

The Effect of Social Media Marketing, E-Wom, and Store Atmosphere on Consumer Purchasing Decisions

The Effect of Social Media Marketing

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Submitted:
12 DECEMBER 2024

Accepted:
20 FEBRUARY 2024

ABSTRACT

This study aims to determine the effect of Social Media Marketing, Electronic Word of Mouth (e-WOM), and Store Atmosphere on Purchasing Decisions of Lestari Corner Coffee Yogyakarta. The data collection technique used is non probability sampling with purposive sampling technique. The data analysis method in this study uses multiple regression analysis techniques using SPSS 23. This research is casual associative research using a quantitative approach. The population in this study were all consumers who had visited Lestari Corner Coffee Yogyakarta. The number of samples used in this study were 100 respondents. The results of this study reveal that Social Media Marketing, Electronic Word of Mouth, and Store Atmosphere together have a positive and significant effect on Purchasing Decisions, Social Media Marketing has a positive and significant effect on Purchasing Decisions, Electronic Word of Mouth has a positive and significant effect on Purchasing Decisions, Store Atmosphere has a positive and significant effect on Purchasing Decisions.

Keywords: *Social Media Marketing, Electronic Word of Mouth, Store Atmosphere, Purchasing Decisions*

ABSTRAK

Penelitian ini terdiri dari 3 variabel bebas yaitu Social Media Marketing, Electronic Word of Mouth (e-WOM), Store Atmosphere dan satu variabel terikatnya adalah Keputusan Pembelian. Teknik pengumpulan data yang digunakan adalah non probability sampling dengan teknik purposive sampling. Metode analisis data pada penelitian ini menggunakan teknik analisis regresi berganda dengan menggunakan SPSS 23. Penelitian ini merupakan penelitian asosiatif kasual dengan menggunakan pendekatan kuantitatif. Populasi pada penelitian ini adalah seluruh konsumen yang sudah pernah berkunjung di Lestari Corner Coffee Yogyakarta. Jumlah sampel yang digunakan dalam penelitian ini sebanyak 100 responden. Hasil penelitian ini mengungkapkan bahwa Social Media Marketing, Electronic Word of Mouth, dan Store Atmosphere secara bersama-sama berpengaruh positif dan signifikan terhadap Keputusan Pembelian, Social Media Marketing berpengaruh positif dan signifikan terhadap Keputusan Pembelian, Electronic Word of Mouth berpengaruh positif dan signifikan terhadap Keputusan Pembelian, Store Atmosphere berpengaruh positif dan signifikan terhadap Keputusan Pembelian.

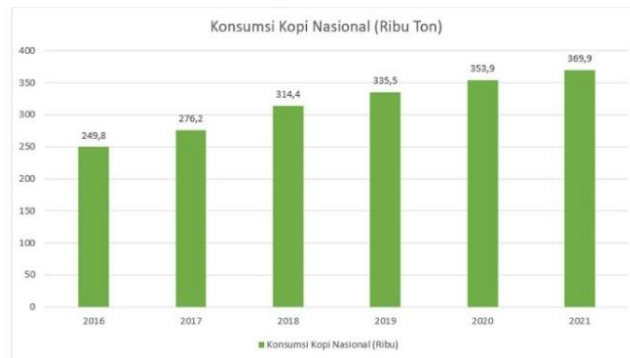
Kata kunci: *Pemasaran Media Sosial, Electronic Word of Mouth, Suasana Toko, Keputusan Pembelian*

JIMKES

Jurnal Ilmiah Manajemen
Kesatuan
Vol. 12 No. 2, 2024
pp. 491-498
IBI Kesatuan
ISSN 2337 – 7860
E-ISSN 2721 – 169X
DOI: 10.37641/jimkes.v11i2.1750

INTRODUCTION

The culture of drinking coffee has long developed in Indonesia, since the Dutch colonial era (Wijaya, 2019). According to Syakir & Surmaini (2017) the culture of drinking coffee continues to develop from year to year. Until now, coffee drinks are enjoyed by many people throughout the world. One of them is Indonesia. In terms of consumption, Indonesia is also ranked second in Asia Pacific as the largest consumer in the region, with coffee consumption of around 5 million sacks.



