

# The Effect of Digital Marketing, Store Atmosphere, and Product Quality on Purchase Decision

Digital Marketing,  
Store Atmosphere,  
and Product Quality

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## ABSTRACT

The growing intensity of competition in the culinary industry demands the implementation of an integrated marketing strategy, which serves as the focus of this research. This study aims to determine the influence of digital marketing, store atmosphere, and product quality on consumer purchasing decisions at the Wizzmie Restaurant in Palu City. This study uses a quantitative approach with descriptive and verification methods. Data were collected through closed questionnaires distributed to 80 respondents selected using a purposive sampling technique, with the criteria being consumers who have eaten directly at the restaurant and are at least 17 years old. The data analysis technique used is multiple linear regression to test the influence of each variable on purchasing decisions partially and simultaneously. The results show that digital marketing, store atmosphere, and product quality have a significant influence on consumer purchasing decisions. Digital marketing is effective in building brand awareness and reaching a wider market. Store atmosphere provides physical and emotional comfort that encourages purchasing decisions, while product quality plays an important role in creating consumer satisfaction and loyalty. These findings indicate that strategic and sustainable integration of these three aspects can create a comprehensive consumer experience and encourage increased purchasing decision.

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**Keywords:** Digital Marketing, Product Quality, Purchase Decision, Store Atmosphere.

## ABSTRAK

Meningkatnya intensitas persaingan di industri kuliner menuntut penerapan strategi pemasaran terpadu sebagai fokus utama penelitian ini. Penelitian ini bertujuan untuk mengetahui pengaruh pemasaran digital, atmosfer toko, dan kualitas produk terhadap keputusan pembelian konsumen di Restoran Wizzmie Kota Palu. Penelitian ini menggunakan pendekatan kuantitatif dengan metode deskriptif dan verifikatif. Data dikumpulkan melalui kuesioner tertutup yang disebarikan kepada 80 responden yang dipilih menggunakan teknik purposive sampling, dengan kriteria konsumen yang pernah makan langsung di restoran dan berusia minimal 17 tahun. Teknik analisis data yang digunakan adalah regresi linier berganda untuk menguji pengaruh masing-masing variabel terhadap keputusan pembelian, baik secara parsial maupun simultan. Hasil penelitian menunjukkan bahwa pemasaran digital, atmosfer toko, dan kualitas produk memiliki pengaruh yang signifikan terhadap keputusan pembelian konsumen. Pemasaran digital efektif dalam membangun kesadaran merek dan menjangkau pasar yang lebih luas. Atmosfer toko memberikan kenyamanan fisik dan emosional yang mendorong keputusan pembelian, sementara kualitas produk berperan penting dalam menciptakan kepuasan dan loyalitas konsumen. Temuan ini menunjukkan bahwa integrasi yang strategis dan berkelanjutan dari ketiga aspek ini dapat menciptakan pengalaman konsumen yang komprehensif dan mendorong peningkatan keputusan pembelian.

**Kata kunci:** Pemasaran Digital, Kualitas Produk, Keputusan Pembelian, Suasana Toko.

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## **INTRODUCTION**

Marketing is one of the most important aspects of any business, whether small or large. The advancement of technology has significantly transformed marketing strategies, especially in how products or services are offered to consumers. In today's fast-paced and creative era, the ability to create engaging content or advertisements plays a crucial role in helping consumers choose what suits their needs (Hoeratunisa & Kusmayadi, 2022; Ardiyanti & Mandataris, 2024). These advertisements or digital contents are highly influential in shaping consumer interest, which in turn can alter consumer behavior. One of the most apparent impacts of marketing on consumer behavior is purchase decision-making. Consumers' purchasing decisions are often driven by new or attractive elements. According to Kotler and Keller (2019), "a purchase decision is the buyer's decision about which brand to purchase." This indicates that an appealing element often linked to brand recognition can influence consumer purchases. Well-known brands generally attract more consumer attention. However, branding is not the sole factor that influences purchasing decisions; other elements, like price may also play a major role. Kotler and Keller (2019) identify four key factors that affect consumer purchasing behavior: cultural, social, personal, and psychological. By considering these factors, businesses can implement more appealing marketing strategies, such as endorsements or digital advertisements through digital marketing platforms. Some primary aspects that influence purchase decisions include product completeness, quality, and price (Lutfi et al., 2025).

