

## Pengaruh Fomo, *Store Atmosphere*, dan Kualitas Pelayanan terhadap Minat Beli di Hyang *The Local Finest* Madiun

Yoanda Auricha <sup>1)</sup>, Dian Citaningtyas Ari Kadi <sup>2)</sup>

<sup>1</sup>Management, Faculty of Economics and Business, University of PGRI Madiun

email: [yoandaauricha3101@gmail.com](mailto:yoandaauricha3101@gmail.com)

<sup>2</sup>Tax Management, Faculty of Economics and Business, University of PGRI Madiun

email: [dian.citaningtyas@unipma.ac.id](mailto:dian.citaningtyas@unipma.ac.id)

### *Abstrak*

Penelitian ini bertujuan untuk menganalisis pengaruh FOMO, *store atmosphere*, dan kualitas pelayanan terhadap minat beli konsumen di Hyang *The Local Finest* Madiun. Latar belakang penelitian ini didasari oleh fenomena meningkatnya tren kunjungan masyarakat ke *coffee shop* sebagai bagian dari gaya hidup, bukan hanya untuk konsumsi, tetapi juga sebagai tempat bersantai dan berinteraksi sosial. Hyang *The Local Finest* Madiun menjadi salah satu destinasi populer yang menarik perhatian masyarakat, khususnya generasi muda, melalui strategi pemasaran berbasis media sosial, desain interior yang estetik, serta pelayanan yang ramah dan responsif. Penelitian ini menggunakan pendekatan kuantitatif dengan metode survei. Data dikumpulkan melalui penyebaran kuesioner kepada responden yang merupakan konsumen Hyang *The Local Finest*. Teknik analisis data yang digunakan adalah regresi linier berganda untuk mengetahui pengaruh masing-masing variabel terhadap minat beli. Hasil penelitian menunjukkan bahwa FOMO, *store atmosphere*, dan kualitas pelayanan berpengaruh positif dan signifikan terhadap minat beli baik secara parsial maupun simultan.

**Kata kunci:** FOMO, *Store Atmosphere*, Kualitas Pelayanan, Minat Beli, Coffee Shop, Hyang *The Local Finest*

### *Abstract*

*This study aims to analyze the influence of FOMO, store atmosphere, and service quality on consumer purchase interest at Hyang The Local Finest Madiun. The background of this research is based on the phenomenon of the increasing trend of people's visits to coffee shops as part of a lifestyle, not only for consumption but also as a place to relax and socialize. Hyang The Local Finest Madiun has become one of the popular destinations that attract public attention, especially among the younger generation, through social media-based marketing strategies, aesthetic interior design, and friendly and responsive service. This research employs a quantitative approach using survey methods. Data were collected through the distribution of questionnaires to respondents who are consumers of Hyang The Local Finest. The data analysis technique used is multiple linear regression to determine the influence of each variable on purchase interest. The results of the study show that FOMO, store atmosphere, and service quality have a positive and significant influence on purchase interest, both partially and simultaneously.*

**Keywords:** Store Atmosphere, Menu Variations, Social Media Promotion, Purchase Intention, Purchase Decision.

## **A. INTRODUCTION**

1. The culinary industry in Indonesia, especially in the city of Madiun, is experiencing rapid development with the emergence of various cafes and restaurants offering unique experiences to consumers. One example is Hyang *The Local Finest* Madiun, known for its modern café concept and comfortable atmosphere. However, in facing increasingly tight competition, it is important to understand the factors that influence consumer purchasing interest. This is evident with the number of new coffee shop businesses that have emerged, competing to gain and maintain their market share. In business, entrepreneurs need to channel creative and innovative ideas to have distinct uniqueness from their competitors. This is influenced by the increasing purchasing power of the community and lifestyle changes where a person decides to buy at that coffee shop not only to meet their food and drink needs but also to relax and enjoy the ambiance. With the interest in buying something, a continuous process occurs with the assumption that the speed of a process from start to finish depends on the type of product to be purchased or consumed and the media used to conduct the transaction (Rini & Hasyim, 2019). According to (Nulufi & Murwatiningsih, 2018) the impact of buying interest on the company if there is no encouragement to buy, the company will experience losses, and the positive impact lies in the high consumer buying interest in the products offered by a brand.

