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The Influence of Social Media, Location, Service Quality and Store Atmosphere on Purchase Decision of Coffee Café Customers

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Abstrak

Tujuan dari penelitian ini adalah untuk mengetahui pengaruh geografi, suasana toko, platform online, dan kualitas layanan terhadap pilihan pembelian yang dilakukan oleh konsumen. Karya ini menggunakan metode penelitian studi kasus kuantitatif. Pengambilan sampel insidental dan kuesioner digunakan untuk mengumpulkan data primer untuk penelitian ini. Teknik analisis data yang digunakan dalam penelitian ini adalah analisis linear berganda dengan memanfaatkan solusi produk dan layanan statistik (SPSS). Temuan penelitian ini menunjukkan bahwa lokasi, suasana ritel, platform online, dan kualitas layanan semuanya berperan dalam pengambilan keputusan.

Kata Kunci: *Lokasi, Atmosfer Toko, Media Sosial, Kualitas Pelayanan, Keputusan Pembelian*

Abstract

The objective of this research is to determine the impact of geography, store ambiance, online platforms, and quality of service on the purchasing choices made by consumers. This work utilizes quantitative case study research methods. Incidental sampling and questionnaires were employed to gather primary data for this study. The data analysis technique employed in this investigation was multiple linear analysis utilizing statistical product and service solutions (SPSS). The findings of this study indicate that location, retail atmosphere, online platforms, and service quality all play a role in decision-making.

Keywords: *Location, Store Atmosphere, Social Media, Service Quality, Purchase Decision*

INTRODUCTION

At present, business competition in the MSME sector is becoming increasingly stringent, both in the domestic (national) market and in the international market. In Indonesia itself, this business competition opens opportunities and challenges for business actors. Opportunities to increase its product market and difficulties competing other businesses operating in the same industry (Berman & Evans, 2010). Because of this, businesspeople must always develop and choose the best marketing plan to expand the firm's product market and enable the company to compete so that the company's objectives can be met. In the MSME business, the determination of where consumers buy products cannot be separated from the location factor. A good location with high convenience and accessibility will be one of the goals for purchases made by consumers, and vice versa, a sales location that has difficult accessibility will make potential customers reach it. From this explanation, an outlet that has the right location will tend to be more successful in achieving business goals. As a result, choosing the right site is crucial to determining whether MSME actors are successful in starting their firms (Pratomo & Indriyani, 2022).

When a consumer wants to make a purchase at an MSME store, the consumer will see how the store's atmosphere is. In addition, consumers also crave a store atmosphere that can provide comfort. The emotional condition of customers who shop in stores affects the environment of the store, even though they may not be entirely aware of it (Kotler & Keller, 2016). Environmental stimuli, including store atmosphere, affect the consumer's emotional state, which in turn influences approaching or avoiding behaviour. An attractive and comfortable store atmosphere will influence the behaviour of approaching consumers. Conversely, a store atmosphere that is less attractive and uncomfortable will affect consumer avoidance behaviour (Oktavia & Indriyani, 2022).

The company's marketing strategy for fulfilling consumer desires can then be optimised through social media. Numerous small and medium-sized businesses (SMBs) participate in marketing using the internet through social platforms, or what is known as digital trade (Levy & Weitz, 2011). Digital trade, also called e-commerce, is the process in which purchasers and vendors exchange data, funds, and goods through electronic means, mainly on the web. E-commerce provides various advantages for advertisers, as they can effectively

transmit abundant amounts of merchandise details and a wide range of products to people globally (Aulia et al., 2021). However, unlike conventional marketing, where marketers can insert information and products into the surroundings of consumers, e-commerce often necessitates consumers to actively seek out marketers by visiting specific websites. While online marketers may advertise through traditional media as well as the internet, many rely on consumers to discover them. This differs from traditional marketers, who routinely establish stores and advertisements in consumer environments to influence consumer behavior. By carrying out E-commerce-based marketing, buyers and sellers can transact without meeting face-to-face, so MSMEs can reach consumers easily and in a wide range of (Hidayat, 2023).

