

ABSTRACT

Chingu korean fan café Sawunggaling is a café with a Korean concept and is currently a trendy café in Bandung in particular. This research was conducted to determine the effect of Store Atmosphere and Electronic Word of Mouth on consumer purchasing decisions at the Korean fan cafe Sawunggaling. Chingu korean fan cafe Sawunggaling is a ready-to-eat culinary offering menu of special foods and drinks typical of South Korea which are halal and have guaranteed quality, so that consumers will feel the sensation of eating typical South Korean food in Indonesia, but with the taste and feel that is not inferior to the original country, namely South Korea.

This research was conducted by using quantitative methods. This type of research is a causal descriptive study. The sampling technique used is the accidental sampling method. In this study, the research population is consumers who have visited and made direct purchases at Chingu Korean Fan Café Sawunggaling and seen reviews on the online platform before making a purchase, in this study the number of samples for respondents will be determined using the Bernoulli formula, after being calculated using the formula. , then a sample of 96.6 is obtained and then rounded to 100 samples. The data analysis technique used is descriptive analysis technique and using the t statistical test method.

Store atmosphere and eWOM variables have a positive and significant effect on purchasing decisions with a value of 34.4%. This means that the higher the store atmosphere and eWOM, the better the purchasing decision. Based on the research results, the calculated F value is 25.408. Due to the calculated F value of $25.408 > F$ table 3.090, the Store atmosphere, EWOM simultaneously influence the purchasing decision. The results of the simultaneous coefficient of determination were 34.4%, which means that the store atmosphere and eWOM variables contributed 34.4% to the purchasing decision. While the remaining 65.6% is influenced by other variables not examined, namely there are two variables of service quality and marketing mix

Based on the results of this research, it is suggested that the Chingu Korean Fan Café Sawunggaling be able to improve services, especially in improving the installation of menu lists, menu catalogs and images adapted to the theme of Chingu Korean Fan Café Sawunggaling to make it look attractive. Chingu Korean Fan Café Sawunggaling should improve good service and provide satisfaction to consumers, so consumers will recommend other consumers to visit Chingu Korean Fan Café Sawunggaling. Thus, the experience of consumers who have visited and enjoyed the facilities at Chingu Korean Fan Café Sawunggaling will provide a pleasant experience because it is proven that eWOM knows no differences.

Keywords: Store Atmosphere, Electronic Word Of Mouth, consumer purchasing decisions