Hyang The Local Finest is the newest cafe in Madiun City, opening in December 2024. Offering a cozy atmosphere and attractive interior design, this cafe has become a popular spot among young people and coffee lovers in Madiun. Located on Jalan Terate, Manisan, Munggut, Wungu District, Madiun City, this cafe is easily accessible, only about 4.9 kilometers from the city center, making it easy for visitors to stop by. Hyang The Local Finest has two main indoor and outdoor areas. The indoor area offers a comfortable, air-conditioned atmosphere, perfect for working or studying. Meanwhile, the spacious, lush

outdoor area, filled with plants, provides a refreshing, relaxing atmosphere, ideal for hanging out with friends or family.

Purchase intention is also influenced by FOMO (Fear of Missing Out), a psychological phenomenon that can influence consumer behavior, particularly in the context of social media. Consumers who fear missing out on information or experiences tend to be more impulsive in determining their purchase intention. Businesses can leverage this phenomenon to increase purchase intention through appropriate marketing strategies. In the context of cafes, FOMO is often triggered by engaging visual content, exclusive menus, or unique atmospheres promoted digitally. FOMO at Hyang The Local Finest Madiun emerged as a result of the cafe's aesthetic design and engaging social media content. As a result, many people feel compelled to visit the cafe to stay on top of popular social trends and experiences. Furthermore, the cafe's presence on platforms like Instagram and TikTok, with its engaging visual content, reinforces the perception that visiting Hyang The Local Finest is part of the current trend. This creates a sense of fear, worry and anxiety among consumers to visit immediately so as not to feel left behind by their friends who have already come.

Research by Upama et al. (2024) shows that perceived emotional value, such as satisfaction when consuming products and services in a cafe, significantly influences the behavior of consumers experiencing FOMO. This indicates that emotional elements in the cafe experience can strengthen the impact of FOMO on consumer decisions. Another study by Wachyuni et al. (2024) revealed that FOMO has a positive influence on consumer purchase intention at viral restaurants, contributing 60%.

This phenomenon suggests that consumers are encouraged to visit trending establishments to avoid missing out, which in turn increases the cafe's sales and popularity. A study by Firamanda et al. (2023) analyzed the influence of social media marketing and product knowledge on purchase intention, with FOMO as a mediating variable. The results showed

that FOMO did not significantly mediate the relationship between social media marketing and product knowledge on purchase intention. This indicates that FOMO does not always play a significant role in influencing consumer purchase intention.

Purchase intention is also influenced by other factors, such as an attractive store atmosphere. Store atmosphere refers to the physical and emotional elements within a retail environment designed to influence the consumer experience. These elements include lighting, aroma, music, color, layout, cleanliness, and interior design. The store atmosphere at Hyang The Local Finest is highly aesthetically pleasing and comfortable, blending traditional style with minimalist touches. The exterior of the cafe is dominated by a seating structure made only of cement with the addition of several plants to create a more comfortable atmosphere, in addition to that outside the cafe there is also a joglo house building that allows consumers to freely choose to sit outdoors but without air conditioning. Then the indoor area is dominated by a combination of colors and bright, slightly yellow lighting to make consumers more comfortable, because the indoor area is very suitable for working or studying. The layout of Hyang The Local Finest is also what differentiates it from other cafes, because in the indoor area of Hyang The Local Finest there is a kitchen to make various drinks so that consumers can see directly, besides that Hyang The Local Finest also arranges the indoor space by adding various aesthetic written decorations and providing a menu barcode provided at the entrance area to make it easier for consumers to choose the menu first. This encourages consumers to spend more time in the store and can increase their purchasing intention. This is reinforced by research by Savira & Putro (2020), which shows that appropriate store layout and decor have a significant impact on consumer purchasing intention, increasing the appeal for customers to visit and make purchases. A well-designed store atmosphere can create a pleasant shopping experience, increase comfort, and strengthen brand image, which in turn can increase consumer purchasing intention.

The store atmosphere at Hyang The Local Finest significantly impacts the customer experience. The comfortable atmosphere and aesthetic interior design create an ideal place for visitors to relax, work, or hang out with friends. Complete amenities such as Wi-Fi, power outlets, and air-conditioned spaces also enhance the comfort of those who wish to linger in the cafe. Several studies have examined the influence of store atmosphere on consumer purchase intention. For example, research by Barqi Tobroni (2022) showed that aroma, room color, and layout positively influenced consumer purchase intention at IKEA Indonesia. However, elements such as cleanliness, music, temperature, and lighting did not significantly influence purchase intention. Furthermore, research by Sulijaya and Iskandar (2022) at Suck My Duck Restaurant in Jakarta found that the dimensions of the store exterior, general interior, store layout, and interior display had a positive and significant influence on consumer purchasing interest. Overall, store atmosphere significantly influenced purchasing interest. Several studies have shown that store atmosphere does not always significantly influence purchasing interest. For example, research by Ulumudin & Nirawati (2020) stated, "Store atmosphere has no direct influence on consumer purchasing interest, while price has a significant influence on consumer purchasing interest." They showed that other factors, such as product quality and price, often play a greater role in consumer purchasing interest.

