

ABSTRACT

The consumer decision to purchase a product is an action that is commonly undertaken by each individual consumer when making a purchase decision. The consumer's decision to make a purchase or not to make a purchase is part of the elements inherent in the individual consumer, referred to as behavior," which refers more to the physical appearance.

This study aims to determine how much influence social media and store atmosphere have on consumer purchasing decisions at Jenggo coffee shops, either partially or simultaneously. The methods used are descriptive and verifiable. Slovin's formula sampling technique is used in determining the number of samples used. The descriptive method uses weighting and an average to determine the general condition of each variable studied. In addition, the verification method uses multiple linear regression analyses, multiple correlations, and the coefficient of determination.

The results of this study indicate that the combined effect of social media and store atmosphere on purchasing decisions is 68.5%; partially, the magnitude of the influence of social media on purchasing decisions is 47.48%, while the store atmosphere has an effect of 21.02% on purchasing decisions.

Keywords: Social Media, Store Atmosphere, and Purchase Decision