Source: Ministry of Agriculture 2018

Figure 1. National Coffee Consumption Graph 2016 - 2021

Figure 1 shows that there has been an increase in interest in consuming coffee from 2016 - 2021. According to information contained in reports from the coffee outlook and the International Coffee Organization (ICO) in April 2023, Indonesia is in 2nd place for coffee in the Asia Pacific region. In terms of consumption, Indonesia is also ranked second in Asia Pacific as the largest consumer in the region, with coffee consumption of around 5 million sacks. Meanwhile, according to information from Euromonitor, the number of sales of ready-to-drink coffee in Indonesia is estimated at 234 million liters in 2023, which is an increase of 4% compared to the previous year. Coffee shops in Indonesia are now known as coffee shops. Currently, Indonesian people have quite high interest in visiting this place (Pessoa et al., 2020). Has become one of the popular options for Indonesians from all walks of life. As time goes by, coffee shops have not only become places to enjoy coffee, but have become important places for working, doing college assignments, meeting places with colleagues, and so on. One of the cities that has experienced very rapid growth in the coffee industry in the last ten years is Yogyakarta (Ibrahim & Zailani, 2010). This phenomenon can be seen from the significant increase in the number of coffee shops in the Special Region of Yogyakarta (DIY). According to information from the Nusantara Coffee Community, there are around 3,000 coffee shops spread throughout the DIY area. This number far exceeds the big cities around Yogyakarta such as Semarang or Solo. This fact makes Yogyakarta the city with the most coffee shops in Indonesia.

A coffee shop that is quite popular in one area of Yogyakarta is Lestari Corner Coffee. This coffee shop is also known as a 24-hour coffee shop in the Maguwoharjo area which is close to several campuses in Yogyakarta. However, visitors who come to this coffee shop come from various regions and campuses. This can happen due to marketing strategies that reach a wide range of consumers. One way is to use social media which is currently developing and used by people from various circles. The social media used by Lestari Corner Coffee are Tiktok and Instagram. Apart from being a communication tool. With the existence of social media, a marketing practice emerged which is called social media marketing. Social media marketing is a marketing effort carried out by utilizing social media which can make it easy for sellers and buyers to exchange information about products by sharing text, images, audio or video (Nurmalasari, 2021). The development of social media also encourages users to be creative on their social media. Social media users usually share the information they get or just share reports about the activities or activities they are currently doing. Many of them also review products and places they

have tried and visited. The review is turned into content that is uploaded in the form of informative videos or photos about what they encountered and got, how satisfied they were, and recommending it to their followers. In the world of marketing, this is often known as electronic word of mouth. Electronic word of mouth is a phenomenon in the world of communication, especially in current marketing communications where individuals share information and positive or negative experiences regarding things they or others have experienced before through online media (Bolang et al., 2021).

Lestari Corner Coffee consumers often share their coffee drinking experiences on their social media and often get very high viewers. The experiences they share include the food and drinks served and assessing the taste and price. Apart from that, they also shared the quality of service and store atmosphere they enjoyed at the coffee shop. One of the things that influences consumer purchasing decisions is the store atmosphere, where the trend of aesthetic and instagramable coffee is currently very popular with all groups whose output is getting interesting photo spots in hangout places (Jisana, 2014). According to Chen & Hsieh (2011); Jalil et al. (2016) store atmosphere is designing an environment by utilizing elements such as visual communication, lighting, color, music and aroma with the aim of forming emotional responses and customer views, as well as influencing product purchasing decisions. Nowadays, coffee shops are not only places to buy coffee, but also places to gather and socialize, especially for students and young professionals. The unique concept and comfortable and calming atmosphere are strong attractions to attract consumer interest in this coffee shop. From this background, the aim of this research is to analyze the influence of social media marketing, electronic word of mouth and store atmosphere together on purchasing decisions.

LITERATURE REVIEW

Purchasing decisions are complex processes influenced by various factors such as economic, technological, cultural, and others. Nurmalasari (2021) and Darmaningrum (2022) emphasize the significant role these factors play in consumers' decision-making when making purchases. In the digital era, social media marketing has emerged as a dominant strategy. This strategy involves utilizing social media platforms to achieve marketing goals, as highlighted by Indika & Jovita (2017), Nugraha & Adialita (2021), and Putra & Aprilson (2022). Activities on social media, such as posting, images, and product-related videos, significantly contribute to influencing consumers' purchasing decisions.

