

ABSTRACT

In Indonesia, including in the city of Bandung, business development in the coffee industry is currently growing rapidly, causing competition to become increasingly fierce. Consumers' desire for purchase intention is necessary so that coffee shops can continue to compete with other coffee shops. To be able to compete in the coffee shop business, it is necessary to pay attention to social media, location, and store atmosphere to increase consumer purchase intentions.

This research refers to Warung Kopi Gunung which is a culinary tourist attraction in Lembang which is currently popular on various social media, one of which is Instagram. The purpose of this study was to determine the effect of social media, location and store atmosphere on purchase intentions at Warung Kopi Gunung.

The questionnaire was used as a primary data collection instrument for the quantitative research approach used in this study. Visitors to the Gunung Coffee Shop are the population in the study. The sample used was 385 respondents, the sampling technique used was non-probability sampling with a purposive sampling approach.

The analytical method used is validity test, reliability test, multiple linear regression analysis, and hypothesis testing with SPSS version 2.5. These results indicate that social media, location and store atmosphere have a positive and significant effect on purchase intention.

From the results of this research, it is hoped that this can be taken into consideration for Warung Kopi Gunung to be able to improve social media by way of live Instagram, give away, making quizzes related to coffee shops. Improving the location by paying attention to the parking area and the availability of surrounding space. And improve the store atmosphere by maintaining existing characteristics to increase purchase intention.

Keywords: Social Media, Location, Store Atmosphere, Purchase Intention