However, before a purchase decision is made, another behavioral component often arises: purchase intention. A product is defined as anything that can be offered to a market to satisfy consumer needs or wants. Products may be physical items, services, or a combination of both (Janah et al., 2023). Food products, in particular, include any type of food intended for human consumption, whether raw or processed. Purchase intention can emerge due to environmental conditions, especially with technological tools that offer visually attractive or emotionally compelling content. Various factors contribute to consumer interest. In the case of Wizzmie, for example, the restaurant offers an appealing ambiance and delicious food and beverages (Tiufany & Lina, 2024; Fatmawaty, 2024). Consumer purchase intention can be triggered instantly, often at first glance, especially when influenced by store atmosphere.

According to Gable (1986), store atmosphere refers to the physical characteristics of a store that can project an image and attract customers. Each store presents a different atmosphere depending on its intended concept or alignment with current trends (Rianti & Musfar, 2023). The main objective is to attract consumers to visit or make a purchase. By creating visually engaging settings, businesses can spark emotional responses and leave lasting impressions (Raniya et al., 2023; Lutfi et al., 2025). With technological advancements, promoting store atmospheres that are trendy or unique has become easier through digital marketing. Rachmawati (2020) defines digital marketing as the digital application of marketing, which is equivalent to electronic marketing. It involves utilizing digital technologies to create online marketing channels (such as websites, email, databases, digital TV, and other innovations). Digital marketing is one of the modern strategies businesses use to target specific markets and attract consumer attention. For example, promotions through social media or endorsements from celebrities and influencers are common and effective practices.

Previous studies have shown mixed findings. Research by Rahman and Farhani (2021) found that store atmosphere has a positive effect on purchase decisions. However, Dewobroto and Wijaya (2022) concluded that store atmosphere does not have a significant influence. Similarly, Elbahar and Syahputra (2021) found that digital marketing positively influences purchase decisions, while Widagdo et al. (2021) reported the opposite. Previous studies on digital marketing, store atmosphere, and product quality show inconsistent results, and few have examined these factors together in the context of local culinary businesses like Wizzmie Palu. This gap calls for further research to clarify their influence on purchasing decisions. This study aims to determine the influence of

digital marketing, store atmosphere, and product quality on consumer purchasing decisions.

## **LITERATURE REVIEW & HYPOTHESIS DEVELOPMENT**

### **Digital Marketing and Purchase Decision**

According to Rachmawati (2020), Digital Marketing refers to digital-based marketing, which has the same meaning as electronic marketing. Digital Marketing is the application of digital technology to create online channels to the market (such as websites, emails, databases, digital TV, and various recent innovations) (Sigar et al., 2021; Bachri et al., 2023). This also includes blogs, podcast feeds, and social networking platforms, all of which contribute to marketing activities by generating profit and building as well as developing relationships with customers.

Digital Marketing is the process of marketing through internet-based platforms to reach consumers. It is also referred to as online marketing, e-marketing, or e-services via the internet (Sudiantini et al., 2024). According to Kleidel and Burrow as cited in Christina et al., (2019) Digital Marketing involves marketing activities that use various tools such as Search Engine Optimization (SEO) which helps users search for information based on their needs through internet search engines and Pay-Per-Click (PPC) a tool that allows users to directly place product orders and ensures secure transactions (Rusidah, 2023).

Johar (2015) further explains that one of the foundational models used in digital marketing is the AIDA model (Attention, Interest, Desire, Action). Digital Marketing strategies include website-based advertising, SEO (Search Engine Optimization), paid search click advertising (PPC advertising), affiliate marketing and strategic partnerships, and online public relations (online PR) (Hannan et al., 2023). These tools are integrated into digital advertising efforts to attract attention, generate interest, build desire, and prompt action among consumers.

H1: Digital marketing has a significant effect on purchase decisions.

