

ABSTRACT

His study aims to determine the influence of digital marketing and store atmosphere on the consumer purchase decision process at Café Kong Djie Coffee RMD Karawang. The research employs a descriptive and verificative approach using a survey method through the distribution of questionnaires to 91 respondents who are consumers of the café. The data analysis techniques used include multiple linear regression, correlation analysis, and the coefficient of determination, processed using SPSS version 26. The results indicate that digital marketing has a positive and significant partial influence on the purchase decision process, contributing 28.9%. Store atmosphere also has a positive and significant partial influence with a contribution of 29.1%, making it the more dominant factor in influencing the consumer purchase decision process. Simultaneously, digital marketing and store atmosphere contribute 58.0% to the purchase decision process, while the remaining 42.0% is influenced by other variables outside the scope of this study. These findings suggest that optimizing digital marketing strategies and improving the quality of the store atmosphere are essential to encourage consumer purchase decisions at Café Kong Djie Coffee RMD Karawang.

Keywords: Digital Marketing, Store Atmosphere, Purchase Decision Process