak 150 responden. Pengambilan data menggunakan kuesioner. Teknik analisis data menggunakan alat uji berupa PLS-SEM dengan menggunakan aplikasi *SmartPLS* versi 3.0.

Hasil penelitian ini menunjukkan bahwa (1) *electronic word of mouth* berpengaruh positif dan signifikan terhadap keputusan pembelian, (2) promosi media sosial berpengaruh positif dan signifikan terhadap keputusan pembelian, (3) *store atmosphere* tidak berpengaruh positif dan signifikan terhadap keputusan pembelian.

Kata Kunci: *Electronic Word Of Mouth*, Promosi Media Sosial, *Store Atmosphere*, Keputusan Pembelian

ABSTRACT

Fitria Rahmadani. 2024. The Influence of Electronic Word Of Mouth, Social Media Promotion and Store Atmosphere on Purchase Decisions (Case Study on *Sea Coff* Madiun Consumers). Thesis. Management Study Program, Faculty of Economics and Business, University of PGRI Madiun. Supervisor (I) Dian Citaningtyas Ari Kadi, S.E., M.M. Supervisor (II) Erma Wulan Sari, S. Pd., M. Ak.

This study aimed to determine the effect of electronic word of mouth, social media promotion and store atmosphere towards purchasing decisions (case study on consumers of *Sea Coff* Madiun). The research method used was a quantitative approach. The sample of this study was 150 respondents. Data collection using a questionnaire. The data analysis technique used a test tool in the form of PLS-SEM using the SmartPLS version 3.0 application.

The results of this study indicate: (1) electronic word of mouth has a positive and significant effect towards purchasing decisions, (2) social media promotion has a positive and significant effect towards purchasing decisions, (3) store atmosphere does not have a positive and significant effect towards purchasing decisions.

Keywords: *Electronic Word of Mouth, Social Media Promotion, Store Atmosphere, Purchasing Decisions.*