

ABSTRAK

Penelitian ini bertujuan untuk mengetahui pengaruh *store atmosphere* dan *word of mouth* terhadap keputusan berkunjung pada *Rufi Coffee* Kecamatan Dewantara Kabupaten Aceh Utara. Penelitian ini dilatarbelakangi oleh pesatnya perkembangan *coffee shop* yang meningkatkan persaingan antar kafe, sehingga pelaku usaha perlu menciptakan *store atmosphere* yang nyaman dan membangun *word of mouth* yang positif. Penelitian menggunakan metode kuantitatif dengan pendekatan asosiatif dan analisis regresi linier berganda. Sampel penelitian berjumlah 100 responden yang ditentukan menggunakan rumus Lemeshow. Data dikumpulkan melalui kuesioner skala Likert yang telah memenuhi uji validitas dan reliabilitas. Hasil penelitian menunjukkan bahwa *store atmosphere* dan *word of mouth* berpengaruh positif dan signifikan terhadap keputusan berkunjung. Hasil uji-t menunjukkan nilai t-hitung *store atmosphere* sebesar 4,322 dan *word of mouth* sebesar 8,509, keduanya lebih besar dari t-tabel 1,985 dengan nilai signifikansi $0,000 < 0,05$. Hasil uji F memperoleh nilai 186,293 dengan signifikansi $0,000 < 0,05$, yang menunjukkan bahwa kedua variabel secara simultan berpengaruh signifikan terhadap keputusan berkunjung. Nilai koefisien determinasi (R^2) sebesar 0,793 menunjukkan bahwa 79,3% variasi keputusan berkunjung dapat dijelaskan oleh *store atmosphere* dan *word of mouth*, sedangkan 20,7% dipengaruhi faktor lain. Dengan demikian, *store atmosphere* dan *word of mouth* berperan penting dalam meningkatkan keputusan berkunjung pada *Rufi Coffee* Kecamatan Dewantara Kabupaten Aceh Utara.

Kata kunci: *Store Atmosphere, Word of Mouth, Rufi Coffee, Coffee Shop.*

ABSTRACT

This study aims to examine the effect of store atmosphere and word of mouth on visiting decisions at Rufi Coffee, Dewantara District, North Aceh Regency. The study was motivated by the rapid growth of coffee shops, which has intensified competition among cafés, encouraging business owners to create a comfortable store atmosphere and foster positive word of mouth. This research employed a quantitative method with an associative approach, and the data were analyzed using multiple linear regression. The sample consisted of 100 respondents selected using the Lemeshow formula. Data were collected through a Likert-scale questionnaire that had passed the validity and reliability tests. The findings indicate that store atmosphere and word of mouth have a positive and significant effect on visiting decisions. The t-test results show that the t value for store atmosphere was 4.322 and for word of mouth was 8.509, both exceeding the t-table value of 1.985, with a significance value of $0.000 < 0.05$. The F-test yielded an F value of 186.293 with a significance value of $0.000 < 0.05$, indicating that both variables simultaneously have a significant effect on visiting decisions. The coefficient of determination (R^2) was 0.793, indicating that 79.3% of the variation in visiting decisions could be explained by store atmosphere and word of mouth, while the remaining 20.7% was influenced by other factors outside the scope of this study. The mean scores of store atmosphere, word of mouth, and visiting decisions were 4.21, 3.98, and 4.07, respectively. Therefore, store atmosphere and word of mouth play an important role in influencing customers' visiting decisions at Rufi Coffee, Dewantara District, North Aceh Regency.

Keywords: *Store Atmosphere, Word of Mouth, Rufi Coffee, Coffee Shop.*