

ABSTRAK

Industri kopi di Indonesia mengalami pertumbuhan yang pesat seiring perubahan gaya hidup masyarakat, khususnya di wilayah perkotaan. Yogyakarta sebagai kota pendidikan dan pariwisata menunjukkan perkembangan *coffee shop* yang signifikan, dengan Generasi Z sebagai segmen konsumen utama. Generasi ini dikenal melek teknologi dan sangat dipengaruhi oleh informasi digital serta pengalaman langsung dalam menentukan pilihan *coffee shop*.

Penelitian ini bertujuan untuk menganalisis pengaruh *electronic word-of-mouth* (e-WOM) dan suasana toko (*store ambience*) terhadap keputusan pemilihan *coffee shop* oleh generasi Z di Yogyakarta, baik secara parsial maupun simultan. Penelitian menggunakan pendekatan kuantitatif kausal dengan metode survei melalui kuesioner. Populasi penelitian adalah konsumen *coffee shop* di Yogyakarta, dengan teknik pengambilan sampel sesuai kriteria penelitian. Uji validitas dan reliabilitas dilakukan sebelum penelitian utama. Uji asumsi klasik meliputi uji normalitas residual, uji multikolinearitas, dan uji heteroskedastisitas. Analisis data menggunakan regresi linier berganda.

Hasil penelitian menunjukkan bahwa e-WOM berpengaruh positif dan signifikan terhadap keputusan pemilihan *coffee shop* dengan nilai t hitung sebesar 2,813 dan nilai signifikansi sebesar 0,006. *Store ambience* juga berpengaruh positif dan signifikan terhadap keputusan pemilihan *coffee shop* dengan nilai t hitung sebesar 4,696 dan nilai signifikansi sebesar 0,000. Secara simultan, e-WOM dan *store ambience* berpengaruh signifikan terhadap keputusan pemilihan *coffee shop* dengan F hitung sebesar 18,404 dan nilai signifikansi sebesar 0,000 dan nilai *Adjusted R Square* sebesar 0,26. Hal ini menunjukkan bahwa kedua variabel tersebut mampu menjelaskan 26% variasi keputusan pemilihan *coffee shop*, sedangkan sisanya dipengaruhi oleh faktor lain di luar penelitian.

Kata kunci: e-WOM, *store ambience*, keputusan pemilihan, *coffee shop*, Generasi Z.

ABSTRACT

The coffee industry in Indonesia has experienced rapid growth in line with changes in lifestyle, particularly in urban areas. Yogyakarta, as a city of education and tourism, has shown significant development in the coffee shop sector, with Generation Z emerging as the main consumer segment. This generation is known for being technologically savvy and highly influenced by digital information as well as direct experiences when making coffee shop choices.

This study aims to analyze the effect of electronic word-of-mouth (e-WOM) and store ambience on Generation Z's coffee shop selection decisions in Yogyakarta, both partially and simultaneously. The study employs a quantitative causal approach using a survey method through questionnaires. The population consists of coffee shop consumers in Yogyakarta, with the sampling technique determined according to the research criteria. Validity and reliability tests were conducted prior to the main study. Classical assumption tests included normality of residuals, multicollinearity, and heteroscedasticity tests. Data analysis was carried out using multiple linear regression.

The results indicate that e-WOM has a positive and significant effect on coffee shop selection decisions, as shown by a t-value of 2.813 and a significance value of 0.006. Store ambience also has a positive and significant effect on coffee shop selection decisions, with a t-value of 4.696 and a significance value of 0.000. Simultaneously, e-WOM and store ambience have a significant effect on coffee shop selection decisions, as indicated by an F-value of 18.404, a significance value of 0.000, and an Adjusted R Square value of 0.26. This finding suggests that both variables explain 26% of the variation in coffee shop selection decisions, while the remaining 74% is influenced by other factors outside this study.

Keywords: e-WOM, store ambience, selection decision, coffee shop, Z Generation.