

ABSTRACT

THE INFLUENCE OF SOCIAL MEDIA MARKETING AND ELECTRONIC WORD OF MOUTH ON PURCHASE DECISIONS AT VILL GARDEN, MODERATED BY STORE ATMOSPHERE

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This study aimed to examine the influence of social media marketing and electronic word of mouth on purchase decisions at Vill Garden, with store atmosphere serving as a moderating variable. A quantitative approach was employed, with data collected through questionnaires distributed to 102 visitors who made in-person purchases at Vill Garden, Bandar Lampung. The data analysis involved validity and reliability testing, classical assumption testing, and path analysis using Smart PLS software. The findings revealed that social media marketing did not have a significant effect on consumers' purchase decisions. In contrast, electronic word of mouth had a positive and significant influence. Additionally, store atmosphere was found to strengthen the relationship between social media marketing and purchase decisions. However, it did not moderate the relationship between electronic word of mouth and purchase decisions. This study is expected to offer strategic insights for marketers in developing effective marketing strategies for Vill Garden's target consumers.

Keywords: Social Media Marketing, Electronic Word of Mouth, Purchase Decision, Store Atmosphere

