

ABSTRACT

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THE EFFECT OF STORE ATMOSPHERE, WORD OF MOUTH, AND SOCIAL MEDIA INSTAGRAM TOWARDS CUSTOMER PURCHASE DECISION AT KOPI KENANGAN BINJAI

(xv+100 pages; 8 figure; 41 tables; 9 appendices)

This study was conducted to test and analyze the effect of store atmosphere, word of mouth, and social media instagram on customer purchasing decisions at Kopi Kenangan Binjai

The research method in this study with quantitative and descriptive methods using causal studies was used to analyze a sample of 100 consumers from Kopi Kenangan Binjai who were taken non-probability with purposive sampling.

The distribution of questionnaires has passed the validity and reliability tests. The data tested has also passed testing with SPSS, namely validity, reliability, classical assumption tests and hypothesis testing. The results showed that store atmosphere, word of mouth, and social media instagram had a significant effect both simultaneously and partially on customer purchasing decisions at Kopi Kenangan Binjai.

Kopi Kenangan is advised to improve store atmosphere, product quality, social media engagement, and brand impression to encourage customer satisfaction and loyalty. These efforts include room temperature settings, product innovation, digital interaction, and an emotional approach to customers to strengthen purchasing decisions and positive word of mouth.

Keywords: store atmosphere, word of mouth, social media instagram, customer purchase decision

References: 31 (2020-2024)

ABSTRAK

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PENGARUH STORE ATMOSPHERE, WORD OF MOUTH, DAN MEDIA SOSIAL INSTAGRAM TERHADAP KEPUTUSAN PEMBELIAN PELANGGAN DI KOPI KENANGAN BINJAI

(xv+100 halaman; 8 gambar; 41 tabel; 9 lampiran)

Penelitian ini dilakukan untuk menguji dan menganalisis pengaruh suasana toko, word of mouth, dan sosial media instagram terhadap keputusan pembelian pelanggan di Kopi Kenangan Binjai

Metode penelitian dalam penelitian ini dengan metode kuantitatif dan deskriptif dengan menggunakan studi kausal digunakan untuk menganalisis sampel sebanyak 100 konsumen dari Kopi Kenangan Binjai yang diambil secara non probability dengan purposive sampling.

Penyebaran kuesioner yang dilakukan telah melewati uji validitas dan reliabilitas. Data yang diuji juga telah lolos pengujian dengan SPSS yakni uji validitas, reliabilitas, uji asumsi klasik dan uji hipotesis. Hasil penelitian menunjukkan bahwa suasana toko, word of mouth, dan sosial media instagram berpengaruh signifikan baik secara simultan dan parsial terhadap keputusan pembelian pelanggan di Kopi Kenangan Binjai.

Kopi Kenangan disarankan untuk meningkatkan atmosfer toko, kualitas produk, keterlibatan media sosial, dan kesan merek untuk mendorong kepuasan dan loyalitas pelanggan. Upaya-upaya ini termasuk pengaturan suhu ruangan, inovasi produk, interaksi digital, dan pendekatan emosional kepada pelanggan untuk memperkuat keputusan pembelian dan promosi dari mulut ke mulut yang positif.

Kata kunci: suasana toko, promosi dari mulut ke mulut, media sosial instagram, keputusan pembelian pelanggan

Referensi: 31 (2020-2024)