Social media marketing, according to Sharma & Verma (2018) and Shawky et al. (2019), is not merely a one-way communication tool but also provides a platform for strong two-way interaction between brands and consumers. This allows brands to engage with consumers directly and build deeper relationships. This concept is reinforced by the concept of Electronic Word of Mouth (e-WOM), which is a marketing practice where positive customer reviews about products or services are disseminated through electronic media such as websites or social media, as articulated by Srivastava & Sharma (2017) and Jan & Bhat (2021). E-WOM can have a significant impact on influencing consumers' perceptions and purchasing decisions.

Januanto (2022) emphasizes the crucial role of the shopping experience in consumer purchasing decisions. A comfortable and appealing store atmosphere can create a positive experience for consumers, which in turn can influence their purchasing decisions. Creating a welcoming and inviting atmosphere in the store can enhance customer satisfaction and prolong the time they spend there. Consumer engagement in social media networks can also influence their perceptions of specific brands or products. According to Ye et al. (2018) and Cai & Lo (2020), consumer interactions with brands or products through social media can affect brand perceptions, build trust, and influence their purchasing decisions. Thus, marketers need to pay attention to consumer engagement on social media and create strategies that effectively utilize it to increase sales and build strong relationships with consumers.

- H1: Social media marketing, electronic word of mouth, store atmosphere together has a significant influence on purchasing decisions.
- H2: Social media marketing has a positive and significant effect on purchasing decisions
- H3: Electronic Word of Mouth has a positive and significant effect on purchasing decisions
- H4: Store Atmosphere has a positive and significant effect on purchasing decisions

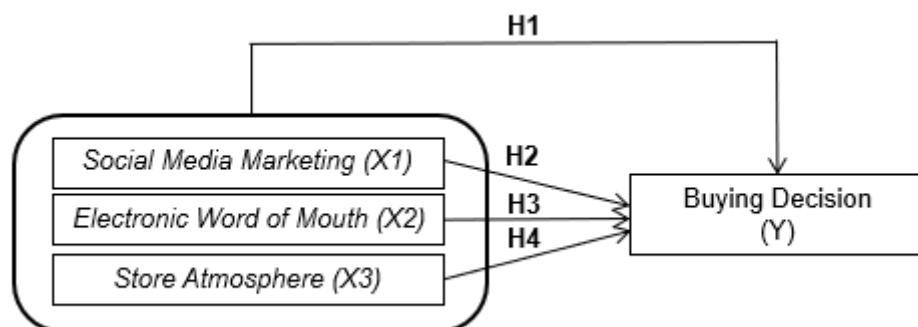


Figure 2. Conceptual Framework

METHOD

This research uses a quantitative method with the approach used is a survey method in the form of distributing questionnaires to respondents as a data collection tool. The questionnaire was distributed via Google Form with the entire population of Lestari Corner Coffee consumers who had purchased products in the form of food and drinks at Lestari Corner Coffee in Yogyakarta. The number of population members is unknown. The sampling technique in this research uses non-probability sampling, namely purposive sampling, which is a method for obtaining data from more specific target groups that have the desired information or in accordance with certain predetermined criteria. The sample and number of respondents obtained were 100 respondents. The research instrument was tested using validity and reliability tests using data from 30 respondents. The results obtained showed that all research instruments were valid and reliable. This research uses descriptive analysis techniques and quantitative analysis with the help of SPSS 23 software.

RESULT

The characteristics of respondents in this study consisted of gender, age, occupation, amount of income or monthly pocket money. The gender characteristics show that the majority of respondents' gender is female, the percentage is 57%, the age shows that the majority of respondents are 19 - 22 years old with a percentage of 74%, the majority of respondents' occupations are students with a percentage of 75%, and income/pocket money per month, namely <Rp. 1,000,000 and Rp. 1,000,000 – Rp. 2,000,000 with a percentage of 33% each.

Table 1. Variable Description

Variable	Average (Mean)
Social Media Marketing	4,28
Electronic Word of Mouth	4,22
Store Atmosphere	4,37

Source: Primary data processed, 2023

Table 1, description of variables obtained from 100 respondents as a sample in this study, the average respondent rated the Social Media Marketing variable, namely 4.28, Electronic Word of Mouth at 4.22, and Store atmosphere at 4.37.