### **Store Atmosphere and Purchase Decision**

Store atmosphere can be considered a marketing activity that creates a lasting impression on consumers through the overall ambiance provided by the store (Aisah & Wahyono, 2018). A positive impression emerges when the store environment offers comfort, making customers feel at ease and encouraging them to spend more time shopping. Conversely, an unpleasant atmosphere may discourage consumers from shopping at the store (Ayuningsih & Maftukhah, 2020; Kasmad, 2022). According to Aisah and Wahyono (2018), store atmosphere is a vital component of a retail space and serves as a dominant sensory effect generated through store design. When the atmosphere is attractive, it can influence visitors' decisions to purchase or at least increase their interest in the products offered. Gable (1985), defines store atmosphere as the physical characteristics of a store that project a certain image and attract consumers. Store atmosphere involves an overall emotional effect created by various store attributes, including: Sight Appeal-the visual impression experienced by consumers inside the store, Sound Appeal-the emotional response triggered by sounds within the store environment, Scent Appeal-the influence of aroma, including the general scent of the store space; Touch Appeal-the tactile experience when consumers physically interact with the products. According to Kotler and Keller (2019), store atmosphere is shaped by the physical layout that either facilitates or hinders customers' movement throughout the store. Each store offers a different appearance, whether clean, appealing, luxurious, or dull (Dewobroto & Wijaya, 2022; Susanto & Adiwijaya, 2023). An effective store atmosphere must be strategically planned to match its target market and entice consumers to make purchases.

H2: Store atmosphere has a significant effect on purchase decisions.

### **Product Quality and Purchase Decision**

Quality is a fundamental component of marketing that directly influences consumer satisfaction with the product they consume. Based on this, it is expected that good product quality will result in higher consumer satisfaction. In marketing concepts, quality is measured from the buyer's perspective and perception of the product. According to Kotler and Keller (2019), "quality is the totality of features and characteristics of a product or service that rely on its ability to satisfy stated or implied needs. High-quality products enhance consumer satisfaction, which in turn leads to increased sales and profits for the company (Suhaily & Darmoyo, 2017; Arif & Siregar, 2021). A product is a tangible or intangible offering—such as goods, services, places, or ideas—provided to consumers to fulfill their needs or desires. Conceptually, a product is something presented to someone to satisfy their needs and wants, and this satisfaction is typically achieved through an exchange process. Kotler and Keller (2019) further explain that a product consists of several levels or layers, and the combination of these layers reflects the product itself. These layers together form the product's perceived image in the minds of consumers. Product quality refers to a set of attributes that shape the image of a good or service and determine its capability to fulfill consumer needs (Firmansyah, 2021; Rihayana et al., 2022). However, it's important to note that the perceived quality of a product does not always align with how consumers individually evaluate it. What is considered desirable or high quality by one person may not be perceived the same way by others. Thus, consumer perception plays a crucial role in shaping product evaluation and purchasing decisions.

H3: Product quality has a significant effect on purchase decisions.

### **Simultaneous Effects on Purchasing Decisions**

In modern marketing, consumer purchasing decisions are influenced not by a single factor, but by a combination of complementary elements. Three variables often considered crucial in influencing consumer behavior are digital marketing, store atmosphere, and product quality. All three simultaneously play a crucial role in creating a holistic experience and influencing purchasing decisions (Wahyu et al., 2023). Digital marketing provides companies with the opportunity to reach a broader and more segmented market through various online platforms such as social media, websites, and email marketing. According to Rachmawati (2020), digital marketing is not just about promotion, but also about creating two-way interactions that build consumer emotional engagement with the brand. Through approaches such as SEO, PPC, and interactive content, consumers can be attracted and encouraged to make a purchase (Tiufany & Lina, 2024; Ragelia et al., 2025). Store atmosphere creates a physical experience that can emotionally influence consumer decisions. As explained by Kotler and Keller (2019) and Aisah and Wahyono (2018), atmospheric elements such as lighting, aroma, sound, and visual layout play a crucial role in shaping consumers' perceived comfort and perceived value at the point of purchase. Product quality remains a key factor in determining the sustainability of the relationship between consumers and producers. Quality products not only meet functional needs but also build a positive image and increase consumer trust (Kotler and Keller, 2019; Kumala & Yasri, 2025).

H4: Digital marketing, store atmosphere, and product quality simultaneously affect purchase decisions.

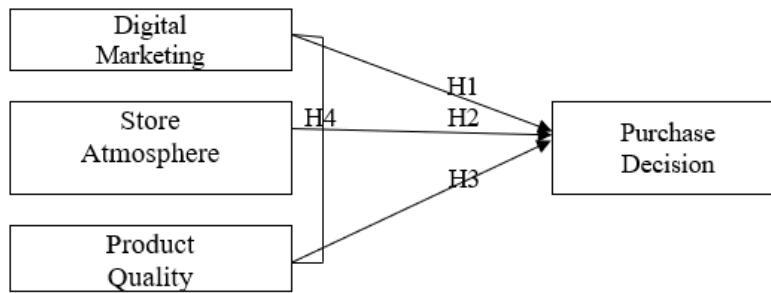


Figure 1. Research Framework

Figure 1 illustrates the conceptual framework showing the relationships between the variables in this study: Digital marketing has a significant effect on purchase decisions; Store atmosphere has a significant effect on purchase decisions; Product quality has a significant effect on purchase decisions; Digital marketing, store atmosphere, and product quality collectively have a significant effect on purchase decisions.

