

EXAMINING THE EFFECTS OF SOCIAL MEDIA MARKETING, WORD OF MOUTH, AND STORE ATMOSPHERE ON CONSUMER PURCHASE BEHAVIOR: A CASE OF PAPERMINT COFFEE

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Abstract: Product superiority can influence purchasing decisions for that product. This study aims to determine the influence of social media marketing, word of mouth, and store atmosphere on purchasing decisions. The research method used was quantitative. The population used was Papermint Coffee consumers and the sample consisted of 102 people. Data analysis techniques used were Validity Test, Reliability Test, Classical Assumption Test, Multiple Linear Regression Analysis, Multiple Correlation Test, Determination Coefficient, F Test, and t Test. The results of the study show that social media marketing has a positive and significant effect on purchasing decisions, word of mouth has a positive and significant effect on purchasing decisions, and store atmosphere has a positive and significant effect on purchasing decisions. The researcher's suggestion is that Papermint Coffee should recruit employees who are specifically tasked with managing social media so that they can respond quickly to any questions asked through social media, always offer products that consumers need so that consumers are willing to recommend them to others, arrange tables and chairs that are not yet properly arranged, and always offer products that are superior to those of competitors.

Keywords: social media marketing, word of mouth, store atmosphere, purchasing decisions

INTRODUCTION

Business development in the current era of globalization has led to intense competition between companies. Business development is driven by dynamic changes in human thinking, making market activities essential for organizations and companies as the spearhead of profit-seeking organizations and companies. This phenomenon requires market players to act quickly and accurately in determining and implementing competitive strategies in order to survive in the market. A number of diverse brands and products have made market competition even more intense. In addition to large companies, micro, small, and medium enterprises are also competing in the business world. One example is the development of coffee shops in Indonesia. Currently, the trend of hanging out at coffee shops is very popular among various groups. In addition to hanging out, coffee shops are also used as a place to gather and socialize with friends or a place to unwind after a long day at work. This increase in coffee consumption certainly creates a great

opportunity for entrepreneurs to turn coffee shops into a business venture.

One of them is Papermint Coffee, an SME engaged in the coffee shop business. Seeing the fluctuating number of buyers, one of the causes of this fluctuation is the intense business competition and perhaps several marketing factors that are not functioning properly, such as word of mouth, store atmosphere, and insufficient utilization of media promotional appropriate promotional media, resulting in suboptimal sales. Purchase decision According to Gunarsih et al. (2021), the purchase decision is a stage in the buyer's decision-making process, which is when consumers actually purchase a product. Consumers recognize their problems, seek information about specific products or brands, and evaluate how well each alternative can solve their problems, which then leads to a purchase decision.

One factor that influences purchasing decisions is social media marketing. Nurmallasari (2021) states that social media marketing is a marketing effort carried out by utilizing social media, which can make it easier for sellers and buyers to exchange information about products by sharing text, images, audio, or video. Hanaysha (2022), Amalia et al (2023), Raniya et al. (2023), Septyansyah & Ferryal (2022), and Juliana (2021) found that social media marketing has a positive and significant effect on purchasing decisions. Different results were presented by Indrawati et al. (2023). The results of this study indicate that social media marketing does not have a significant effect on purchasing decisions. From the results of interviews with several customers, it was stated that social media marketing at Papermint Coffee does not provide clear information on social media about the menu items sold by Papermint Coffee.

In addition to social media marketing, word of mouth also influences purchasing decisions. Word of mouth is an effective promotional strategy because it is spread voluntarily by users or consumers without them realizing it due to their satisfaction with the service or product provided (Fawzi et al., 2022:94). Several previous studies have stated that word of mouth has an influence on purchasing decisions. According to Budiyanto (2023), Permatasari et al. (2023), Basri et al. (2022), Hammammukti et al. (2023), and Firman et al. (2023) found that word of mouth has a positive and significant effect on purchasing decisions. Different results were presented by Kusuma & Setyowati, (2020), whose research showed that word of mouth does not affect purchasing decisions. The existence of visitor complaints about the coffee sold by Papermint Coffee, which still contains coffee powder, is a serious problem. If these complaints and negative responses are known to potential customers who want to make a purchase, this issue will also have an impact on word of mouth regarding product information. Such word of mouth will lead to negative communication.