Table 2. Results of Multiple Linear Regression Analysis

Model	Unst Coef B	Unst Coef Std. Error	Std. Coef Beta	t	Sig
(Constant)	6.054	1.392		4.350	.000
X1	.185	.093	.183	1.996	.049
X2	.376	.105	.361	3.573	.001
X3	.269	.067	.365	3.997	.000

Source: Primary data processed, 2023

Based on the regression analysis test in Table 2, the regression model in this study is as follows. The constant value obtained is 6,054, which means that if the independent variables, namely Social Media Marketing (X1), Electronic Word of Mouth (X2), and Store Atmosphere (X3) are equal to 0 (constant) then the purchasing decision (Y) is worth 6,054. The regression coefficient has a positive value of 0.185, which means that if the social media marketing variable becomes more attractive, the purchasing decisions of Lestari Corner Coffee consumers in Yogyakarta will increase. The positive regression coefficient is 0.376, which means that if the electronic word of mouth variable is increasingly preferred, the purchasing decisions of Lestari Corner Coffee consumers in Yogyakarta will increase. The positive regression coefficient is 0.269, which means that if the store atmosphere variable is increasingly preferred, the purchasing decisions of Lestari Corner Coffee consumers in Yogyakarta will increase.

Table 3. Validity Test

Variable	Item	Correlation coefficient	R. Table	Information
Social Media Marketing (X1)	X1.1	0.885	0.361	Valid
	X1.2	0.896	0.361	Valid
	X1.3	0.921	0.361	Valid
	X1.4	0.754	0.361	Valid
	X1.5	0.862	0.361	Valid
Electronic Word of Mouth (X2)	X2.1	0.725	0.361	Valid
	X2.2	0.727	0.361	Valid
	X2.3	0.807	0.361	Valid
	X2.4	0.733	0.361	Valid
	X2.5	0.483	0.361	Valid
Store Atmosphere (X3)	X3.1	0.771	0.361	Valid
	X3.2	0.608	0.361	Valid
	X3.3	0.754	0.361	Valid
	X3.4	0.829	0.361	Valid
	X3.5	0.641	0.361	Valid
	X3.6	0.719	0.361	Valid
	X3.7	0.802	0.361	Valid
Buying decision (Y)	Y.1	0.766	0.361	Valid
	Y.2	0.812	0.361	Valid
	Y.3	0.484	0.361	Valid
	Y.4	0.753	0.361	Valid
	Y.5	0.701	0.361	Valid
	Y.6	0.736	0.361	Valid

Source: Primary data processed, 2023

Based on the results of the validity test in Table 3, all variables have a correlation coefficient value greater than the R table value of 0.361, so it can be stated that the question items used in the research variables are valid.

Table 4. Reliability Test

Variable	Item	Cronbach's Alpha	Sig.	Information
Social Media Marketing	X1	0.915	>0.70	Valid
Electronic Word of Mouth	X2	0.734	>0.70	Valid
Store Atmosphere	X3	0.854	>0.70	Valid
Buying decision	Y	0.800	>0.70	Valid

Source: Primary data processed, 2023

Based on the results of the reliability test in Table 4, all variables have a Cronbach's alpha value > 0.70, so it can be stated that the statement items used for the variables in the research are reliable.

Table 5. F test

Model	Sum of Squares	d	Mean Square	F	Sig.
Regression	619.498	3	206.499	71.499	.000 ^b
Residual	277.262	96	2.888		
Total	896.760	99			

