

THE INFLUENCE OF SOCIAL MEDIA MARKETING, WORD OF MOUTH AND STORE ATMOSPHERE ON PURCHASE DECISION AT NWANSA COFFEE

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ABSTRACT

Based on data obtained from Nwansa Coffee, the sales volume per cup of Nwansa Coffee shows that sales of Nwansa Coffee are inconsistent or fluctuating. So it can be assumed that there is a purchasing decision problem at Nwansa Coffee. This research is a quantitative research that aims to find out, prove, analyze that social media marketing, word of mouth, and store atmosphere affect purchasing decisions at Nwansa Coffee. The population in this study are consumers who have made purchases at Nwansa Coffee in DKI Jakarta. The sample in this study used 153 respondents who were selected through nonprobability sampling and purposive sampling techniques. The data in this study were obtained by distributing questionnaires which were analyzed using the Partial Least Square (PLS) method and assisted by using SmartPLS 3.0 software. The results of this study indicate (1) Social media marketing has a positive and significant effect on purchasing decisions with 0,183 of path coefficient (2) Word of mouth has a positive and significant effect on purchasing decisions with 0,213 of path coefficient (3) Store atmosphere has a positive and significant effect on purchasing decisions with 0,571 of path coefficient.

Keywords: *purchase decision, social media marketing, word of mouth, store atmosphere*

PENGARUH SOCIAL MEDIA MARKETING, WORD OF MOUTH DAN STORE ATMOSPHERE TERHADAP KEPUTUSAN PEMBELIAN PADA NWANSA COFFEE

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ABSTRAK

Berdasarkan data yang diperoleh dari Nwansa Coffee, volume penjualan per cup Nwansa Coffee memperlihatkan bahwa penjualan Nwansa Coffee tidak konsisten atau fluktuatif. Maka dapat diasumsikan terdapat permasalahan keputusan pembelian pada Nwansa Coffee. Penelitian ini merupakan penelitian kuantitatif yang bertujuan untuk mengetahui, membuktikan, menganalisis bahwa *social media marketing*, *word of mouth*, dan *store atmosphere* berpengaruh terhadap keputusan pembelian pada Nwansa Coffee. Populasi pada penelitian ini merupakan konsumen yang telah melakukan pembelian pada Nwansa Coffee di DKI Jakarta. Sampel pada penelitian ini menggunakan 153 responden yang dipilih melalui teknik *nonprobability sampling* dan *purposive sampling*. Data pada penelitian ini diperoleh melalui sebaran kuesioner yang dianalisis menggunakan metode *Partial Least Square (PLS)* dan dibantu menggunakan *software SmartPLS 3.0*. Hasil penelitian ini menunjukkan (1) *Social media marketing* berpengaruh positif dan signifikan terhadap keputusan pembelian dengan koefisien jalur 0,183 (2) *Word of mouth* berpengaruh positif dan signifikan terhadap keputusan pembelian dengan koefisien jalur 0,213 (3) *Store atmosphere* berpengaruh positif dan signifikan terhadap keputusan pembelian dengan koefisien jalur 0,571.

Kata Kunci: keputusan pembelian, *social media marketing*, *word of mouth*, *store atmosphere*