

*The Influence of Store Atmosphere, Product Innovation, and
Electronic Word of Mouth on Purchasing Decisions at Cafe Senewen
Time Surabaya*

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ABSTRACT

This study aims to analyze the effect of Store Atmosphere, Product Innovation, and Electronic Word Of Mouth on Purchasing Decisions at Cafe Senewen Time Surabaya. This study uses a Non-Probability Sampling technique with an incidental sampling method where the main criterion is that the person is a consumer of Cafe Senewen Time Surabaya. The number of samples in this study were 90 respondents. The data collection technique used a survey method through distributing questionnaires and also documentation. The data were analyzed quantitatively using multiple linear regression analysis with the help of SPSS Ver. software. The results of this study provide evidence that based on data analysis using the t-test it can be stated that Store Atmosphere, Product Innovation, and Electronic Word Of Mouth have a positive and significant effect partially on purchasing decisions. Meanwhile, the analysis using the F-test found that Store Atmosphere, Product Innovation, and Electronic Word Of Mouth simultaneously have a positive and significant effect on purchasing decisions at Cafe Senewen Time Surabaya.

Keywords: *Store Atmosphere, Product Innovation, Electronic Word Of Mouth, Purchasing Decisions.*

Pengaruh *Store Atmosphere*, Inovasi Produk, dan *Electronic Word Of Mouth* Terhadap Keputusan Pembelian Pada Cafe Senewen Time Surabaya

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ABSTRAK

Penelitian ini ditujukan untuk menganalisis pengaruh dari *Store Atmosphere*, Inovasi Produk, dan *Electronic Word Of Mouth* terhadap Keputusan Pembelian pada Cafe Senewen Time Surabaya. Penelitian ini menggunakan Teknik pengambilan sampel Non-Probability Sampling dengan metode insidental sampling dimana kriteria utamanya orang tersebut sebagai konsumen Cafe Senewen Time Surabaya. Jumlah sampel dalam penelitian ini sebanyak 90 responden. Teknik pengumpulan datanya menggunakan metode survey melalui penyebaran kuesioner dan juga dokumentasi. Data dianalisis secara kuantitatif menggunakan analisis regresi linier berganda dengan bantuan software SPSS Ver. 26. Hasil penelitian ini memberikan bukti bahwa berdasarkan analisis data menggunakan uji-t dapat dinyatakan bahwa *Store Atmosphere*, Inovasi Produk, dan *Electronic Word Of Mouth* berpengaruh positif dan signifikan secara parsial terhadap keputusan pembelian. Sedangkan analisis menggunakan uji-F didapatkan hasil bahwa *Store Atmosphere*, Inovasi Produk, dan *Electronic Word Of Mouth* berpengaruh positif dan signifikan secara simultan terhadap keputusan pembelian pada Cafe Senewen Time Surabaya.

Kata kunci: *Store Atmosphere*, Inovasi Produk, *Electronic Word Of Mouth*, Keputusan Pembelian.