

## **ABSTRACT**

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### **THE INFLUENCE OF E-WOM, SOCIAL MEDIA MARKETING, AND STORE ATMOSPHERE TOWARD CUSTOMER PURCHASE DECISION AT GLORY COFFEE MEDAN**

(xvi + 97 pages; 9 figures, 48 tables, 9 appendices)

The food and beverage industry is growing rapidly and will continue to grow in terms of developing the product quality, product types, and the service provided by food and beverage business executives. In addition, to expand the business widely, business owners need to manage the business professionally and efficiently.

This research is conducted at Glory Coffee Medan which is located at Komplek Citraland Gama City Blok R6 No 77, Medan. The purpose of this research is to figure out the influence of the independent variables which are: E-WOM, Social Media Marketing, and Store Atmosphere to the dependent variable which is Customer Purchase Decision. There are four hypotheses tested.

This research uses a quantitative method where the writer uses primary and secondary data to obtain data. 97 participants made up the entire non-probability sample in this research. In this research, the writer conducted descriptive statistics, validity test, reliability test, classical assumption test (normality, heteroscedasticity, and multicollinearity), multiple linear regression test, determinant test, and hypothesis test (T-test & F-test). SPSS 25 is being used in this research.

The conclusion of this research is, E-WOM, Social Media Marketing, and Store Atmosphere influence the Customer Purchase Decision at Glory Coffee Medan by 43.3%. The result of the hypothesis test concluded that H1, H2, H3, & H4 are accepted which means E-WOM, Social Media Marketing, and Store Atmosphere has a partial and simultaneous influence toward Customer Purchase Decision at Glory Coffee Medan.

According to the research result, the writer would like to recommend Glory Coffee Medan to maintain the online review by asking the previous customer to make a review or feedback, engage with the followers on social media frequently by posting content, and manage the store atmosphere by making sure it is always clean and comfortable.

**Keywords: E-WOM, Social Media Marketing, Store Atmosphere, Customer Purchase Decision.**

References: 51 sources (2018 – 2023)

## ABSTRAK

FELICIA HANTANTO

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### PENGARUH E-WOM, SOSIAL MEDIA MARKETING, DAN STORE ATMOSFER TERHADAP KEPUTUSAN PEMBELIAN PELANGGAN DI GLORY COFFEE MEDAN

(xvi + 97 halaman; 9 gambar, 48 tabel. 9 lampiran)

*Industri makanan dan minuman berkembang pesat dan akan terus berkembang dalam hal pengembangan kualitas produk, jenis produk, dan pelayanan yang diberikan oleh para pelaku bisnis makanan dan minuman. Selain itu, untuk mengembangkan usahanya secara luas, pemilik usaha perlu mengelola usahanya secara profesional dan efisien.*

*Penelitian ini dilakukan di Glory Coffee Medan yang berlokasi di Komplek Citraland Gama City Blok R6 No 77, Medan. Tujuan dari penelitian ini adalah untuk mengetahui pengaruh variabel independen yaitu: E-WOM, Social Media Marketing, dan Store Suasana terhadap variabel terikat yaitu Keputusan Pembelian Pelanggan. Ada empat hipotesis yang diuji.*

*Penelitian ini menggunakan metode kuantitatif dimana penulis menggunakan data primer dan sekunder untuk memperoleh data. 97 peserta menjadi seluruh sampel non-probabilitas dalam penelitian ini. Dalam penelitian ini penulis melakukan statistik deskriptif, uji validitas, uji reliabilitas, uji asumsi klasik (normalitas, heteroskedastisitas, dan multikolinearitas), uji regresi linier berganda, uji determinasi, dan uji hipotesis (uji T & uji F). SPSS 25 digunakan dalam penelitian ini.*

*Kesimpulan dari penelitian ini adalah, E-WOM, Social Media Marketing, dan Store Atmosfir berpengaruh terhadap Keputusan Pembelian Pelanggan di Glory Coffee Medan sebesar 43,3%. Hasil uji hipotesis menyimpulkan bahwa H1, H2, H3, & H4 diterima yang berarti E-WOM, Social Media Marketing, dan Store Atmosfir mempunyai pengaruh secara parsial dan simultan terhadap Keputusan Pembelian Pelanggan di Glory Coffee Medan.*

*Berdasarkan hasil penelitian, penulis merekomendasikan Glory Coffee Medan untuk mempertahankan ulasan online dengan meminta pelanggan sebelumnya untuk memberikan ulasan atau masukan, sering berinteraksi dengan pengikut di media sosial dengan memposting konten, dan mengelola suasana toko dengan memastikan selalu bersih dan nyaman.*

**Kata Kunci: E-WOM, Pemasaran Media Sosial, Suasana Toko, Keputusan Pembelian Pelanggan.**

Referensi: 51 sumber (2018 – 2023)