In addition to implementing online marketing strategies to attract customers, companies also need to focus on the internal aspects of the organization to appeal to buyers, one of which is the quality of service (Arief & Kartikasari, 2021). The quality of service has been proven to have an impact on consumer purchasing decisions. This indicates that the quality of service is an important factor or an indicator of the consumer purchasing decision-making process, particularly the process of consumer purchasing decision-making (Lubis et al., 2023). If the service obtained or perceived (perceived service) meets or exceeds customer expectations, the quality of service is viewed as exceptional and of high quality (Nasrullah, 2015). If the service received or perceived (perceived service) does not meet or exceed customer expectations, the quality of service is perceived as poor (Lupiyoadi, 2001). On the other hand, if the level of service does not meet expectations, it is thought to be of poor quality (Arief & Setianingrum, 2023). By offering instant noodle food products with various types of diverse toppings, one small and medium-sized enterprise (UMKM) distinguishes itself from another UMKM. On the other hand, many MSMEs do not experience an increase in turnover and even tend to decrease, or what is commonly called seasonal business (Aulia, 2020).

METHOD RESEARCH

Any individual who fortuitously or inadvertently encounters the researcher can serve as a sample if it is established that the individual who happened to be encountered is appropriate as a data source. This is how fortuitous sampling, a sampling technique based on probability, was employed in this investigation. The individuals who conducted transactions at a café constitute the sample in

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this study. So the sample taken is 100 people from all cafe consumers. In this case, the researcher collects data by distributing questionnaires. using secondary data, namely Library Research, which is research conducted to obtain the necessary materials, including through books, journals, and the internet related to research topics. The data quality test, the traditional assumption test, and multiple linear regression analysis are the data analysis techniques employed in this study. The bounds and justifications for the size of the variables utilised in the research are provided by the operational definitions of variables. The Likert scale used for attitude measurement converts the variables to be measured into variable indicators. When creating instrument items, which will take the form of questions and statements, these indications are then employed as a starting point.

RESULT AND DISCUSSION

Most of the respondents were male, namely 42 respondents, or 42%, while the remaining 68 respondents were female, or 68%. Respondents aged more than 17–25 years amounted to 47 respondents, or 47%, and had the largest number. Furthermore, respondents aged more than 25–32 years amounted to 35 respondents, or 35%, and the number of respondents aged more than 32–45 years amounted to 18 respondents, or 18%. The 100 respondents who had shopped at a cafe consisted of 13 people, or 13%, with recent elementary or junior high school education, 18 people, or 18%, of academy respondents (D1/D2/D3), 48 people, or 48%, of undergraduate respondents, and 21 people, or 21%, of respondents S2/S3. Out of 100 respondents who had shopped at a cafe, 33 people, or 33% of respondents, were university students; 17 people, or 17% of respondents, worked as civil servants; 34 people, or 34% of respondents, worked as private employees; 12 people, or 12% of respondents, worked as entrepreneurs; and 4 people, or 4% of respondents, had other professions.

Location variable, the majority of respondents answered "agree" by 56.4%. And of the 10 statement items that received the most positive response, statements number 6 and 7 received the most positive response. This can be observed by the majority of participants responding "agree" at a rate of 61% for statements 6 and 7. The majority of participants (53.8%) agreed on the variable of store ambiance. Furthermore, statement number 12 received the most positive response out of the 16 statement items, with the majority of participants (61%) answering "agree". Similarly, the majority of participants (50.3%) agreed with the variable of social

media. Among the 13 statement items that received the most positive response, statement number 13 stood out. In terms of service quality, the majority of participants (45.6%) responded with "agree". Statement number 2 received the most positive response out of the 8 statement items, with the majority of participants (48%) answering "agree". As for the variable of purchasing decision process, the majority of participants (52.6%) answered "agree". Among the 5 statement items that received the most positive response, statement number 3 stood out, with the majority of participants (66%) answering "agree".

