

ABSTRAK

PENGARUH SOSIAL MEDIA MARKETING DAN *ELECTRONIC WORD OF MOUTH* TERHADAP KEPUTUSAN PEMBELIAN PADA VILL GARDEN DIMODERASI OLEH *STORE ATMOSPHERE*

Oleh

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Penelitian ini bertujuan untuk menganalisis pengaruh sosial media marketing dan *Electronic word of mouth* terhadap keputusan pembelian pada Vill Garden dimoderasi oleh *store atmosphere*. Penelitian ini menggunakan pendekatan kuantitatif dengan data yang diperoleh melalui kuesioner yang disebarakan kepada pengunjung yang melakukan pembelian secara langsung ke Vill Garden Bandar Lampung sejumlah 102 responden. Analisis data mencakup uji validitas, uji reliabilitas, uji asumsi klasik, dan analisis jalur (path analysis) yang diolah menggunakan software PLS. Hasil penelitian menunjukkan bahwa *Sosial Media Marketing* tidak berpengaruh terhadap Keputusan Pembelian pada Konsumen Vill Garden. *Electronic Word of Mouth* berpengaruh positif dan signifikan terhadap Keputusan Pembelian pada Konsumen Vill Garden. *Store atmosphere* memperkuat hubungan antara *Sosial Media Marketing* terhadap keputusan pembelian di Vill Garden. *Store atmosphere* tidak memperkuat hubungan antara *Electronic word of mouth* terhadap keputusan pembelian di Vill Garden. Penelitian ini diharapkan dapat memberikan wawasan strategis bagi pemasar dalam merancang strategi pemasaran yang efektif untuk konsumen Vill Garden.

Kata Kunci: sosial media marketing, *Electronic word of mouth*, keputusan pembelian dan *store atmosphere*

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

