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The Influence of Social Media Marketing, Store Atmosphere, and Electronic Word of Mouth on Purchasing Decisions at Cafe Koat Kopi

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| A R T I C L E I N F O	A B S T R A C T
  	The goal of this study is to explore how Social Media Marketing, Store Atmosphere, plus Electronic Word of Mouth (E-WOM) influence consumer purchasing decisions at Café Koat Kopi. The study involved a sample of 100 respondents who had previously made purchases at the café. Data was gathered through a survey, utilizing a questionnaire as the primary research instrument. The findings of the study demonstrate that: (1) Social Media Marketing does not significantly influence purchasing decisions for products at Café Koat Kopi, (2) Store Atmosphere significantly and positively influences purchasing decisions, and (3) Electronic Word of Mouth (E-WOM) also plays a noteworthy and positively role in influencing purchasing decisions for Café Koat Kopi products.

INTRODUCTION

Rapid economic expansion is driving changes in lifestyles, leading to increased demand for various products and services (Vito et al., 2024). One of the long-standing pillars of the creative industry is the food and beverage industry. The food and beverage industry continues to grow because it is considered profitable and attractive. The following matter explains why many people run food and beverage businesses. According to data released by the Central Statistics Agency (BPS) on June 2022, a total of 11,223 culinary businesses were actively operating across Indonesia in 2020 (GoodStats, 2022). This is in line with changes in people's lifestyles and the development of certain music genres, both of which contribute to the growth of the coffee shop sector (Aryani et al., 2022). The food and beverage business grew by 2.95% in 2021. Within the same period, there was an increase of 3.68% in 2022. With a growth rate of 38.38% in 2022, the food and beverage industry outperforms other business sectors.
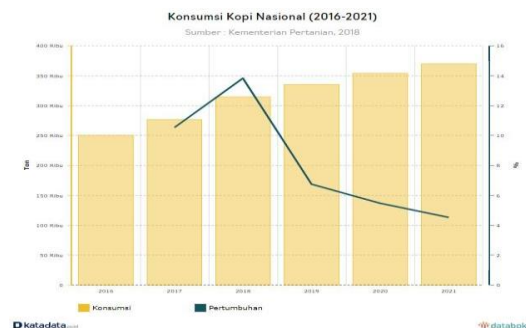
Figure 1. national coffee consumption data

In Figure 1, consumer interest in coffee consumption continues to increase every year. This also explains why there are so many cafés opening across Indonesia. Consumers are also more likely to carry out purchases when they are more interested in coffee (Aryani et al., 2022). Therefore, consumer purchasing decisions must be carefully considered as an important resource for achieving business success. Various elements, including E-WOM, the store's atmosphere, plus social media marketing activities, contribute to shaping purchasing decisions.

In the perspective of business managers, the benefits of purchasing decisions are a measure of company excellence and competitiveness as well as consumer loyalty. Social Media Marketing is a key element that can impact consumers' buying choices (Raja et al., 2022). (Pertiwi & Sulistyowati, 2021) emphasize that Social Media Marketing is a marketing strategy that has a higher impact than traditional marketing by applying online media to promote businesses and their products. Raja et al., (2022) Indicate that Social Media Marketing, in its entirety, plays a significant role in influencing purchasing decisions.

Another factor that can influence purchasing decisions is Store Atmosphere. From (Erianto & Mashariono, 2018) argue that Store Atmosphere is a physical characteristic that includes a comfortable layout and atmosphere and makes consumers want to linger in the store. Therefore, elements such as

lighting, color, music, and visual communication can influence customer feelings and actions when they consider making a purchase. (Yahya & Haryadi, 2023). Earlier studies conducted by Apriyadi et al., (2021) It was verified that the Store Atmosphere variable positively and significantly influences purchasing decisions.

