

ABSTRAK

Marini Dwi Saputri. 2025. Pengaruh *Store Atmosphere*, Varian Menu dan Promosi Media Sosial Terhadap Keputusan Pembelian Dengan Minat Beli Sebagai Variabel *Intervening* Pada Paratamu Coffee Madiun. Skripsi. Program Studi Manajemen, Fakultas Ekonomi dan Bisnis, Universitas PGRI Madiun. Pembimbing (I) Dr. Hari Purwanto, S.E., M.M. Pembimbing (II) Dian Citaningtyas Ari Kadi, S.E., M.M.

Penelitian ini bertujuan untuk menganalisis pengaruh *Store Atmosphere*, Varian Menu, dan Promosi Media Sosial terhadap Keputusan Pembelian dengan Minat Beli sebagai variabel *intervening* pada Paratamu Coffee Madiun. Penelitian ini menggunakan pendekatan kuantitatif dengan metode survei terhadap 384 responden yang merupakan konsumen Paratamu Coffee. Teknik analisis data yang digunakan adalah analisis jalur (*path analysis*) dengan bantuan software SPSS Versi 25. Hasil penelitian menunjukkan bahwa *Store Atmosphere*, Varian Menu, dan Promosi Media Sosial berpengaruh positif dan signifikan terhadap minat beli serta keputusan pembelian. Minat beli juga terbukti memediasi hubungan ketiga variabel independen terhadap keputusan pembelian. Kesimpulannya, faktor lingkungan toko, keberagaman produk, dan strategi promosi digital berperan penting dalam membentuk perilaku konsumen.

Kata kunci: *Store Atmosphere*, Varian Menu, Promosi Media Sosial, Minat Beli, Keputusan Pembelian.

ABSTRACT

Marini Dwi Saputri. 2025. *The Influence of Store Atmosphere, Menu Variety, and Social Media Promotion towards Purchase Decisions, with Purchase Intention as an Intervening Variable at Paratamu Coffee Madiun*. Thesis. Management Study Program, Faculty Of Economics and Business, Universitas PGRI Madiun, Advisor (I) Dr. Hari Purwanto, S.E., M.M. Advisor (II) Dian Citaningtyas Ari Kadi, S.E., M.M.

This study aims to analyze the influence of Store Atmosphere, Menu Variety, and Social Media Promotion towards Purchase Decisions, with Purchase Intention as an intervening variable at Paratamu Coffee Madiun. This study used a quantitative approach with a survey method of 384 respondents who are Paratamu Coffee consumers. The data analysis technique used was path analysis with the help of SPSS Version 25 software. The results show that Store Atmosphere, Menu Variety, and Social Media Promotion had a positive and significant effect towards purchase intention and decisions. Purchase intention was also shown to mediate the relationship between the three independent variables and purchase decisions. In conclusion, store environment factors, product diversity, and digital promotion strategies play an important role in shaping consumer behavior.

Keywords: *Store Atmosphere, Menu Variety, Social Media Promotion, Purchase Intention, Purchase Decisions.*