## RESEARCH METHODS

This study uses a quantitative approach with descriptive and verification research types. This approach is used to describe the phenomena that occur in the field and test the relationship between variables empirically. The study was conducted at the Wizzmie Restaurant located in Palu City, Central Sulawesi. This location was chosen because Wizzmie is one of the growing culinary restaurants and has quite active digital marketing activities, with a distinctive store atmosphere and attractive product offerings. The population in this study were all consumers who have made purchases at Wizzmie Palu. Because the exact population size is unknown, the researcher used a non-probability sampling method with a purposive sampling technique, namely a sampling technique based on certain criteria determined by the researcher. These criteria include: consumers who have eaten directly at the restaurant and are at least 17 years old. The number of respondents used as a sample in this study was 80 consumers. Data collection was carried out by distributing a closed questionnaire using a 5-point Likert scale to measure the variables studied, namely digital marketing (X1), store atmosphere (X2), product quality (X3), and purchasing decisions (Y). In addition, secondary data was also collected from books, journals, scientific articles, and other relevant documents that support the theoretical analysis. The data analysis technique used was multiple linear regression with the help of SPSS version 20 software. This analysis aims to determine the effect of each independent variable on the dependent variable, both partially and simultaneously. Validity tests, reliability tests, classical assumption tests, t-tests, F-tests, and coefficients of determination were also used to test the feasibility and strength of the research model

## RESULT

The purpose of data analysis is to identify the data needs from the data collection process using a questionnaire research instrument. The data collected were tabulated to identify the responses of each respondent. The data analysis was performed using Statistical Product and Service Solutions (SPSS) for Windows version 20. With SPSS, researchers were able to identify patterns, trends, or relationships among variables and produce statistical outputs to support the research findings.

Table 1. Reliability and Validity

Variable	Cronbach's Alpha	Composite Reliability	AVE
Digital Marketing (X1)	0.821	0.884	0.613
Store Atmosphere (X2)	0.812	0.873	0.589
Product Quality (X3)	0.855	0.897	0.642
Purchase Decisions (Y)	0.834	0.881	0.601

The results of the reliability and validity tests in Table 1 show that all research variables, namely digital marketing, store atmosphere, product quality, and purchase decisions, meet the established criteria. The Cronbach's Alpha values for all variables are above 0.7, indicating that the research instrument has good internal consistency and can be relied upon. In addition, the Composite Reliability values are also above 0.7, which means that the indicators for each variable are able to consistently measure their respective constructs. Furthermore, the AVE values for all variables are greater than 0.5, showing that more than half of the variance of the indicators can be explained by the constructs, thereby fulfilling the requirement for convergent validity. These findings confirm that the questionnaire instrument used in this study is valid and reliable, and therefore can be appropriately applied in further analysis to examine the influence of digital marketing, store atmosphere, and product quality on purchase decisions.

Table 2. Multiple Linear Regression

Variable	Regression Coefficient	Part
Constant	7.407	-
Digital Marketing (X1)	0.507	0.133
Store Atmosphere (X2)	0.323	0.121
Product Quality (X3)	0.421	0.231

The results of the multiple linear regression analysis in Table 2 show that all independent variables in the model have a positive influence on purchasing decisions. A constant value of 7.407 indicates that when the variables of digital marketing, store atmosphere, and product quality are set at zero, the value of the purchasing decision remains at a certain level. The digital marketing regression coefficient of 0.507 indicates that each increase in digital marketing will increase the purchasing decision by 0.507 units, with a partial effect of 0.133. This confirms that digital marketing plays a significant role in attracting attention and shaping consumer interest directly through online media. Store atmosphere has a coefficient of 0.323 with a part value of 0.121, indicating that a comfortable and attractive store atmosphere can enhance the shopping experience and encourage consumer purchasing decisions. Meanwhile, product quality has the largest influence with a regression coefficient of 0.421 and the highest part value of 0.231, indicating that consumer perception of product quality is a major factor influencing the final decision in the purchasing process. Overall, these three variables make a significant positive contribution to influencing consumer purchasing behavior at Wizzmie Restaurant.