The regression coefficient for the location variable (X1) has a favorable value of 0.132, indicating that as the location increases, it will improve the consumer's decision-making process when buying products. Similarly, the regression coefficient for the store atmosphere variable (X2) has a favorable value of 0.101, suggesting that an increase in store atmosphere will also improve the consumer's decision-making process when buying products. Additionally, the variable for social media (X3) has a favorable value of 0.081, meaning that an increase in social media will enhance the consumer's decision-making process when buying products. Furthermore, the variable for service quality (X4) has a favorable value of 0.105, indicating that an increase in service quality will improve the consumer's decision-making process when buying products. Among the variables, the location has the highest regression coefficient value, which is 0.156. This demonstrates that location has the greatest impact on the consumer's purchasing decision process.

The t-value for the location variable is 2.286. This suggests that the value of t-value $>$ t-table ($2.286 > 1.98525$). Therefore, it can be deduced that location has a notable effect on the purchasing decision process. The positive sign indicates that the location positively influences the purchasing decision process, and when the location is seen as better, the purchasing decision process will increase. As a result, the alternative hypothesis (H_a) is supported and the null hypothesis (H_0) is refuted. The store ambience variable's t-value is 2.023. This suggests that the t-value ($2.023 > 1.98525$) is higher than the critical t-value. Therefore, it can be concluded that the atmosphere of the business has a big impact on how people decide what to buy. The evidence is favourable, suggesting that the atmosphere of the business influences customers' decisions to buy, and that when the atmosphere of the store is considered to be getting better, more people will make purchases. As a result, the alternative hypothesis (H_a) is supported and the null hypothesis (H_0) is refuted.

The social media factor's t-value is 1.997. This indicates that the t-value ($1.997 > 1.98525$) is higher than the critical t-value. Thus, it may be concluded that social media significantly influences how people make purchasing decisions. The good news indicates that the use of social media favourably affects the decision to purchase something, suggesting that as social media usage improves, so does the decision-making process. As a result, the alternative hypothesis (H_a) is accepted and the null hypothesis (H_o) is disproved. The service quality aspect's t-value is 2.008. This indicates that the t-value ($2.008 > 1.98525$) is more than the critical t-value. Hence, it can be deduced that service quality significantly influences the purchasing decision process. The positive indication implies that the service quality aspect has a favorable effect on the buying decision process, indicating that as service quality enhances, the buying decision process also improves. As a result, the alternative hypothesis (H_a) is supported and the null hypothesis (H_o) is rejected.

Received an f-score of 13.265 and f-table results of 2.47. This indicates that the f-score, specifically $13.265 > 2.47$, is greater than the f-table. As a result, it can be concluded that the alternative hypothesis (H_a) is supported and the null hypothesis (H_o) is disproven. This implies that the dependent variable, which is the process of making a purchase decision, is significantly influenced by the independent variables, namely location, store atmosphere, social platforms, and service excellence. This study has a significance level of 0.331, which can be inferred. This number can be used to determine the extent to which location, store atmosphere, social media platforms, and superior customer service influence a consumer's choice to make a purchase. The independent factors explain 33.1% of the variance in the dependent variable, according to the coefficient of determination. Unexamined elements in this study have an impact on the remaining 66.9%.

CONCLUSION

Location plays a crucial role in influencing the decision-making process when it comes to purchasing. This demonstrates that the more carefully chosen the sales locations are, the better the purchasing decision process becomes. The factor of store ambiance also has a significant positive impact on the decision-making procedure. This indicates that the superior the atmosphere in the store,

the superior the purchasing decisions made. The decision-making process is significantly influenced favourably by social media variables as well. This suggests that the higher the quality of the purchasing decisions, the more effective the social media marketing is. The decision-making process is significantly influenced favourably by the aspect of service quality. This demonstrates that the superior the marketing through service quality, the higher the quality of the purchasing decisions. In the future, it is expected that research will involve a larger sample size to ensure more generalizable results. Additionally, further research is recommended to explore other factors that may also impact the decision-making procedure, thus contributing to the development of knowledge in the field of marketing management.

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