

RINGKASAN

Penelitian ini bertujuan untuk menganalisis pengaruh *digital marketing* dan *store atmosphere* terhadap *purchase intention* melalui *customer attitude* sebagai variabel mediasi pada konsumen Optik I See You Purwokerto. Latar belakang penelitian ini didasarkan pada pertumbuhan industri kaca mata di Indonesia yang diikuti dengan meningkatnya penggunaan teknologi digital dalam aktivitas pemasaran.

Penelitian ini menggunakan pendekatan kuantitatif dengan mengumpulkan data melalui kuesioner. Sampel dalam penelitian ini berjumlah 140 responden yang merupakan konsumen optik I See You Purwokerto di kabupaten Banyumas, dengan teknik *purposive sampling*. Analisis data dalam penelitian ini menggunakan *Structural Equation Modeling* berbasis *Partial Least Square* (SEM-PLS).

Hasil penelitian menunjukkan bahwa *digital marketing* tidak berpengaruh signifikan terhadap *purchase intention* (t-statistik = 1,659; p-value = 0,097). Sebaliknya, *store atmosphere* (t-statistik = 5,284; p-value = 0,000) dan *customer attitude* (t-statistik = 3,907; p-value = 0,000) terbukti berpengaruh signifikan terhadap *purchase intention*. Selain itu, baik *digital marketing* (t-statistik = 3,276; p-value = 0,001) maupun *store atmosphere* (t-statistik = 3,591; p-value = 0,000) memiliki pengaruh signifikan terhadap *customer attitude*. Dalam perannya sebagai variabel mediasi, *customer attitude* mampu memediasi pengaruh *digital marketing* terhadap *purchase intention* (t-statistik = 2,809; p-value = 0,005) dan *customer attitude* juga mampu memediasi pengaruh *store atmosphere* terhadap *purchase intention* (t-statistik = 2,583; p-value = 0,010) pada konsumen Optik I See You Purwokerto. Penelitian ini diharapkan dapat memberikan kontribusi teoritis dalam pengembangan ilmu manajemen pemasaran, serta dapat menjadi bahan pertimbangan bagi Optik I See You Purwokerto dalam menyusun strategi pemasaran guna meningkatkan niat beli konsumen.

Kata Kunci: *Digital marketing, Store Atmosphere, Customer Attitude, Purchase Intention*

SUMMARY

This study aims to analyze the influence of digital marketing and store atmosphere on purchase intention through customer attitude as a mediating variable among consumers of I See You Optics in Purwokerto. The background of this study is based on the growth of the eyewear industry in Indonesia, which has been accompanied by an increase in the use of digital technology in marketing activities.

This study employs a quantitative approach by collecting data through a questionnaire. The sample consists of 140 respondents who are customers of Optik I See You Purwokerto in Banyumas Regency, selected using purposive sampling. Data analysis in this study utilizes Structural Equation Modeling based on Partial Least Squares (SEM-PLS).

The results of the study indicate that digital marketing does not have a significant effect on purchase intention (t -statistic = 1.659; p -value = 0.097). In contrast, store atmosphere (t -statistic = 5.284; p -value = 0.000) and customer attitude (t -statistic = 3.907; p -value = 0.000) were found to have a significant effect on purchase intention. Furthermore, both digital marketing (t -statistic = 3.276; p -value = 0.001) and store atmosphere (t -statistic = 3.591; p -value = 0.000) have a significant effect on customer attitude. In its role as a mediating variable, customer attitude mediates the effect of digital marketing on purchase intention (t -statistic = 2.809; p -value = 0.005), and customer attitude also mediates the effect of store atmosphere on purchase intention (t -statistic = 2.583; p -value = 0.010) among customers of Optik I See You Purwokerto. This study is expected to contribute theoretically to the development of marketing management science and to serve as a basis for Optik I See You Purwokerto in formulating marketing strategies to increase consumer purchase intention

Keywords: *Digital marketing, Store Atmosphere, Customer Attitude, Purchase Intention*