



The Effect of Store Atmosphere and Social Media Marketing on Purchase Decisions on Consumers of the Damandiri Cafe

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Article Info	Abstract
Article History Received: 2022-06-10 Revised: 2022-07-02 Published: 2022-07-20 Keywords: <i>Purchase Intention; Social Media; Store Atmosphere.</i>	<p>This study aims to determine and analyze the influence of social media and store atmosphere on purchase intention at the Damandiri cafe in Selo, Boyolali Regency. This type of research is quantitative research using a conclusive classification: data collection techniques using non-probability sampling classification and judgmental techniques. The number of samples used in this study was as many as 100 respondents who knew and had accessed the Instagram account of Damandiri café. The analysis technique uses multiple linear regression analysis with the SPSS version 25 program. The results show that social media positively and significantly affect purchase intention at Damandiri cafe in Selo, Boyolali. There is a significant influence of the store atmosphere has a positive and significant effect on the purchase intention of a Damandiri café in Selo, Boyolali. Café Damandiri is expected to be able to design outlets in such a way as to increase customer convenience with a positive store atmosphere. In addition, it is expected to consider the social media to increase consumer purchase intention. Further research can use newer variables such as convenience, promotion, or service quality.</p>
Artikel Info	Abstrak
Sejarah Artikel Diterima: 2022-06-10 Direvisi: 2022-07-02 Dipublikasi: 2022-07-20 Kata kunci: <i>Niat Beli; Media sosial; Suasana Toko.</i>	<p>Penelitian ini bertujuan untuk mengetahui dan menganalisis pengaruh media sosial dan store atmosphere terhadap niat beli pada kafe Damandiri Selo Kabupaten Boyolali. Jenis penelitian ini adalah penelitian kuantitatif dengan menggunakan klasifikasi konklusif: teknik pengumpulan data menggunakan klasifikasi non-probability sampling dan teknik judgemental. Jumlah sampel yang digunakan dalam penelitian ini adalah sebanyak 100 responden yang mengetahui dan pernah mengakses akun Instagram café Damandiri. Teknik analisis menggunakan analisis regresi linier berganda dengan program SPSS versi 25. Hasil penelitian menunjukkan bahwa media sosial berpengaruh positif dan signifikan terhadap niat beli pada kafe Damandiri Selo, Boyolali. Terdapat pengaruh signifikan store atmosphere berpengaruh positif dan signifikan terhadap niat beli kafe Damandiri di Selo Boyolali. Café Damandiri diharapkan mampu mendesain gerai sedemikian rupa untuk meningkatkan kenyamanan pelanggan dengan store atmosphere yang positif. Selain itu, diharapkan dapat mempertimbangkan media sosial untuk meningkatkan minat beli konsumen. Penelitian selanjutnya dapat menggunakan variabel yang lebih baru seperti kenyamanan, promosi, atau kualitas layanan.</p>

I. INTRODUCTION

Social media is a term that is not only a variety of new media platforms, but also means system-based inclusion such as friendfeed, twitter, facebook, and others. Usually called With social networks such as Instagram, WhatsApp, Line, Facebook, and Twitter the goal is so that various media platforms have a social component as well as public communication (Hopkins, 2008). The object of this research has Instagram social media as a means of promoting the products offered to consumers and also as a means of information to consumers about activities that carried out by the business owner. Instagram accounts owned by the object of this research

are: @waroengdamandiri. Instagram from Cafe Damandiri is commonly used to promote products, posting ongoing activities and also providing information about the location in the form of location based services or google maps ([instagram.com/waroengdamandiri](https://www.instagram.com/waroengdamandiri), 2022).

According to Sagala (2016), many culinary industries use Instagram to maximize performance by communicating its products. Changes in the lifestyle of today's society that leading to mobile working has resulted in business people, especially in the culinary field do not always have to promote products or services traditionally, but can use social media as a means of promotion. Because in the digital age, individuals from all over the world can

connected. Alversia (2019) explains that one of the reasons cafes are becoming more and more popular is when This is because the proliferation of the internet has helped many businesses to attract potential consumers from traditional online channels. Store atmosphere is an activity to design an attractive store area to create an impression to consumers. by communicating visually, color, lighting, music and aroma (Tiara, 2012). According to Turley & Ronald (2000), the store environment can influence consumers while in the room and influence consumers to make decisions purchase. Utami (2008: 217), describes store atmosphere, namely physical components, such as: architecture, layout (display), color, lighting, temperature, music, and purposeful aroma to form emotional responses and consumer perceptions in order to make decisions purchase. However, Orth & Crouch (2014) stated that in-store display had a negative impact on intention consumer buying. The research was conducted with the aim of reviewing and reviewing the influence of encourage consumers' purchase intentions at coffee shops, especially at the Damandiri Cafe in the city of Selo Boyolali. By knowing how significant the digital marketing factor, location, and store is atmosphere of the intention to buy at the coffee shop, will help businessmen in determining strategy future business ventures.

