ABSTRAK

Penelitian ini bertujuan untuk menganalisis pengaruh strategi promosi *Buy One Get One* (BOGO) dan atmosfer gerai terhadap keputusan pembelian dengan *Word of Mouth* (WOM) sebagai variabel mediasi pada konsumen Alfamart di Jawa Tengah. Penelitian ini menggunakan pendekatan kuantitatif dengan data primer yang diperoleh melalui penyebaran kuesioner kepada 128 responden yang dipilih menggunakan teknik purposive sampling. Analisis data dilakukan menggunakan metode *Structural Equation Modeling–Partial Least Square* (SEM-PLS) untuk menguji pengaruh langsung dan tidak langsung antarvariabel. Hasil penelitian menunjukkan bahwa strategi BOGO dan atmosfer gerai berpengaruh positif dan signifikan terhadap Word of Mouth dan keputusan pembelian, *Word of Mouth* berpengaruh positif dan signifikan terhadap keputusan pembelian, serta *Word of Mouth* terbukti memediasi secara signifikan pengaruh BOGO dan atmosfer gerai terhadap keputusan pembelian. Temuan ini menegaskan bahwa promosi yang memberikan nilai tambah serta suasana gerai yang nyaman mampu mendorong komunikasi positif antar konsumen yang pada akhirnya memperkuat keputusan pembelian.

Kata Kunci: *Buy One Get One*, Atmofer Gerai, Keputusan pembelian, *Word of Mouth*, Ritel

ABSTRACT

This study aims to analyze the effect of the Buy One Get One (BOGO) promotional strategy and store atmosphere on purchase decisions with Word of Mouth (WOM) as a mediating variable among consumers in Central Java. This research employed a quantitative approach using primary data collected through questionnaires distributed to 128 respondents selected through purposive sampling. The data were analyzed using Structural Equation Modeling–Partial Least Square (SEM-PLS) to examine both direct and indirect effects among variables. The results indicate that the BOGO strategy and store atmosphere have a positive and significant effect on Word of Mouth and purchase decisions, Word of Mouth has a positive and significant effect on purchase decisions, and Word of Mouth significantly mediates the relationship between BOGO, store atmosphere, and purchase decisions. These findings confirm that attractive promotional strategies and a comfortable store atmosphere stimulate positive consumer communication, which ultimately strengthens purchase decisions.

Keywoard: Buy One Get One, Store Atmosphere, Purchase Decision, Word of Mouth, Retail