

***THE INFLUENCE OF SOCIAL MEDIA MARKETING, PRODUCT
QUALITY AND STORE ATMOSPHERE ON PURCHASING DECISIONS
FORE COFFEE WITH PURCHASE INTENTION AS AN INTERVENING
VARIABLE***

ABSTRACT

Trends are one of the factors that can influence the development of a business. The trend of drinking coffee, which was originally only done at home or coffee shops, now as time goes by this activity can be done at coffee shops. Gen Z has made hanging out at coffee shops a culture. This study to determine and analyze the effect of social media marketing, product quality and store atmosphere on purchasing decisions for Fore Coffee with purchase intention as an intervening variable.

The research method uses primary data obtained from distributing questionnaires to 170 Generation Z people who have visited and made purchases at Fore Coffee coffee shops in the Greater Jakarta area. The analytical tools used are validity test, reliability test, R-Square test, path coefficient test, indirect effect test (path analysis), predictive relevance and goodness of fit model test.

The results of this study found that social media marketing, product quality and store atmosphere have a direct and indirect effect on purchase intention and purchasing decisions for Fore Coffee. Social media marketing, product quality, and store atmosphere influence Fore Coffee purchasing decisions with purchase intention as an intervening variable.

Keywords: product quality, purchase decision, purchase intention, social media marketing, store atmosphere

(xiii + 82 + Attachments)

Bibliography (2014 – 2024)