Source: Data processed by researchers, 2023

The F test aims to determine the influence of all independent variables, namely Social Media Marketing (X1), Electronic Word of Mouth (X2), and Store Atmosphere (X3) on the dependent variable, namely the Purchase Decision (Y) of Lestari Corner Coffee Yogyakarta products. Social Media Marketing (X1), Electronic Word of Mouth (X1), Store Atmosphere (X1) together on purchasing decisions. Based on the F test, the calculated F value is 71,499 with a significance of 0.000. This means that the significance value $F = 0.000 < 0.05$, so it can be concluded that H0 is rejected and H1 is accepted, which means that the variables Social Media Marketing (X1), Electronic Word of Mouth (X2), and Store Atmosphere (X3) have a positive and significant effect. together towards Purchasing Decisions (Y). The partial test results show that the social media marketing variable has a calculated t value of 1.996 (positive) with a probability value (p) = 0.049 < 0.05. This proves that social media marketing (X1) has a positive and significant effect on purchasing decisions (Y). This means that H2 is accepted. Partial test results show that the electronic word of mouth (e-WOM) variable has a t count of 3,573 (positive) with a probability value (p) = 0.001 < 0.05. This proves that electronic word of mouth has a positive and significant effect on purchasing decisions (Y). This means that H3 is accepted. The partial test results show that the store atmosphere variable has a t count of 3,997 (positive) with a probability value (p) = 0 < 0.05. This proves that store atmosphere has a positive and significant effect on purchasing decisions (Y). This means that H4 is accepted. The coefficient of determination (R²) is used to determine the extent of the model's ability to apply variations in the dependent variable. The R² Test results can be seen in the table below:

Table 6. Determination Coefficient Test

R	R Square	Adjusted R Square	Std. Error of the Estimate
.831 ^a	.691	.681	1.69945

Source: Primary data processed, 2023

Based on Table 6, it is known that the coefficient of determination (R Square) is 0.691, this shows that the Purchasing Decision variable (Y) is influenced by the variables Social Media Marketing (X1), Electronic Word of Mouth (X2), and Store Atmosphere (X3) amounted to 69.1%, while the remaining 30.9% was influenced by other variables not explained in this study. Therefore, social media marketing, electronic word of mouth, and store atmosphere together have a significant influence on consumer purchasing decisions at Lestari Corner Coffee Yogyakarta. This means that the higher the social media marketing, electronic word of mouth, store atmosphere carried out by Lestari Corner Coffee Yogyakarta, the higher the purchasing decisions made by consumers. Social media marketing has a positive and significant effect on purchasing decisions. This means that interesting social media marketing will be in line with increasing purchasing decisions for Lestari Corner Coffee Yogyakarta products. The content presented must be interesting and always follow trends on social media. This can be done by creating video content using viral sound, viral dance, and hashtags, which can increase viewers which will be in line with marketing traffic on Lestari Corner Coffee's social media.

Electronic word of mouth has a positive and significant effect on purchasing decisions. This means that trusted electronic word of mouth will be in line with increasing purchasing decisions for Lestari Corner Coffee Yogyakarta products. With the many positive reviews shared by Lestari Corner Coffee consumers on their social media, it will convince potential customers to visit and buy products at Lestari Corner Coffee. Store atmosphere has a positive and significant effect on purchasing decisions. This means that the preferred store atmosphere will be in line with the increase in purchasing decisions for Lestari Corner Coffee Yogyakarta products. Lestari Corner Coffee is expected to always improve the store atmosphere by always updating various current coffee shop competition trends in order to attract customer attention and thus increase purchasing decisions.

CONCLUSION

The research conducted at Lestari Corner Coffee Yogyakarta indicates that social media marketing, electronic word of mouth, and store atmosphere significantly influence consumer purchasing decisions. The findings confirm that social media marketing strategies have a significant positive impact on consumer purchasing decisions. Therefore, investing in the development and strengthening of online presence can be a highly effective step for Lestari Corner Coffee Yogyakarta to attract and retain customers. Additionally, electronic word of mouth has also been shown to have a strong influence on consumer purchasing decisions. In today's digital era, online testimonials and reviews can be one of the main factors affecting consumers' perceptions of brands and products. Therefore, it is important for Lestari Corner Coffee Yogyakarta to design strategies that enable customers to share their positive experiences online. Equally important is the pleasant and captivating store atmosphere. A good atmosphere in the store can create a pleasant experience for customers and stimulate their interest in making purchases. Therefore, Lestari Corner Coffee Yogyakarta may consider enhancing the quality of the atmosphere in their stores through attractive interior design, appropriate music, and friendly customer service. The findings from this research provide valuable insights for Lestari Corner Coffee Yogyakarta in developing more effective and appealing marketing strategies for consumers. By considering factors such as social media marketing, electronic word of mouth, and store atmosphere, they can strengthen relationships with customers and improve business performance.

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