Table 3. F-Test

Model	Value
F-Count	45.110
F-Table	3.26
Sig. (p-value)	0.000

The F-test results in Table 3 show that digital marketing, store atmosphere, and product quality simultaneously significantly influence consumer purchasing decisions at Wizzmie Restaurant. The calculated F-value of 45.110 is significantly higher than the F-table value of 3.26. Furthermore, the significance value of 0.000 is lower than the 0.05 level, indicating that statistically, the three independent variables collectively contribute significantly to the dependent variable, namely purchasing decisions. These findings suggest that the combination of digital marketing strategies, creating a comfortable store atmosphere, and providing quality products are important factor in influencing consumer purchasing behavior. Digital marketing allows companies to reach target markets broadly and personally, provide product information quickly, and shape consumer perceptions from the outset. On the other hand, store atmosphere plays a role in creating a pleasant shopping experience, strengthening emotional engagement, and encouraging both impulsive and planned purchases. Meanwhile, product quality is a key element that determines whether consumers will proceed to a purchasing decision, as it concerns

satisfaction, trust, and perceived value of the product offered. Thus, the results of the F test strengthen the argument that the success of a marketing strategy cannot rely solely on one aspect, but rather needs to be designed in an integrated manner, where the three variables complement each other in creating attraction and encouraging consumer purchasing decisions.

Table 4. t-Test

Variables	t-Count	t-Table	Sig. (p-value)	$\alpha$ (0.05)	Conclusion
Digital Marketing (X <sub>1</sub> )	8.838	1.68	0.000	0.05	Significant
Store Atmosphere (X <sub>2</sub> )	6.225	1.68	0.000	0.05	Significant
Product Quality (X <sub>3</sub> )	7.231	1.68	0.001	0.05	Significant

The partial t-test results in Table 4 show that the three independent variables, namely digital marketing, store atmosphere, and product quality, each have a significant influence on individual purchasing decisions. This is evidenced by the t-value of all three, which is greater than the t-table of 1.68 and a significance value smaller than 0.05. Digital marketing has a t-value of 8.838 and a significance of 0.000, which indicates that digital marketing strategies significantly influence purchasing decisions. Digital marketing is able to reach consumers widely and interactively through online platforms such as social media and websites, thereby creating a positive perception of the products offered. Store atmosphere also has a significant influence on purchasing decisions, with a t-value of 6.225 and a significance value of 0.000. A pleasant store atmosphere, from visual aspects, lighting, aroma, to the comfort of the space, can increase consumer comfort in shopping. This extends the duration of visits and encourages purchases, both planned and spontaneous. Furthermore, product quality shows a significant influence with a t-value of 7.231 and a significance of 0.001. Good product quality is the primary basis for purchasing decisions because it impacts consumer satisfaction and trust. Products that meet expectations will create positive perceptions that impact long-term loyalty. Thus, these three variables have been partially proven to play a significant role in driving consumer purchasing decisions at Wizzmie Restaurant.

Table 5. Correlation and Determination Test

Model	Value
Correlation Coefficient (R)	0.881
Coefficient of Determination (R <sup>2</sup> )	0.777

The results of the correlation and coefficient of determination tests in Table 5 indicate a strong and positive relationship between the independent variables, namely digital marketing, store atmosphere, and product quality, and purchasing decisions. The correlation coefficient (R) value of 0.881 indicates that these three variables have a close relationship with consumer purchasing decisions. The more optimal the implementation of digital marketing strategies, the creation of a pleasant store atmosphere, and the provision of quality products, the higher the tendency of consumers to make purchases. Meanwhile, the coefficient of determination (R<sup>2</sup>) value of 0.777 or 77.7% indicates that a proportion of the variation in purchasing decisions can be explained by these three independent variables. This means that digital marketing, store atmosphere, and product quality together are able to explain almost 78% of all factors that influence purchasing decisions. The remaining 22.3% is influenced by other factors outside the research model, such as price, word-of-mouth promotion, customer service, and other external influences. Thus, these results confirm that the integration of the three main elements of digital strategy, in-store experience, and product quality contributes significantly to consumer purchasing behavior and can be used as a reference in marketing decision-making.