Furthermore, service quality is also a necessity for the culinary industry to survive and maintain customer trust. Consumer patterns and lifestyles demand that culinary industries in Indonesia, particularly in Madiun, be able to provide quality service. A company's success in providing quality service can be determined by a service quality approach.

### a. Purchase Interest

Durianto (2020) explains that purchasing interest is influenced by product quality and detailed information. Meanwhile, Kotler and Keller (2019) state that purchasing

interest is determined by comparing the benefits and sacrifices required to acquire one product with another.

b. FOMO

According to Przybylski et al. (2019), “Fear of missing out is a pervasive apprehension that others might be having rewarding experiences from which one is absent.” This means that FOMO is a pervasive worry that others might be enjoying pleasurable experiences that one is not experiencing.

c. Store Atmosphere

According to (Maharani Vinci, 2019), store atmosphere refers to the overall quality and aesthetic and emotional aspects created through the physical identification of the store, which is directly connected to the consumer's visual perception. Purchase Interest

d. Service Quality

According to Chen et al. (2019), service quality can be measured in three dimensions: structure, process, and outcomes. Structure encompasses facilities and resources, process refers to how services are delivered, and outcomes reflect the service outcomes received by patients.

## 2. Conceptual Framework

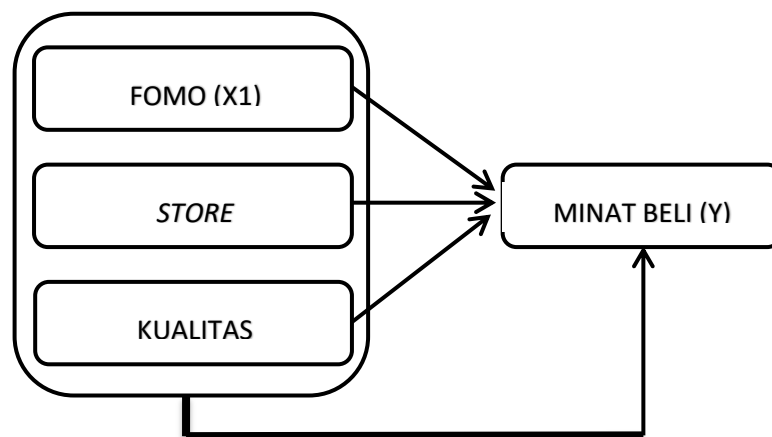


Figure 1. Conceptual Framework

Source: Modified: Elisabet Y.R. BR Silaban *et al.* (2021), Dimas Maulana *et al.* (2020), Linda Darniati *et al.* (2022).

### 3. Hypothesis

Based on the theoretical and empirical studies presented above, the hypotheses in this research are as follows:

- H<sub>1</sub> : FOMO is suspected to have a significant influence on purchase intention at Hyang The Local Finest Madiun.
- H<sub>2</sub> : It is hypothesized that Location influences p It is suspected that Store Atmosphere has a significant influence on Purchase Interest at Hyang The Local Finest Madiun.
- H<sub>3</sub> : It is suspected that service quality has a significant influence on purchasing interest at Hyang The Local Finest Madiun.
- H<sub>4</sub> : It is suspected that FOMO, Store Atmosphere, and Service Quality simultaneously influence Purchase Interest at Hyang The Local Finest Madiun.

### 4. METHOD

The method used in this study is a quantitative descriptive method. The approach used in this study is a quantitative approach. This study was conducted by taking objects from consumers who have never visited Hyang The Local Finest Madiun. The data used in this study includes primary and secondary data, while the data collection technique uses a questionnaire method. The population in this study is consumers who have never visited Hyang The Local Finest Madiun. The sampling technique used in this study was purposive sampling. Due to the large and variable population size, the sample size was 384 respondents. The data analysis method used in this study was the Statistical Package for the Social Sciences (SPSS) IMB version 2.5 software.

