

ABSTRAK

Penelitian ini dilatarbelakangi oleh meningkatnya persaingan industri kuliner, khususnya kafe, yang menuntut pelaku usaha untuk mengoptimalkan strategi pemasaran guna memengaruhi keputusan pembelian. Permasalahan yang diangkat adalah ketidakstabilan jumlah pengunjung dan keluhan konsumen yang berkaitan dengan suasana cafe, terdapat kesenjangan antara tingkat *engagement* di media sosial dan realisasi pembelian, serta menurunnya rekomendasi konsumen. Tujuan penelitian ini untuk menganalisis pengaruh *Store Atmosphere*, *Content Marketing*, dan *Word of Mouth* terhadap keputusan pembelian di Cafe Albirru Banyuwangi. Penelitian ini menggunakan metode kuantitatif. Populasi dalam penelitian ini adalah konsumen yang pernah melakukan pembelian di Cafe Albirru Banyuwangi, dengan jumlah sampel sebanyak 170 responden yang ditentukan menggunakan teknik *purposive sampling*. Data dikumpulkan melalui kuesioner dan dianalisis menggunakan metode regresi linier berganda dengan bantuan SPSS. Hasil penelitian menunjukkan bahwa *store atmosphere*, *content marketing*, dan *word of mouth* secara parsial berpengaruh terhadap keputusan pembelian di Cafe Albirru Banyuwangi.

Kata kunci: *Store Atmosphere*, *Content Marketing*, *Word of Mouth*, Keputusan Pembelian



ABSTRACT

This research is motivated by the increasing competition in the culinary industry, especially cafes, which requires business actors to optimize marketing strategies to influence purchasing decisions. The issues raised are the instability of the number of visitors and consumer complaints related to the cafe atmosphere, the gap between the level of engagement on social media and the realization of purchases, and the decline in consumer recommendations. The purpose of this study is to analyze the influence of Store Atmosphere, Content Marketing, and Word of Mouth on purchasing decisions at Cafe Albirru Banyuwangi. This study uses a quantitative method. The population in this study were consumers who have made purchases at Cafe Albirru Banyuwangi, with a sample of 170 respondents determined using a purposive sampling technique. Data were collected through questionnaires and analyzed using multiple linear regression methods with the help of SPSS. The results show that store atmosphere, content marketing, and word of mouth partially influence purchasing decisions at Cafe Albirru Banyuwangi.

Keyword: *Store Atmosphere, Content Marketing, Word of Mouth, Purchase Decisions*

