

ABSTRAK

Penggunaan *Media Social Instagram* dan *Store Atmosphere* kini menjadi strategi yang populer dalam industri kuliner, termasuk di coffee shop. Penelitian ini bertujuan untuk mengetahui pengaruh media sosial Instagram dan store atmosphere terhadap *purchase intention* konsumen di THC & Eatery, Kota Bandung, baik secara simultan maupun parsial. Penelitian ini menggunakan metode deskriptif dan verifikatif dengan melibatkan 100 responden. Uji validitas dan reliabilitas digunakan untuk menguji instrumen penelitian, sedangkan analisis data dilakukan menggunakan regresi linear berganda, korelasi berganda, uji hipotesis, dan koefisien determinasi. Hasil penelitian menunjukkan bahwa *Social Media Instagram* dan *Store Atmosphere* berpengaruh positif dan signifikan terhadap *Purchase Intention* secara simultan dengan kontribusi sebesar 91,1%. Secara parsial, *media sosial Instagram* memberikan pengaruh sebesar 45,3%, sedangkan *Store Atmosphere* sebesar 46,6%. Perbedaan pengaruh yang kecil antara kedua variabel ini menunjukkan bahwa keduanya memiliki kontribusi yang hampir setara dalam memengaruhi *purchase intention* konsumen. Oleh karena itu, pengelolaan *Social Media Instagram* yang efektif dan penciptaan *Store Atmosphere* yang nyaman menjadi dua elemen penting yang saling melengkapi untuk meningkatkan *Purchase Intention* konsumen.

Kata Kunci: *Social Media Instagram, Store Atmosphere, Purchase Intention, THC & Eatery*

Abstract

The use of Instagram social media and store atmosphere has become a popular strategy in the culinary industry, including coffee shops. This study aims to determine the influence of Instagram social media and store atmosphere on consumer purchase intention at THC & Eatery, Bandung, both simultaneously and partially. The research employs descriptive and verificative methods involving 100 respondents. Validity and reliability tests were used to evaluate the research instruments, while data analysis was conducted using multiple linear regression, multiple correlation, hypothesis testing, and the coefficient of determination. The results show that Instagram social media and store atmosphere have a positive and significant influence on purchase intention, contributing 91.1% simultaneously. Partially, Instagram social media contributes 45.3%, while store atmosphere contributes 46.6%. The small difference in their influence indicates that both variables contribute almost equally to shaping consumer purchase intention. Therefore, effective Instagram social media management and the creation of a comfortable store atmosphere are two complementary elements essential to increasing consumer purchase intention.

Keywords: *Instagram Social Media, Store Atmosphere, Purchase Intention, THC & Eatery*