

## ABSTRAK

Enzya Marqovatusari. 2024. Pengaruh E-WOM dan *Store Atmosphere* Terhadap Keputusan Pembelian Melalui Minat Beli Konsumen Pada *Coffee Shop* “Rindu Alam Coffee” di Ngebel Ponorogo. Skripsi. Program Studi Manajemen, Fakultas Ekonomi dan Bisnis, Universitas PGRI Madiun. Pembimbing (I) Hari Purwanto, S.E., M. M. Pembimbing (II) Metik Asmike, S.E., M. M.

Tujuan penelitian untuk mengetahui apakah terdapat pengaruh E-WOM dan *store atmosphere* terhadap keputusan pembelian melalui minat beli konsumen. Penelitian ini dilakukan di *coffee shop* “Rindu Alam Coffee” di Ngebel Ponorogo. Sampel penelitian ini sebanyak 385 responden. Metode penelitian ini menggunakan pendekatan kuantitatif dengan menggunakan PLS-SEM dan menggunakan bantuan *software smartPLS 4*.

Hasil penelitian ini adalah E-WOM berpengaruh positif dan signifikan terhadap minat beli, *store atmosphere* berpengaruh positif dan signifikan terhadap minat beli, E-WOM berpengaruh positif dan signifikan terhadap keputusan pembelian, *store atmosphere* berpengaruh positif dan signifikan terhadap keputusan pembelian, Minat beli berpengaruh positif dan signifikan terhadap keputusan pembelian, E-WOM berpengaruh positif dan signifikan terhadap keputusan pembelian melalui minat beli konsumen sebagai variabel intervening, dan *store atmosphere* berpengaruh positif dan signifikan terhadap keputusan pembelian melalui minat beli konsumen sebagai variabel intervening.

**Kata Kunci** : E-WOM, *Store Atmosphere*, Minat Beli, Keputusan Pembelian

## ABSTRACT

Enzya Marqovatusari. 2024. The Influence of E-Wom and Store Atmosphere on Purchasing Decisions through Consumer Buying Interest at the Coffee Shop "Rindu Alam Coffee", Ngebel, Ponorogo. Thesis. Management Study Programme, Faculty of Economics and Business, Universitas PGRI Madiun. Advisor (I) Hari Purwanto, S.E., M. M. Advisor (II) Metik Asmike, S.E., M. M.

The research objectives were to find out whether there was the effect of E-WOM and Store Atmosphere towards purchasing decisions through consumer buying interest. This research was conducted at the Coffee Shop "Rindu Alam Coffee" in Ngebel Ponorogo. This research sample was 385 respondents. This research method used a survey method 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 with PLS-SEM and used the help of SmartPLS 4 software.

The results of this study are: E-WOM has a positive and significant effect towards purchasing interest, Store atmosphere has a positive and significant effect towards purchasing interest, E-WOM has a positive and significant effect towards purchasing decisions, Store Atmosphere has a positive and significant effect towards purchasing decisions, purchase interests have a positive effect and significant towards purchasing decisions, E-WOM has a positive and significant effect towards purchasing decisions through consumer purchasing interests as intervening variables, and Store Atmosphere has a positive and significant effect towards purchasing decisions through consumer buying interest as intervening variables.

**Keywords:** E-WOM, Store Atmosphere, Interests, Purchase Decisions.