## DISCUSSION

The research results show that digital marketing has a significant influence on consumer purchasing decisions at Wizzmie. Effective use of social media, engaging

content, support from local food vloggers, and active engagement with customers can increase consumer interest in the product (Al-Azzam & Al-Mizeed, 2021; Azhari, 2023; Asrilsyak, 2024; Rahmadani & Othman, 2025). This strategy aligns with the views of Kotler and Keller (2019), who emphasized that digital marketing can expand brand exposure and create two-way interactions between companies and consumers. Through this approach, consumers gain easy access to product information, understand its advantages, and build trust in the brand (Sigar et al., 2021; Bachri et al., 2023). Successful promotion through consistently managed social media can create a positive image and increase customer loyalty (Rusidah, 2023; Hannan et al., 2023).

Store atmosphere significantly influences consumer purchasing decisions, with physical and psychological comfort being key factors. This finding supports the theory of Kotler and Keller (2019), which states that store atmosphere can shape consumers' emotional perceptions and influence purchasing behavior. A high average score of 4.71 indicates that Wizzmie has successfully created a pleasant and engaging dining atmosphere (Aisah & Wahyono, 2018; Solihin et al., 2021; Kasmad, 2022). A supportive environment not only encourages spontaneous purchasing decisions but also fosters loyalty through memorable experiences.

Product quality is a key factor driving consumer purchasing decisions. Delicious food, consistently served, and using quality ingredients creates a positive impression and encourages repeat purchases. A high score of 4.19 on this variable indicates that consumers perceive Wizzmie's product quality as excellent (Ubaidillah et al., 2025; Kurniati & Deka, 2025; Melati et al., 2025). This confirms that, although product quality is often subjective, it remains a crucial element in shaping customer satisfaction and loyalty. Products that meet expectations for taste, appearance, and cleanliness not only enhance the dining experience but also strengthen brand trust (Dewobroto & Wijaya, 2022; Susanto & Adiwijaya, 2023).

The findings of this study confirm that the combined influence of three variables: digital marketing, store atmosphere, and product quality significantly influences consumer behavior (Suhaily & Darmoyo, 2017; Arif & Siregar, 2021). Digital marketing plays a role in building brand awareness and reaching a wider consumer base. Store atmosphere creates a pleasant experiential value during a visit, while product quality ensures satisfaction and drives customer loyalty (Firmansyah, 2021; Rihayana et al., 2022). The synergy of these three aspects creates a comprehensive experience that not only attracts consumers but also encourages repeat purchase decisions. These results align with Kotler and Keller's (2019) integrated marketing theory, which states that consumer decisions are formed through the interaction of various complementary marketing elements.

Therefore, a balanced, sustainable, and strategic integration of digital promotions, improved store atmosphere, and consistent product quality is crucial for enhancing consumer purchasing decisions and maintaining a competitive advantage in the culinary industry. Appropriately conducted digital promotions, such as the use of social media, endorsements by food vloggers, and direct interaction with customers, play a role in creating awareness and expanding market reach (Ragelia et al., 2025).

In the context of modern marketing, these three elements cannot operate in isolation. Strong promotions without quality and a supportive atmosphere will create unmet expectations, while good quality and atmosphere without digital promotion will struggle to gain widespread recognition (Wahyu et al., 2023; Tiufany & Lina, 2024). This finding aligns with the integrated marketing concept of Kotler and Keller (2019), which states that consumer purchasing decisions are influenced by the synergy of various marketing elements.

## **CONCLUSION**

Digital Marketing has a partial influence on Purchase Decisions at Wizzmie Restaurant; Store Atmosphere has a significant partial influence on Purchase Decisions at Wizzmie Restaurant; Product Quality has a significant partial influence on Purchase

Decisions at Wizzmie Restaurant; Digital Marketing, Store Atmosphere, and Product Quality have a simultaneous influence on Purchase Decisions at Wizzmie Restaurant. Digital marketing, store atmosphere, and product quality each have a significant positive impact on consumer purchase decisions at Wizzmie Restaurant in Palu. Together, they account for over 77% of the behavioral variance. These findings underscore the strategic role of integrated marketing in enhancing customer attraction and retention.

This study is limited to one Wizzmie branch and examines only three variables, leaving out other possible factors such as brand image or service quality, and does not track changes over time. The findings imply that success in the culinary industry requires a balanced integration of digital marketing, an inviting store atmosphere, and consistent product quality, as these elements work together to attract customers, encourage repeat purchases, and sustain a competitive edge. Future research should involve larger samples from multiple branches or similar culinary businesses, include additional variables such as brand image or service quality, and consider longitudinal or comparative designs to provide broader, more comprehensive insights into consumer behavior.

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