## 5. RESULTS AND DISCUSSIONS

### 1. Normality Test

According to Ghozali (2018), one method used to determine if residual data is normally distributed is by using a Normal Probability Plot (P-P Plot) of standardized residuals.

#### One-Sample Kolmogorov-Smirnov Test

		Unstandardized Residual
N		384
Normal Parameters <sup>a,b</sup>	Mean	.0000000
	Std. Deviation	1.17998693
Most Extreme Differences	Absolute	.038
	Positive	.025
	Negative	-.038
Test Statistic		.038
Asymp. Sig. (2-tailed)		.200 <sup>c,d</sup>

a. Test distribution is Normal.

b. Calculated from data.

c. Lilliefors Significance Correction.

d. This is a lower bound of the true significance.

Figure 2. Results of the P-Plot Normality Test

Source: SPSS Output (Processed)

The normality test for the residual data was performed using the One-Sample Kolmogorov-Smirnov Test. The test results showed a significance value of 0.200, which is greater than the 0.05 level. This indicates that there is no significant difference between the residual distribution and a normal distribution. In other words, the residuals in this model are normally distributed. Furthermore, the test statistic value of 0.038 and the small maximum difference between the empirical distribution and the normal distribution further confirm that the residuals are normally distributed. Therefore, it can be concluded that the residual normality assumption in the regression analysis has been met, making the regression model suitable for further analysis, such as parameter significance testing or prediction development.

### Simultaneous Test ( T Test)

**Table 1. Results of the Simultaneous Test**

Model	Unstandardized Coefficients		Standardized Coefficients	T	Sig.
	B	Std. Error			
	Coefficients <sup>a</sup>			Beta	
(Constant)	-.130	.171		-.759	.448
TOTAL					
X1	.170	.032	.253	5.347	.000
1 TOTAL					
X2	.265	.035	.393	7.585	.000
TOTAL					
X3	.230	.039	.337	5.921	.000

a. Dependent Variable: TOTAL Y1

Source: Primary Data Processed (2025)

The results of the study show that FOMO, Store Atmosphere, and Service Quality have a significant effect on Purchase Interest, as evidenced by the significance value of each  $<0.05$ , so it can be concluded that these three variables have an important role in increasing consumer purchase interest.

**Table 2. Model 2 t-test  
Coefficients<sup>a</sup>**

Model	Unstandardized Coefficients		Standardized Coefficients	t	Sig.	Collinearity Statistics	
	B	Std. Error	Beta			Tolerance	VIF
1 (Constant)	3.263	.576		5.664	.000		
VARIAN_MENU	.177	.050	.150	3.543	.000	.188	5.327
LOKASI	.247	.039	.328	6.282	.000	.123	8.161
E_PROMOTION	.459	.042	.488	10.880	.000	.167	6.005

a. Dependent Variable: KEPUTUSAN\_PEMBELIAN

Source: SPSS Output (Processed)

The F test results show that the calculated F value is 2101.228 with a significance value of 0.000. Because the significance value is smaller than the significance limit of 0.05, it can be concluded that the regression model is simultaneously significant. This means that the variables FOMO (X1), Store Atmosphere (X2), and Service Quality (X3) together have a significant effect on Purchase Intention (Y) among Hyang The Local Finest Madiun consumers. Thus, the regression model used in this study is suitable for use in predicting consumer purchase interest based on the three independent variables.

## 6. CONCLUSIONS

Simultaneously, FOMO, Store Atmosphere, and Service Quality were proven to have a positive and significant influence on purchase intention at Hyang The Local Finest Madiun.

These three variables, when combined, make a significant contribution in shaping consumer purchase intention. FOMO drives consumers through digital social pressure, store atmosphere influences perception and emotional comfort while in the location, while service quality strengthens interpersonal relationships that form satisfaction and trust. The combination of these three factors creates a complete and meaningful consumer experience, which then influences consumer intention to purchase a product or service. This finding emphasizes the importance of a holistic marketing approach, which focuses not only on the product, but also on the atmosphere and service interactions provided to consumers.

### SUGGESTIONS

For Hyang The Local Finest managers, it is recommended to regularly evaluate their FOMO strategy, store atmosphere, and service quality. Utilize more digital platforms such as TikTok Ads or collaborate with local food vloggers to reach a wider audience. Furthermore, conduct regular customer surveys to tailor menus, services, and atmosphere to consumer preferences. For local governments and the Cooperatives/MSMEs Office, the results of this study can serve as a basis for providing support to F&B businesses in the form of digital promotion training, customer service strategies, and product quality improvements.