II. METHOD

The type of research conducted is quantitative research. Research design with classification conclusive. The criteria for respondents in the study are consumers with an age range of 17 years and over, know the existence of the Damandiri and have accessed the Cafe Friends instagram account be healthy. The sampling technique uses non-probability. Measurement scale used in this research questionnaire is a Likert scale, using a scale range of 1-5 with statement strongly disagree to strongly agree. Data were analyzed using regression multiple linearity with SPSS program version 25.

III. RESULT AND DISCUSSION

1. The Effect of Social Media on Purchase Intention.

The results of the study indicate that social media has an influence on purchase intention and purchase intention significant. This means that if social media increases, then purchase intention will also increase. because it's wrong. One factor that influences purchase

intention is social media. The instagram account owned by the object. This research is @woroengdamandiri. Instagram from the Damandiri cafe is commonly used for promoting products, posting ongoing activities at this cafe and this instagram café also provides information about the location in the form of location based services or google maps. Abzari et.al (2014) stated that there was a positive influence of social media on purchase intention significantly. The results of this study are in accordance with the first hypothesis, namely "social media". Significant effect on purchase intention", the first hypothesis is accepted. Yi (2014), indicates that social media is directly dominant and significant to purchase intention. According to Smith et al. (2008) social media has an effect on the purchasing decision-making process. Stephen & Galak (2009), also stated that there was a positive and significant influence of the media social on purchase intention. Respondents are students who have an age range of 21-25 years which dominate in this research. Consumers at this age tend to be more active in accessing social media and use social media to see reviews of new cafes that are instagramable for visited.

2. The Effect of Store Atmosphere on Purchase Intention.

The results of the study prove that there is a positive influence of store atmosphere on purchase intentions significant. At the Teman Sehati cafe, there is musical accompaniment from an acoustic group to accompany consumers enjoy the coffee that has been ordered, and is equipped with a special wall that says "Damandiri" as a photo spot for consumers who want to capture moments with friends or couple. This can increase the attractiveness of consumers to make purchases at the cafe Healthy Friends. This is in accordance with the results of research by Levy & Weitz (2001) which proves the atmosphere stores can influence consumer behavior. The results of this study also support Mathur et.al (2014) that the value of the store atmosphere is increasing The higher the purchase intention, the higher the purchase intention. Suprina et.al (2020), stated the atmosphere of the cafe affect buying interest. According to Turley & Ronald (2000), store atmosphere can influence consumers when they are indoors and

stimulated to make a purchase. Utami (2008: 217) states that store atmosphere is a combination of physical structures, such as layout (display), architecture, lighting, color, temperature, rhythm, and fragrances that aim to influence consumers in making purchases. Respondents with the status of students aged 21-25 tend to have purchase intentions for visit a place to enjoy processed coffee that has the right music and look for new instag-ramable photo spots. The many routines that make you tired also make a cafe be one of the choices of visits.

IV. CONCLUSIONS AND SUGGESTIONS

A. Conclusions

Social media has a positive and significant effect on purchase intention at the Damandiri cafe in Selo Boyolali. There is a significant influence of store atmosphere and has a positive and significant effect on the purchase intention of the Damandiri cafe in Selo Boyolali. Subsequent research should use other independent variables outside of variables used in this study. Other suggested variables are convenience, promotion, or service quality. The limitation of this study is that the distribution of the questionnaire is only conducted online and does not provide an open questionnaire so that the discussion about the social media and store atmosphere is less deep. Further research can use the variable newer ones such as convenience, promotion, or service quality, as well as using objects other than Damandiri cafe.

B. Suggestions

This related discussion is still very limited and requires a lot of input, the suggestion for the next writer is to study more deeply and comprehensively about The Effect of Store Atmosphere and Social Media Marketing on Purchase Decisions on Consumers of the Damandiri Café.

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