According to (Diputra et al., 2021) E-WOM is a marketing strategy in sharing information or recommendations about products, services, brands, and consumer experiences through online platforms such as social media, online reviews, blogs, forums, plus others. E-WOM significantly impacts consumer behavior and helps drive their purchase decisions. Earlier studies conducted by Arif (2021), E-WOM exerts a strong influence on buying choices. This is further reinforced by the findings from (Mohamed et al., 2015), which also emphasize the powerful impact of E-WOM on consumers' buying choices.

THEORETICAL REVIEW
Consumer Behavior

Consumer behavior is the actions, attitudes, and decisions taken by consumers in buying, applying, and disposing of products or services that they need or want (Nofri & Hafifah, 2018). As concluded from the opinion of Peter & Olson (2014), Consumer behavior is understood as the dynamic interplay between cognitive influences, actions, and the surrounding environment, where individuals exchange various aspects of life. Purchasing decisions arise from an individual's interest in a product, accompanied by the desire to buy, experience, or use it (Marlius, 2017). In product purchasing decisions, consumers tend to have more than two parties involved in the buying process (Marlius, 2017).

Social Media Marketing

Social media marketing entails utilizing social platforms channels to advertise and build brand awareness, products, or services to a wider audience (Eisenbeiss et al., 2023). Social media marketing indicators from Gunelius (2015), which are as follows: Read, Content Creation, Content Sharing, Connecting. There is previous research conducted by Meltareza & Redyanti (2022) The research found social media marketing has a powerful plus favorable impact on consumers' buying decisions. Study reveals Awaludin & Sukmono (2020) The study concluded that social media marketing has a significantly plus positively effect on purchasing decisions. This conclusion is supported by theoretical insights, the researcher's perspective, and previous studies on the influence of social media marketing on consumer choices. Purchasing decisions, it can be concluded that:

H1: Social Media Marketing has a significant and positive effect on Purchasing Decisions at Cafe Koat Kopi.

Store Atmosphere

Store atmosphere refers to modifications in the store's layout that create a powerful emotional effect, with the potential to sway customers' purchasing decisions and encourage them to buy (Apriyadi et al., 2021). research conducted by Nofiawaty & Yuliandi (2014) and Hussain & Ali (2015) which has been

developed and adapted to the variables in the following research, namely as below: Exterior appearance of the cafe (exterior), Appearance inside the cafe (interior), The design and layout of the room looks spacious and good, Attractive product display, Room temperature that suits consumer comfort. Study conducted by Rahma & Yuliati (2019) The study found that the Store Atmosphere variable has a significantly plus positively impact on purchasing decisions. A study by Fitrianna (2022) highlights that Store Atmosphere positively influences purchasing decisions. From the theory, the researcher's point of view, and the findings of previous research described above regarding Store Atmosphere on Purchasing Decisions, it can be concluded that:

H2: Store Atmosphere has a significant and positive effect on Purchasing Decisions at Cafe Koat Kopi.

Electronic Word Of Mouth (EWOM)

Ewom is a review or comment carried out by consumers on the web or social networks that is useful in terms of consumer perceptions to influence consumer purchasing behavior (Zhang, 2023). According to Sari et al., (2017), EWOM indicators are as below: Frequency of information accessed, Information on product types, User-written product reviews, Information on product variants, Information on product quality, Promoted price information, Product recommendations from other users. Nyoko & Semuel (2021) EWOM indicators are divided into three, namely: Level of intensity, Opinion Valence, Content. A study by Sari et al., (2017) It confirms that E-WOM has a significantly impact on purchasing decisions. Furthermore, Purwaningdyah's (2019) research shows that E-WOM positively plus significantly affects purchasing decisions. Drawing from the theory, the researcher's viewpoint, and the results of prior studies on the influence of E-WOM on purchasing choices, One can infer that:

H3: Electronic Word Of Mouth has a significant and positive effect on Purchasing Decisions at Cafe Koat Kopi.
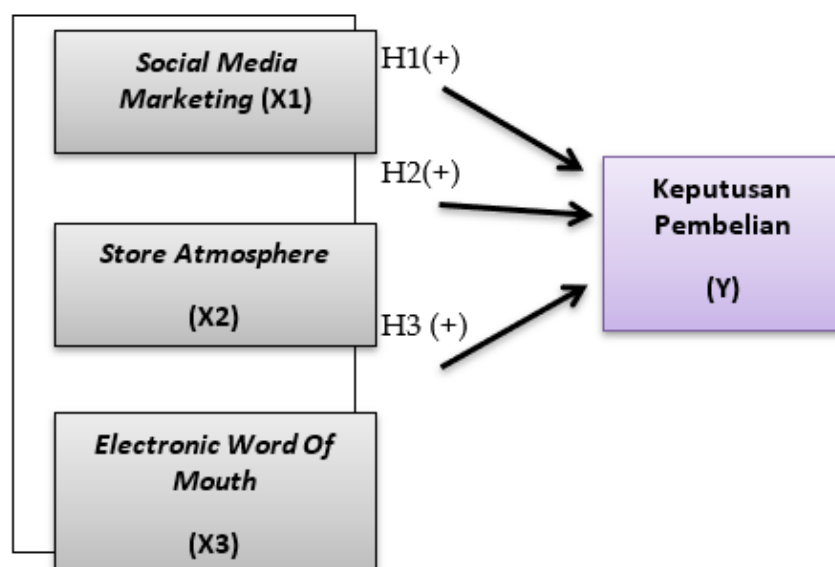

Figure 2. Research Framework

METHODOLOGY

The research at hand is classified as quantitative research, which focuses on systematically testing structured and organized data assumptions by applying research variables and analyzing data (Sugiyono, 2017). In this research, the following data collection techniques are applied, namely surveys to obtain old data and current data on opinions, characteristics, and variable correlation behavior. Sugiyono (2017) It highlights that data collection methods such as observations (interviews or questionnaires) lack depth, leading to research findings that are more generalized. The main tool for gathering data is a questionnaire. The questionnaire is a method of collecting data by compiling several questions or written statements from indicators of research variables which will then be answered by respondents (Sugiyono, 2017). In this study, the questionnaire was sent out to the participants through an online Google Form link, which was shared via various social media platforms, including WhatsApp, Instagram, plus others. The responses were measured using the Likert scale. The independent variables in this research include Social Media Marketing, Store Atmosphere, and E-WOM, while the dependent variable is the Purchase Decision. The study's population includes all the customers of Koat Coffee, while the sample consisted of 100 customers who bought at the koat coffee cafe.

RESEARCH RESULTS

Validity Test

`   The validity test is used to assess whether a statement is accurate or not (Imam Ghozali, 2016). In the following research, the questionnaire statement is said to be valid if the significantly number is <0.05 (5%), where r count comes from the Corrected Item Total Correlation number on SPSS.

Table 1. The table shows the significance value for X1 variable, Store

Variable	Significance	Criteria	Information
Social Media marketing (X1)			
X1.1	0,000	p < 0,05	Valid
X1.2	0,000	p < 0,05	Valid
X1.3	0,000	p < 0,05	Valid
X1.4	0,000	p < 0,05	Valid
X1.5	0,000	p < 0,05	Valid
Store Atmosphere (X2)			
X2.1	0,000	p < 0,05	Valid
X2.2	0,000	p < 0,05	Valid
X2.3	0,000	p < 0,05	Valid
X2.4	0,000	p < 0,05	Valid
Electronic Word Of Mouth (X3)			
X3.1	0,000	p < 0,05	Valid
X3.2	0,000	p < 0,05	Valid
X3.3	0,000	p < 0,05	Valid
X3.4	0,000	p < 0,05	Valid
X3.5	0,000	p < 0,05	Valid
Purchase Decision (Y)			

Y1.1	0,000	p < 0,05	Valid
Y1.2	0,000	p < 0,05	Valid
Y1.3	0,000	p < 0,05	Valid
Y1.4	0,000	p < 0,05	Valid
Y1.5	0,000	p < 0,05	Valid

Atmosphere, Ewom has a significance number of 0.000, which is <0.05 (5%), so it can be said that each variable question on the questionnaire is declared valid.