In addition to word of mouth, one of the factors influencing purchasing decisions is store atmosphere. According to Budiono & Siregar (2023), store atmosphere is the atmosphere of a store that greatly influences customers to feel comfortable and at ease when choosing the type of product they want to buy. Coffee shops must also create a well-planned atmosphere that is in line with their target market so that they can attract customers to buy at their shop (Putri & Manik, 2021). Several previous studies have stated that store atmosphere influences purchasing decisions. According to Fahreza et al. (2024), Hammammukti et al. (2023), Raniya et al. (2023), Budiyanto (2023), and Firman et al. (2023), store atmosphere has a significant effect on purchasing decisions. Tanjung (2020) presented different results, stating that store atmosphere partially does not influence purchasing decisions. Based on interviews with Papermint Coffee consumers, they come to enjoy the comfortable, calm atmosphere as a stress reliever. However, Papermint Coffee has not fully utilized the potential of store atmosphere, such as interior design that is not attractive, like tables that are not neatly arranged.

Based on the background and research gap above, this study aims to examine the influence of social media marketing, word of mouth, and store atmosphere on purchasing decisions at Papermint Coffee.

LITERATURE

Theory of Planned Behavior (TPB)

The Theory of Planned Behavior (TPB) is used to explain a person's intentions, which then explain that person's behavior. From the above definition, it can be concluded that according to researchers, the Theory of Planned Behavior (TPB) is behavior that is determined by an individual's desire to perform or not perform a certain behavior or vice versa, and also refers to an individual's perceptions that have a positive or negative impact. The core of the Theory of Planned Behavior remains the factor of behavioral intention, but the determinants of intention are not only attitudes and subjective norms but also aspects of perceived behavioral control. However, perceived behavioral control is considered to have both direct and indirect implications for predicting consumer behavior (perceived behavior control). The three components—attitude, subjective norms, and perceived behavioral control—interact and become determinants of intention, which in turn will determine whether the behavior in question will be carried out or not.

Purchase Decision

Purchase decision According to Gunarsih et al., (2021) The purchase decision is a stage in the buyer's decision process, namely when consumers actually

purchase a product. Consumers recognize their problems, seek information about specific products or brands, and evaluate how well each alternative can solve their problems, which then leads to a purchase decision. Purchase decision indicators according to Zannah and Suwitho (2022) are: Purchase certainty after learning about a product, Deciding to buy because of the most preferred brand, Buying because it suits the consumer's desires, product quality, and needs, Buying because of recommendations from others, Making repeat purchases.

Social Media Marketing

Social media marketing, according to Nurmalasari (2021), is a marketing effort carried out by utilizing social media, which can provide convenience for sellers or buyers to exchange information about products by sharing text, images, audio, or video. Ghana & Indiani (2023) state that the indicators used to measure social media marketing are as follows: Content, Communication, Connection.

Word of Mouth

Word of mouth is communication from person to person about views or assessments of a product or service, either individually or in groups, with the aim of providing personal information (Joesyiana, 2018). This word-of-mouth information is one of the most effective promotional strategies, because those who share it are users or consumers who do so willingly and unconsciously due to their satisfaction with the service or product provided (Fawzi et al., 2022:94). According to Putra et al. (2022), the indicators of word of mouth are as follows: Consumers obtain information about the company, Consumers are encouraged to buy a product because of motivation from others, Consumers get recommendations from others.

Store Atmosphere

Store atmosphere is a very important physical characteristic. It plays a role in creating a comfortable atmosphere in line with customer desires and makes customers want to linger in a store, indirectly stimulating them to make a purchase (Putri & Manik, 2021). The indicators of atmosphere according to Levi and Weitz in Heri et al. (2022) are as follows: internal layout, sound, smell, texture, and interior design.

