

## ABSTRAK

Rohmat Pebrianto. 2025. Pengaruh *E-WOM*, *Store Atmosphere*, dan Lokasi terhadap Keputusan Pembelian di *Coffee shop* Hao Peng Kopitiam Ponorogo (Studi Kasus Masyarakat Ponorogo). Skripsi. Program Studi Manajemen. Fakultas Ekonomi dan Bisnis, Universitas PGRI Madiun. Pembimbing (I) Dr. Apriyanti., M.M., CPSM Pembimbing (II) Hendra Setiawan, S.E., M.M.

Tujuan penelitian ini untuk mengetahui dan menganalisis Pengaruh *E-WOM*, *Store Atmosphere* dan Lokasi terhadap Keputusan Pembelian di *Coffee shop* Hao Peng Kopitiam Ponorogo (Studi Kasus Masyarakat Ponorogo). Metode yang digunakan dalam penelitian ini adalah metode kuantitatif. Sampel dalam penelitian ini sebanyak 385 responden. Data yang digunakan dalam penelitian ini berupa data primer. Metode pengumpulan data menggunakan koesioner. Teknik analisis data dengan menggunakan regresi linier berganda. Pengolahan data dalam penelitian ini menggunakan SPSS 25. Hasil Penelitian ini menunjukkan *E-WOM* berpengaruh signifikan terhadap keputusan pembelian di *Coffee shop* Hao Peng Kopitiam Ponorogo, *Store Atmosphere* tidak berpengaruh signifikan terhadap keputusan pembelian di *Coffee shop* Hao Peng Kopitiam Ponorog, Lokasi berpengaruh signifikan terhadap keputusan pembelian di *Coffee shop* Hao Peng Kopitiam Ponorogo dan secara simultan variabel *E-WOM*, *Store Atmosphere*, dan Lokasi berpengaruh terhadap keputusan pembelian di *Coffee shop* Hao Peng Kopitiam Ponorogo.

**Kata Kunci:** *E-WOM*, *Store Atmosphere*, Lokasi, dan Keputusan Pembelian.

## ABSTRAK

Rohmat Pebrianto. 2025. The Influence of E-WOM, Store Atmosphere, and Location on Purchasing Decisions at Hao Peng Kopitiam Coffee Shop, Ponorogo (A Case Study of the Ponorogo Community). Thesis. Management Study Program, Faculty of Economics and Business, Universitas PGRI Madiun. Supervisor (I) Dr. Apriyanti., M.M., CPSM Supervisor (II) Hendra Setiawan, S.E., M.M.

The purpose of this study was to determine and analyze the influence of e-WOM, Store Atmosphere, and Location on Purchasing Decisions at Hao Peng Kopitiam Coffee Shop, Ponorogo (A Case Study of the Ponorogo Community). The method used in this study was quantitative. The sample in this study was 385 respondents. The data used in this study was primary data. The data collection method used a questionnaire. The data analysis technique used was multiple linear regression. Data processing in this study used SPSS 25. The results of this study indicate that E-WOM has a significant effect on purchasing decisions at the Hao Peng Kopitiam Ponorogo Coffee Shop, Store Atmosphere does not have a significant effect on purchasing decisions at the Hao Peng Kopitiam Ponorogo Coffee Shop, Location has a significant effect on purchasing decisions at the Hao Peng Kopitiam Ponorogo Coffee Shop and simultaneously the variables E-WOM, Store Atmosphere, and Location influence purchasing decisions at the Hao Peng Kopitiam Ponorogo Coffee Shop.

**Keywords:** E-WOM, Store Atmosphere, Location, and Purchasing Decisions.