Reability Test

Table 4. Reability Test

Variable	Cronbach Alpha (α)	Criteria	Information
Social Media Marketing (X1)	808	a > 0,60	Reliable
Store Atmosphere (X2)	812	a > 0,60	Reliable
Electronic Word Of Mouth (X3)	804	a > 0,60	Reliable
Keputusan Pembelian (Y)	804	a > 0,60	Reliable

The results of the reliability test presented in Table 4 display the Cronbach's Alpha values, calculated using IBM SPSS Statistics 27 software. The variables of Social Media Marketing, Store Atmosphere, E-WOM, and Purchasing Decisions all have Cronbach's Alpha number exceeding 0.60, suggesting that all the questionnaire items are dependable for assessing the research variables.

Normality Test

Table 5. Kolmogorov-Smirnov test

One-Sample Kolmogorov-Smirnov Test		Unstandardized Residual
N		100
Normal Parameters[a,b]	Mean	.0000000
	Std. Deviation	206.775.431
Most Extreme Differences	Absolute	.072
	Positive	.072
	Negative	-.069
Test Statistic		.072
Asymp. Sig. (2-tailed)		.200
Exact Sig. (2-tailed)		
Point Probability		

a. Test distribution is Normal	
b. Calculated from data.	
c. Lilliefors Significance Correction.	

The table indicates that the Kolmogorov-Smirnov test results present an Asymp. Sig. (2-tailed) number of 0.200, which exceeds 0.05 (5%). This suggests that the data in this study is normally distributed.

Multicollinearity Test

This study utilizes the Tolerance value and the Variance Inflation Factor (VIF) to evaluate multicollinearity. A Tolerance number greater than 0.10 plus a VIF below 20 suggest the absence of multicollinearity among the independent variables. Conversely, if the Tolerance number is 0.10 or lower plus the VIF exceeds 20, multicollinearity is present. The table below demonstrates that :

1. The Social Media Marketing variable, obtains a tolerance number of 0.449 which is worth VIF worth 2.227.
2. Store Atmosphere variable tolerance value of 0.436 which is worth VIF 2.2292,
3. Electronic Word Of Mouth (E-WOM) variable, has a tolerance number of 0.461 which is worth VIF worth 2.167.

The results show that for all independent variables, the Tolerance number exceeds 0.10, and the VIF number is below 10, which leads to the conclusion that there is no correlation between the independent variables, which means that in the following research there is no multicollinearity.

Table 6. Dependent Variable

Coefficients[a]								
Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.	Collinearity Statistics	
		B	Std. Error	Beta			Tolerance	VIF
1	(Constant)	4.146	1.519		2.729	.008		
	Social Media Marketing (X1)	.187	.096	.196	1.945	.055	.449	2.227
	Store Atmosphere (X2)	.246	.109	.229	2.243	.027	.436	2.292
	Electronic Word Of Mouth (X3)	.364	.088	.413	4.153	.000	.461	2.167
a. Dependent Variable: Keputusan Pembelian (Y)								

Heteroscedasticity test

Table 7. Heteroscedasticity test

Coefficients[a]

Model	Unst. Coeff		Std. Coeff	t	Sig.
	B	Std. Error	Beta		
1 (Constant)	2.241	1.040		2.155	.034
Social Media Marketing (X1)	-.055	.066	-.127	-.840	.403
Store Atmosphere (X2)	-.008	.075	-.016	-.106	.916
Electronic Word Of Mouth (X3)	.027	.060	.067	.448	.655
a. Dependent Variable: Abs_RES					

The results from applying the Glejser test method reveal a significantly number higher than 0.05. According to the decision rule, a significantly number above 0.05 indicates the absence of heteroscedasticity. Therefore, the findings of this study show no evidence of heteroscedasticity, meaning the residual variance remains consistent across observations.