Research Hypothesis

The influence of social media marketing on purchasing decisions

Social media marketing is a marketing effort carried out by utilizing social media, which can make it easier for sellers and buyers to exchange information about products by sharing text, images, audio, or video (Nurmalasari, 2021). This is supported by research findings from Hanaysha (2022), Amalia et al. (2023), Raniya et al. (2023), Septyansyah & Ferryal (2022), and Juliana (2021). These findings indicate that social media marketing has a positive and significant influence on purchasing decisions. Based on this, the following hypothesis can be formulated:

H₁: Social media marketing has a positive and significant effect on purchasing decisions at Papermint Coffee.

The influence of word of mouth on purchasing decisions

Word of mouth is an effective promotional strategy because it is spread voluntarily by users or consumers without them realizing it due to their satisfaction with the service or product provided (Fawzi et al., 2022:94). This is supported by the results of research by Budiyanto (2023), Permatasari et al. (2023), Basri et al. (2022), Hammammukti et al. (2023), and Firman et al. (2023). These studies show that word of mouth has a positive and significant influence on purchasing decisions. Based on this, the following hypothesis can be formulated:

H₂: Word of mouth has a positive and significant effect on purchasing decisions

The effect of store atmosphere on purchasing decisions

According to Katarika & Syahputra, (2017) store atmosphere is a combination of physical characteristics of a store such as architecture, layout, signage and displays, color scheme, lighting, air temperature, sound and aroma, all of which work together to create a company image in the minds of customers. This is supported by the results of studies by Fahreza et al. (2024), Hammammukti et al. (2023), Raniya et al. (2023), Budiyanto (2023), and Firman et al. (2023). These studies show that store atmosphere has a positive and significant influence on purchasing decisions. Based on this, the following hypothesis can be formulated:

H₃: Store atmosphere has a positive and significant effect on purchasing decisions

RESEARCH METHOD

The location used in this study was deliberately chosen, namely Pantai Matahari Terbit, Sanur, Jl Matahari Terbit, Sanur Kaja, South Denpasar, Denpasar City. The object of this study was to measure consumer purchasing decisions at Papermint Coffee through the variables of social media marketing, word of mouth, and store atmosphere. The population in this study was Papermint Coffee consumers, whose number was not known precisely. The sample used in this study was purposive sampling. Purposive sampling is a sampling technique with certain considerations, the requirements of which are: distributing questionnaires to consumers who are at least 17 years old, because they are considered capable of making their own decisions. The sample size is the number of variable indicators multiplied by 5 to 10, so the sample size obtained is: $17 \times 6 = 102$. Thus, the sample size used in this study is 102 people. The data collection methods in this study are observation and interviews. The data analysis technique used in this study is multiple linear regression analysis. Before the analysis is conducted, the instruments are tested.

RESULTS AND DISCUSSION

Instrument Test Results

1. Validity Test

Based on the validity test results, all correlation coefficients of the tested variable indicators were greater than 0.30. These results indicate that all indicators in this study are valid.

2. Reliability Test

Based on the reliability test results, each Cronbach's Alpha value for each instrument is greater than 0.60 (Cronbach's Alpha > 0.60). This indicates that all instruments are reliable.

Classical Assumption Test

1. Normality Test

Table 1
Normality Test

One-Sample Kolmogorov-Smirnov Test		
		Unstandardized Residual
N		102
Normal Parameters ^{a, b}	Mean	0.00000
	Std. Deviation	1.44317379
Most Extreme Differences	Absolute	0.061
	Positive	0.044
	Negative	-0.061
Test Statistic		0.061
Asymp. Sig. (2-tailed) ^c		0.200 ^{c, d}

Based on the normality test shown in Table 1, the Asymp. Sig. (2-tailed) value is 0.200, which is greater than 0.05, indicating that the data is normally distributed. Therefore, it can be concluded that the model meets the normality assumption.

