ABSTRAK

Windy Jessy Avionica. 2026. Pengaruh *Social Media Marketing* dan *Store Atmosphere* terhadap Keputusan Pembelian melalui Minat Beli sebagai Variabel *Intervening* pada Konsumen Kolam.Co *Coffee* di Madiun. Program Studi Manajemen, Fakultas Ekonomi dan Bisnis, Universitas PGRI Madiun. Pembimbing I: Dr. Diyah Santi Hariyani, S.E., M.Si., Pembimbing II: Rihan Mustafa Zahri, S.E., M.Ak.

Penelitian ini bertujuan untuk menganalisis pengaruh *Social Media Marketing* dan *Store Atmosphere* terhadap Keputusan Pembelian melalui Minat Beli sebagai variabel *intervening* pada konsumen Kolam.Co *Coffee* di Madiun. Latar belakang penelitian ini didasarkan pada semakin ketatnya persaingan bisnis *coffee shop* yang menuntut pelaku usaha untuk mampu memanfaatkan media sosial secara efektif serta menciptakan suasana kafe yang nyaman guna meningkatkan minat beli dan keputusan pembelian konsumen.

Penelitian ini menggunakan pendekatan kuantitatif. Populasi dalam penelitian ini adalah seluruh konsumen Kolam.Co *Coffee* di Madiun. Sampel penelitian berjumlah 185 responden yang dipilih menggunakan teknik *purposive sampling*. Pengumpulan data dilakukan melalui penyebaran kuesioner kepada konsumen Kolam.Co *Coffee*. Teknik analisis data menggunakan *Structural Equation Modeling* (SEM) berbasis *Partial Least Square* (PLS) dengan bantuan aplikasi SmartPLS.

Hasil penelitian menunjukkan bahwa *Social Media Marketing* berpengaruh positif dan signifikan terhadap Minat Beli. *Store Atmosphere* berpengaruh positif dan signifikan terhadap Minat Beli. *Social Media Marketing* 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. Selain itu, Minat Beli mampu memediasi secara signifikan pengaruh *Social Media Marketing* terhadap Keputusan Pembelian serta memediasi pengaruh *Store Atmosphere* terhadap Keputusan Pembelian.

Kata Kunci: *Social Media Marketing*, *Store Atmosphere*, Minat Beli, Keputusan Pembelian, SEM-PLS.

ABSTRACT

This study aims to analyze the effect of Social Media Marketing and Store Atmosphere on Purchase Decision through Purchase Intention as an intervening variable among consumers of Kolam.Co Coffee in Madiun. This research is based on the increasing competition in the coffee shop business, which requires business owners to implement effective digital marketing strategies and create a comfortable atmosphere to increase consumer purchase intention and purchase decisions.

This study uses a quantitative approach. The sample consisted of 185 respondents selected using purposive sampling technique. Data collection was conducted through questionnaires distributed to Kolam.Co Coffee consumers. The data analysis technique used Structural Equation Modeling (SEM) based on Partial Least Square (PLS) with the assistance of SmartPLS software.

The results showed that Social Media Marketing has a positive and significant effect on Purchase Intention. Store Atmosphere has a positive and significant effect on Purchase Intention. Social Media Marketing has a positive and significant effect on Purchase Decision. Store Atmosphere has a positive and significant effect on Purchase Decision. Purchase Intention has a positive and significant effect on Purchase Decision. Furthermore, Purchase Intention is able to positively and significantly mediate the effect of Social Media Marketing and Store Atmosphere on Purchase Decision among Kolam.Co Coffee consumers.

Keywords: *Social Media Marketing, Store Atmosphere, Purchase Intention, Purchase Decision, SEM-PLS.*