Multiple linear regression analysis

Table 8. Multiple linear regression analysis

Coefficients[a]

Model	Unst. Coeff		Std. Coeff	t	Sig.
	B	Std. Error	Beta		
1 (Constant)	4,146	1,519		2,729	0,008
Social Media Marketing (X1)	0,187	0,096	0,196	1,945	0,055
Store Atmosphere (X2)	0,246	0,109	0,229	2,243	0,027
Electronic Word Of Mouth (X3)	0,364	0,088	0,413	4,153	0,000
a. Dependent Variable: Green Purchase Interest					

The multiple linear regression analysis, conducted using IBM SPSS Statistics 27 software, produces the equation Y = 4.146 + 0.196 X1 + 0.229 X2 + 0.413 X3 + e. This regression model can be interpreted as follows: (1) The constant value (β) of 4.146 indicates that if the variables Social Media Marketing (X1), Store Atmosphere (X2), and E-WOM (X3) are all 0, the Purchasing Decision variable will be 4.146. (2) The positive regression coefficient of 0.196 for (X1) means that a 1-unit increase in X1 will lead to a 0.196 increase in the Purchasing Decision variable. (3) The positive regression coefficient of 0.229 for Store Atmosphere (X2) implies that a 1-unit rise in Store Atmosphere will cause the Purchasing Decision variable to increase by 0.229. (4) The positive regression

coefficient of 0.413 for (X3) indicates that a 1-unit increase in Electronic Word of Mouth will result in a 0.413 increase in the Purchasing Decision variable.

T-Analysis test

Table 9. T-Analysis test

Variable	t	Sig. (p)	Information
Social Media Marketing (X1)	2,729	0,008	Ha1 rejected
Store Atmosphere (X2)	1,945	0,055	Ha2 accepted
Electronic Word Of Mouth (X3)	2,243	0,027	Ha3 accepted

The significance values can be interpreted with the following conclusions: (1) First Hypothesis: According to the t-test outcomes shown in Table 4.16, the variable (X1) has a significance number of 0.055, which is greater than 0.05. Therefore, Ho1 is accepted, plus Ha1 is rejected, meaning that (X1) does not significantly affect consumer purchasing decisions for Café Koat Kopi products. (2) Second Hypothesis: According to the t-test findings in Table 4.16, the variable (X2) has a significance number of 0.027, which is less than 0.05. As a result, Ho2 is rejected, plus Ha2 is accepted, indicating that Store Atmosphere (X2) has a positively plus significantly impact on consumer purchasing decisions for Café Koat Kopi products. (3) Third Hypothesis: The t-test results in Table 4.16 show that the (X3) variable has a significance number of 0.000, which is less than 0.05. Consequently, Ho3 is rejected, and Ha3 is accepted, confirming that (X3) positively and significantly affects consumer purchasing decisions for Café Koat Kopi products.

coefficient of determination analysis

Table 10. Determination analysis

Model	R	R Squaree	AdjustedR Square	Std. Error ofthe Estimate
1	.749a	0,562	0,548	2,09981

a. Predictors: (Constant), Social Media Marketing, Store Atmosphere, and Electronic Word Of Mouth

The findings from the coefficient of determination analysis in the table reveal that the Adjusted R Square number is 0.548, or 54.8%. This indicates that the independent variables X1, X2, plus X3 account for 54.8% of the variation in Purchasing Decisions. The remaining 45.2% is driven by factors not included in this study.

DISCUSSION
The Effect of Social Media Marketing on Purchasing Decisions

The findings of the analysis on how social media marketing impacts purchasing decisions indicate that Ho1 is accepted while Ha1 is rejected. This implies that social media marketing does not have a significantly or positively

impact on product purchasing decisions at Café Koat Kopi. The hypothesis test findings indicate that, regardless of whether the information shared on social media is positive or negative, it does not impact the purchasing decisions at Café Koat Kopi. Then, the following research confirms that social media marketing is not a variable that influences purchasing decisions. From the findings of descriptive analysis, on average, the assessment of all indicators on social media marketing variables falls into the "agree" category. This means that social media marketing indicators are appropriate and meet consumer expectations, but not all social media marketing indicators do not influence purchasing decisions. The social media accessibility indicator gets the highest mean and the lowest mean is obtained by the social media content interaction indicator.

