

## ABSTRAK

Penelitian ini bertujuan untuk mengetahui pengaruh kualitas produk, *cafe atmosphere*, dan *social media marketing* terhadap keputusan pembelian konsumen di ASA Coffee and Space Tanjungpinang. Populasi dalam penelitian ini adalah seluruh konsumen yang pernah melakukan pembelian di ASA Coffee and Space Tanjungpinang dalam enam bulan terakhir. Metode penelitian yang digunakan adalah metode kuantitatif. Teknik pengambilan sampel menggunakan non-probability sampling dengan metode purposive sampling, dengan jumlah sampel sebanyak 97 responden. Teknik pengumpulan data dilakukan melalui penyebaran kuesioner dan studi pustaka. Teknik analisis data yang digunakan meliputi analisis regresi linear berganda, uji t, uji F, dan koefisien determinasi ( $R^2$ ) dengan bantuan program IBM SPSS. Hasil uji t menunjukkan bahwa variabel kualitas produk (X1) berpengaruh positif dan signifikan terhadap keputusan pembelian. Variabel *cafe atmosphere* (X2) berpengaruh positif dan signifikan terhadap keputusan pembelian. Variabel *social media marketing* (X3) berpengaruh positif dan signifikan terhadap keputusan pembelian. Hasil uji F menunjukkan bahwa kualitas produk, *cafe atmosphere*, dan *social media marketing* secara simultan berpengaruh positif dan signifikan terhadap keputusan pembelian konsumen di ASA Coffee and Space Tanjungpinang. Nilai koefisien determinasi ( $R^2$ ) sebesar 0,871 atau 87,1% menunjukkan bahwa keputusan pembelian konsumen dapat dijelaskan oleh variabel kualitas produk, *cafe atmosphere*, dan *social media marketing*, sedangkan 12,9% sisanya dipengaruhi oleh variabel lain di luar model penelitian.

**Kata Kunci : Kualitas Produk, *Cafe Atmosphere*, *Social Media Marketing*, Keputusan Pembelian.**

## **ABSTRACT**

*This study aims to examine the effect of product quality, cafe atmosphere, and social media marketing on consumers' purchasing decisions at ASA Coffee and Space Tanjungpinang. The population of this study consists of all consumers who have made purchases at ASA Coffee and Space Tanjungpinang within the last six months. This research employs a quantitative research method. The sampling technique used is non-probability sampling with a purposive sampling method, involving 97 respondents. Data were collected through questionnaires and literature review. The data analysis techniques include multiple linear regression analysis, t-test, F-test, and coefficient of determination ( $R^2$ ), assisted by IBM SPSS. The results of the t-test indicate that product quality (X1) has a positive and significant effect on purchasing decisions. Cafe atmosphere (X2) also has a positive and significant effect on purchasing decisions. Likewise, social media marketing (X3) has a positive and significant effect on purchasing decisions. The F-test results show that product quality, cafe atmosphere, and social media marketing simultaneously have a positive and significant effect on consumers' purchasing decisions at ASA Coffee and Space Tanjungpinang. The coefficient of determination ( $R^2$ ) value of 0.871 (87.1%) indicates that consumers' purchasing decisions can be explained by product quality, cafe atmosphere, and social media marketing, while the remaining 12.9% is influenced by other variables outside the research model.*

**Keywords : Product Quality, Cafe Atmosphere, Social Media Marketing, Purchasing Decision.**