

## **ABSTRACT**

*Banda Aceh is known as the country of a thousand coffee shops, of course Banda Aceh has quite a lot of coffee shops and suburban coffee shops that are in high demand by the local people. Olenka Coffee and Dining is a coffee shop today that has a minimalist theme that is much in demand from young people in Banda Aceh. At the beginning of its opening, Olenka Coffee and Dining posted good sales but over time and the COVID-19 pandemic sales declined. Olenka Coffee and Dining realized that during this pandemic promotions were effective using marketing mix and electronic word of mouth because reviews from these consumers affected sales at Olenka Coffee and Dining. Marketing mix applied in Olenka experienced several problems related to promotion, price & place, which could lower sales figures in Olenka. The electronic word of mouth at Olenka Coffee and Dining is quite influential because consumers sometimes directly give negative reviews through digital platforms without complaining to Olenka Coffee and Dining. The purpose of this study is to find out how marketing mix and electronic word of mouth affect purchasing decisions at Olenka Coffee and Dining.*

*This study uses a quantitative method of descriptive research type with multiple linear regression analysis techniques. The sample determination technique uses non probability sampling type incidental sampling with the number of samples used by 100 respondents who are consumers of Olenka Coffee and Dining who have purchased directly at Olenka Coffee and Dining. Testing was performed using the help of SPSS version 25.*

*Based on the results of the descriptive analysis in this study, the marketing mix at Olenka Coffee and Dining is in a good category with an average percentage of 77%. The electronic word of mouth in Olenka Coffee and Dining is in good category with a percentage of 74%, and the purchase decision of Olenka Coffee and Dining is in good category in a percentage of 77%. Therefore, with the expected results, it is hoped that Olenka Coffee and Dining will further increase the marketing mix obtained and also further increase interaction with consumers through Instagram, because with this interaction it can increase Olenka Coffee and Dining insights.*

**Keywords: marketing mix, electronic word of mouth, purchasing decisions, olenka coffee and dining**