The Effect of Store Atmosphere on Purchasing Decisions

The results of testing the effect of store atmosphere on purchasing decisions reveal that Ho1 is rejected plus Ha1 is accepted. This indicates that store atmosphere has a significantly and positively impact on product purchasing decisions at Café Koat Kopi. The hypothesis test findings suggest that an improved layout and atmosphere enhance the overall customer experience, positively affecting purchasing decisions, the more it will encourage consumers to carry out product purchasing decisions at the coffee koat cafe. Then, the following research confirms that store atmosphere is a variable that influences purchasing decisions. From the findings of descriptive analysis, on average, the assessment of all indicators on the store atmosphere variable falls into the "agree" category. This means that store atmosphere indicators which include the exterior appearance of the cafe (exterior), the appearance inside the cafe (interior), the design and layout of the room looks spacious and good, attractive product displays, room temperature in accordance with consumer comfort affect product purchasing decisions at coffee koat cafe. The product display indicator gets the highest mean and the lowest mean lies in the room temperature indicator.

The Effect of Electronic Word Of Mouth (E-WOM) on Purchasing Decisions

The results of testing the impact of electronic word of mouth (E-WOM) on purchasing decisions show that Ho1 is rejected and Ha1 is accepted. This indicates that E-WOM has a positively plus significantly effect on product purchasing decisions at Café Koat Kopi. The hypothesis test findings suggest that the more favorable the E-WOM, the greater its influence on customers' decisions to purchase, the more it will encourage consumers to carry out product purchasing decisions at cafe koat kopi. Then, the following research confirms that electronic word of mouth (E-WOM) is a variable that influences purchasing decisions.

From the findings of descriptive analysis, on average, the assessment of all indicators on the E-WOM variable falls into the "agree" category. This means that E-WOM indicators which include the level of consumer intensity towards the product, product review information, information on product types, product recommendations from consumers, product price information affect product purchasing decisions at cafe koat coffee. The product price information indicator gets the highest mean and the lowest mean obtained by the indicator of consumer intensity towards the product.

CONCLUSIONS AND RECOMMENDATIONS

From the findings of the research carried out, namely the findings of the analysis and hypothesis testing regarding "The Effect of Social Media Marketing, Store Atmosphere, and Electronic Word Of Mouth (EWOM) on Purchasing Decisions on Cafe Koat Kopi Products", then the conclusions in the following research are as below:

1. Social Media Marketing does not have a positively or significantly impact on consumer purchasing decisions. This suggests that the social media marketing strategy in place has not effectively influenced consumers to make purchasing decisions for these products.

2. Store Atmosphere positively and significantly influences purchasing decisions. The following indicates that a store atmosphere that is comfortable, attractive, and supports the customer experience can encourage purchasing decisions at Cafe Koat Kopi.

3. Electronic Word of Mouth exerts a positively plus significantly impact on purchasing decisions. Positive information plus reviews from customers through electronic media give more trust and are an important factor in influencing consumers to buy products at Cafe Koat Kopi.

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FURTHER STUDY

The following research still has limitations, namely the following research was only conducted on one research object, the variables used in this study to examine their influence on purchasing decisions are limited to Social Media Marketing, Store Atmosphere, plus E-WOM. The coefficient of determination analysis shows a number of 54.8%, suggesting that the remaining 45.2% may be influenced by other factors not addressed in this research. Despite these limitations, the findings are intended to serve as a reference for future researchers to expand on the research variables. It is hoped that subsequent studies involving Social Media Marketing, Store Atmosphere, and E-WOM will further explore and develop these variables to gain deeper insights significant partial findings on purchasing decisions by applying different objects.

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