

ABSTRAK

Putri Novianti Ramadhani. 2026. Pengaruh *Store Atmosphere* dan *Electronic Word Of Mouth (E-WOM)* Terhadap Keputusan Pembelian Melalui Minat Beli Di EmdiCafe Magetan. Pembimbing (1) Dian Citaningtyas Ari Kadi, S.E., M.M., Pembimbing (2) Ahmad Nur Aziz, S.Pd., M.Ak.

Perkembangan teknologi digital dan meningkatnya budaya konsumsi kopi telah mendorong persaingan yang semakin ketat di bisnis kafe. Dalam kondisi ini, suasana toko (*store atmosphere*) dan komunikasi dari mulut ke mulut secara elektronik (*electronic word of mouth / E-WOM*) telah menjadi faktor penting yang dapat memengaruhi keputusan pembelian konsumen. Penelitian ini bertujuan untuk menganalisis pengaruh suasana toko dan *E-WOM* terhadap keputusan pembelian melalui minat beli di EmdiCaffe Magetan. Penelitian ini menggunakan pendekatan kuantitatif dengan sampel sebanyak 207 responden yang pernah melakukan pembelian di EmdiCaffe Magetan. Teknik pengambilan sampel yang digunakan adalah *purposive sampling*, sementara analisis data dilakukan dengan menggunakan metode *Partial Least Squares-Structural Equation Modeling (PLS-SEM)* menggunakan SmartPLS 4.0. Hasil penelitian menunjukkan bahwa suasana toko dan *E-WOM* berpengaruh positif dan signifikan terhadap keputusan pembelian. Minat beli juga terbukti berpengaruh positif dan signifikan terhadap keputusan pembelian. Namun, suasana toko dan *E-WOM* hanya berpengaruh positif tetapi tidak signifikan terhadap minat beli. Selain itu, minat beli tidak mampu memediasi pengaruh suasana toko dan *E-WOM* terhadap keputusan pembelian. Temuan ini mengindikasikan bahwa konsumen EmdiCaffe Magetan cenderung membuat keputusan pembelian secara langsung berdasarkan suasana kafe dan informasi digital yang diterima, tanpa terlebih dahulu mengembangkan niat beli yang kuat. Oleh karena itu, manajemen disarankan untuk meningkatkan suasana kafe, mengoptimalkan pengelolaan media sosial, serta menjaga kualitas produk dan layanan guna meningkatkan keputusan pembelian konsumen.

Kata kunci: *store atmosphere*, *electronic word of mouth (E-WOM)*, minat beli, keputusan pembelian.

ABSTRACT

Putri Novianti Ramadhani. 2026. *The Influence of Store Atmosphere and Electronic Word of Mouth (E-WOM) on Purchase Decisions through Purchase Intention at EmdiCafe Magetan.* Advisors: (1) Dian Citaningtyas Ari Kadi, S.E., M.M.; (2) Ahmad Nur Aziz, S.Pd., M.Ak.

The development of digital technology and the increasing culture of coffee consumption have driven increasingly fierce competition in the cafe business. In this condition, store atmosphere and electronic word of mouth (E-WOM) have become important factors that can influence consumer purchasing decisions. This study aims to analyze the influence of store atmosphere and E-WOM on purchasing decisions through purchase intention at EmdiCaffe Magetan. The study used a quantitative approach with a sample of 207 respondents who had made purchases at EmdiCaffe Magetan. The sampling technique used purposive sampling, while data analysis was carried out using the Partial Least Squares-Structural Equation Modeling (PLS-SEM) method using SmartPLS 4.0. The results showed that store atmosphere and E-WOM had a positive and significant effect on purchasing decisions. Purchase intention was also proven to have a positive and significant effect on purchasing decisions. However, store atmosphere and E-WOM only had a positive but insignificant effect on purchase intention. In addition, purchase intention was unable to mediate the influence of store atmosphere and E-WOM on purchasing decisions. These findings indicate that EmdiCaffe Magetan consumers tend to make purchasing decisions directly based on the cafe's atmosphere and digital information received, without developing strong purchasing intentions. Therefore, management is advised to improve the cafe's atmosphere, optimize social media management, and maintain product and service quality to enhance consumer purchasing decisions.

Keywords: *store atmosphere, electronic word of mouth (E-WOM), purchase interest, purchase decision*