2. Multicollinearity Test Results

Table 2
Multicollinearity Test

Coefficients ^a								
Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.	Collinearity Statistics	
		B	Std. Error	Beta			Tolerance	VIF
1	(Constant)	1.570	1.103		1,424	0.158		
	Social media marketing	0.563	0.086	0.439	6,542	0.000	0.566	1.766
	Word of	0.456	0.125	0.318	3,661	0.000	0.338	2.959

mouth								
Store atmosphere	0.194	0.074	0.221	2.615	0.010	0.356	2.807	

The calculation results show that all independent variables have a tolerance value > 0.10 , as do the VIF calculation results, with all variables having a VIF value < 10 . This means that there is no multicollinearity in the regression model created.

3. Heteroscedasticity Test Results

Table 3
Heteroscedasticity Test

Coefficients ^a						
Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	1.374	0.631		2.177	0.032
	Social media marketing	0.068	0.049	0.183	1.386	0.169
	Word of mouth	-0.083	0.071	-0.199	-1.163	0.248
	Store atmosphere	0.014	0.043	-0.057	-0.341	0.734

The results show that each model has a significance value greater than 0.05. This means that in this regression model, there is no similarity in variance from one observation to another, or there is no heteroscedasticity. Multiple Linear Regression Analysis

Multiple Linear Regression Analysis Results

Table 4
Multiple Linear Regression Test Results

Coefficients ^a						
Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	1.570	1.103		1.424	0.158
	Social media marketing	0.563	0.086	0.439	6,542	0.000
	Word of mouth	0.456	0.125	0.318	3.661	0.000
	Store atmosphere	0.194	0.074	0.221	2.615	0.010

From the above equation, the regression equation for this study can be formulated as follows: $Y = 1.570 + 0.563X_1 + 0.456X_2 + 0.194X_3 + e$, which can be explained as follows:

$\beta_1 = 0.563$ The regression coefficient value of 0.563 shows that if social media marketing X_1 increases while other independent variables are assumed to remain constant, the purchase decision (Y) will increase.

$\beta_2 = 0.456$ The regression coefficient value of 0.456 shows that if word of mouth X_2 increases while other independent variables are assumed to remain constant, the purchase decision (Y) will increase.

$\beta_3 = 0.194$ The regression coefficient value of 0.194 indicates that if store atmosphere X_3 increases while other independent variables are assumed to remain constant, the purchase decision (Y) will increase.

Determination Test Results

Table 5
Determination Coefficient Test Results

Model Summary ^b				
Model	R	R Square	Adjusted R-Square	Standard Error of the Estimate
1	0.866 ^a	0.750	0.742	1.465

$D = 0.742 \times 100\% = 74.2\%$ This means that 74.2% of the variation in the purchase decision variable can be explained by the variation of the three independent variables of social media marketing, word of mouth, and store atmosphere. Meanwhile, the remaining 25.8% (100% - 74.2%) is explained by other variables not included in this study.

F-Test Results

Table 6
Model Validity Test Results (F Test)

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	631.015	3	210.338	97.991	0.000 ^b
	Residual	210.358	98	2.147		
	Total	841.373	101			

Based on the F-test in Table 6, the calculated F value of 97.991 is greater than the table F value of 2.70, and the significance level of 0.000 is less than 0.05. Therefore, it can be concluded that social media marketing X_1 , word of mouth X_2 , and store atmosphere X_3 have a significant effect on purchasing decisions (Y). Thus, the research model is considered valid for testing, and hypothesis testing can proceed.

T-Test Results

Table 7
Partial Test Results (t-test)

Coefficients ^a						
Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	1.570	1.103		1.424	0.158
	Social media marketing	0.563	0.086	0.439	6.542	0.000
	Word of mouth	0.456	0.125	0.318	3.661	0.000
	Store atmosphere	0.194	0.074	0.221	2.615	0.010

Based on the t-test results in Table 7 above, the test results can be explained as follows:

- a. The effect of social media marketing variables (X₁) on purchasing decisions (Y)

The social media marketing variable has a regression coefficient value of 0.563, a t-value of 6.542 > t-table 1.660, and a significance value of 0.000 < 0.05. This means that the social media marketing variable has a significant positive effect on purchasing decisions, which means that H₀ is rejected and H₁ is accepted.