### REFERENCES

- Anggraeni, T., Hurriyati, R., Disman, Widjananta, B., & Dirgantari, P. D. (2024). *Analysis Of Millennials Consumer Behavior In Choosing A Coffee Shop* (Pp. 796– 809). [https://doi.org/10.2991/978-94-6463-234-7\\_84](https://doi.org/10.2991/978-94-6463-234-7_84)
- Anggraini, C. R., & Hadi Jatmiko. (2025). Pengaruh Variasi Menu, Cita Rasa Dan Harga Terhadap Kepuasan Konsumen Dimediasi Oleh Kualitas Pelayanan. *Gemawisata: Jurnal Ilmiah Pariwisata*, 21(2), 134 - 142. <https://doi.org/10.56910/Gemawisata.V21i2.666>
- Arifiani, P. N. (2020). *Pengaruh Variasi Menu, Store Atmosphere Dan Citra Restoran Terhadap Keputusan Pembelian (Studi Konsumen Restoran Bijin Nabe Plaza Senayan)*.
- Atsilah Rusdi, Erwin Syahputra, & Rike Kusuma Wardhani. (2023). *Pengaruh Variasi Menu, Cita Rasa, Dan Harga Terhadap Keputusan Pembelian Pada Laue Burger Bar Kediri*. 01, 50–60.
- Fitriasti, N. A., Amalina, R., Kumalasari, D., Bisnis, P. A., Komunikasi, F., & Bisnis, D. (2023). E-Marketing Mix Dalam Meningkatkan Minat Pembelian Generasi Millennial Di Online Store Sociolla. *Jurnal Administrasi Bisnis (JAB)*, 13(2), 2023. [www.databoks.katadata.co](http://www.databoks.katadata.co).

- [Id](#)
- Ghozali, I. (2018). *Aplikasi Analisis Multivariate Dengan Program IBM SPSS 25*. Badan Penerbit Universitas Diponegoro.
- Malik, H. J. P. (2025). Pengaruh Kualitas Produk, Harga, Dan Citra Merek Terhadap Keputusan Pembelian: Systematic Review. *Jurnal Bisnis Mahasiswa*, 5(1), 408- 416. <https://doi.org/10.60036/Jbm.V5i1.371>
- Nindya, Sari Et. Al. (2020). *Planning For Urban Region And Environment Orientasi Masyarakat Terhadap Pemilihan Kafe Di Kota Malang*.
- Philip Kotler Dan Gary Armstrong. (2017). *Principles Of Marketing* (17th Ed.). Pearson Education.
- Qadafi, A. M., Latief, F., Manajemen, P., & Nobel Indonesia Makassar, I. (2023). *Pengaruh E-Promotion Dan Video Content Terhadap Minat Beli Pada Tiktok Shop Melalui Costumer Trust Sebagai Variabel Intervening*. <https://e-jurnal.nobel.ac.id/index.php/jbk>
- Rahma, Z., Purbawati, D., & Nugraha, H. S. (2023). Pengaruh E-Product Quality, E-Promotion, Dan E-Word Of Mouth Terhadap E-Buying Decision (Pegguna Shopee Mahasiswa Strata I Fisip Universitas Diponegoro). In *Jurnal Ilmu Administrasi Bisnis* (Vol. 12, Issue 1). <http://ejournal3.undip.ac.id/index.php/jiab>
- Rasyid, F. Q. A. (2024). *Transformasi Bahasa Dalam Perkembangan Bisnis Kedai Kopikekinian Di Surabaya Pada Era Digital*.
- Sari, I., & Hidayat, R. (2020). Pengaruh Lokasi Dan Fasilitas Terhadap Keputusan Pembelian Pada Cafe Bang Faizs. *Journal Of Trends Economics And Accounting Research*, 1(2), 74–81. <https://journal.fkpt.org/index.php/jtear>
- Sari, I. P. D. D. K. (2023). Pengaruh Lokasi Usaha Dan Penetapan Harga Terhadap keberhasilan Usaha (Pada Usaha Kuliner Di Kecamatan Rimbobujang, Kabupaten Tebo, Jambi). *Jurnal Dinamika Manajemen*, 11(3).
- Wulandari, D. A. (2024). *Dampak Modernitas Budaya Ngopi Terhadap Pembangunan Ekonomi lokal Di Jember*.