- b. The effect of word of mouth variable (X₂) on purchase decision (Y)

The word of mouth variable has a regression coefficient value of 0.456, a t-value of 3.661 > t-table 1.660, and a significance value of 0.000 < 0.05. This means that the word of mouth variable has a significant positive effect on purchasing decisions, which means that H₀ is rejected and H₂ is accepted.

- c. The effect of the store atmosphere variable (X₃) on purchasing decisions (Y)

The store atmosphere variable has a regression coefficient value of 0.194, a t-value of 2.615 > t-table 1.660, and a significance value of 0.010 < 0.05. This means that the store atmosphere variable has a significant positive effect on purchasing decisions, which means that H₀ is rejected and H₃ is accepted.

Discussion

The Effect of Social Media Marketing on Purchasing Decisions

Based on the test results, a regression coefficient value of 0.563, a t-value of 6.542, and a significance value of 0.000 were obtained. This shows that social media marketing has a significant positive effect on purchasing decisions. This means that the better the social media marketing, the more it will increase purchasing decisions

at Papermint Coffee. The research results are in line with previous studies conducted by Amalia et al (2023), Raniya et al., (2023), Septyansyah & Ferryal, (2022) Juliana, (2021) which stated that social media marketing has a positive and significant effect on purchasing decisions.

The Influence of Word of Mouth on Purchase Decisions

Based on the test results, a regression coefficient value of 0.456, a t-value of 3.661, and a significance value of 0.000 were obtained. This shows that word of mouth has a significant positive effect on purchasing decisions. This means that the higher the word of mouth, the more it will increase purchasing decisions at Papermint Coffee. The results of this study are in line with previous studies conducted by Budiyanto (2023), Permatasari et al. (2023), Basri et al. (2022), Hammammukti et al. (2023), and Firman et al. (2023), who stated that word of mouth has a positive and significant effect on purchasing decisions.

The Influence of Store Atmosphere on Purchase Decisions

Based on the test results, a regression coefficient value of 0.194, a t-value of 2.615, and a significance value of 0.010 were obtained. This shows that store atmosphere has a significant positive effect on purchasing decisions. This means that the better the store atmosphere, the more it will increase purchasing decisions at Papermint Coffee. The results of this study are in line with previous studies conducted by Hammammukti et al. (2023), Raniya et al. (2023), Budiyanto (2023), and Firman et al. (2023), who stated that store atmosphere has a positive and significant effect on purchasing decisions.

CONCLUSION AND LIMITATIONS

Conclusion

Based on the data obtained from the analysis, it can be concluded that social media marketing, word of mouth, and store atmosphere have a positive and significant effect on purchasing decisions at Papermint Coffee, which means that the higher the social media marketing, the better the word of mouth, and the better the store atmosphere, the more it will increase purchasing decisions.

Limitations

Based on the research results, there are several limitations that need to be considered. First, this study only used one subject, which could produce different results if the variables used as research material were changed. Second, this study was only conducted within a certain period of time (cross-section), while the environment can change at any time, so this study needs to be conducted again in the future to obtain more comprehensive results.

Based on the research results obtained, several suggestions can be made. First, to improve Papermint Coffee's responsiveness to questions asked through

social media, it is recommended to recruit specific employees tasked with managing social media. Second, to encourage consumers to provide recommendations, it is recommended that Papermint Coffee always offer products that suit consumer needs. Third, to improve customer comfort, it is recommended that Papermint Coffee rearrange tables and chairs that are not yet properly arranged. Finally, for further research, it is recommended to add other variables that may influence purchasing decisions, as well as expand the sample size and scope of the research so that it is not limited to Papermint Coffee.

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