

THE INFLUENCE OF STORE ATMOSPHERE, MENU VARIETY, AND SOCIAL MEDIA PROMOTION ON PURCHASE DECISIONS THROUGH PURCHASE INTENTION

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Abstrak

Penelitian ini bertujuan untuk menganalisis pengaruh Store Atmosphere, Varian Menu, dan Promosi Media Sosial terhadap Keputusan Pembelian dengan Minat Beli sebagai variabel intervening pada Paratamu Coffee Madiun. Penelitian ini menggunakan pendekatan kuantitatif dengan metode survei terhadap 384 responden yang merupakan konsumen Paratamu Coffee. Teknik analisis data yang digunakan adalah analisis jalur (path analysis) dengan bantuan software SPSS Versi 25. Hasil penelitian menunjukkan bahwa Store Atmosphere, Varian Menu, dan Promosi Media Sosial berpengaruh positif dan signifikan terhadap minat beli serta keputusan pembelian. Minat beli juga terbukti memediasi hubungan ketiga variabel independen terhadap keputusan pembelian. Kesimpulannya, faktor lingkungan toko, keberagaman produk, dan strategi promosi digital berperan penting dalam membentuk perilaku konsumen. Saran penelitian ini adalah agar Paratamu Coffee terus meningkatkan kenyamanan suasana kafe, memperluas inovasi menu sesuai tren konsumen, serta mengoptimalkan penggunaan media sosial untuk promosi yang lebih interaktif. Penelitian selanjutnya disarankan menambahkan variabel lain seperti harga atau kualitas pelayanan agar hasil yang diperoleh lebih komprehensif.

Kata kunci: Store Atmosphere, Varian Menu, Promosi Media Sosial, Minat Beli, Keputusan Pembelian.

Abstract

This study aims to analyze the influence of Store Atmosphere, Menu Variations, and Social Media Promotion on Purchase Decisions with Purchase Intention as an intervening variable at Paratamu Coffee Madiun. The research employed a quantitative approach with a survey method involving 384 respondents who were customers of Paratamu Coffee. The data analysis technique used was path analysis with the assistance of SPSS Version 25 software. The results show that Store Atmosphere, Menu Variations, and Social Media Promotion have a positive and significant effect on both purchase intention and purchase decisions. Purchase intention is also proven to mediate the relationship between the three independent variables and purchase decisions. In conclusion, the store environment, product variety, and digital promotion strategies play an important role in shaping consumer behavior. The recommendation of this research is that Paratamu Coffee should continuously enhance the comfort of its café atmosphere, expand menu innovations in line with consumer trends, and optimize the use of social media for more interactive promotions. Future research is suggested to include other variables such as price or service quality to obtain more comprehensive results.

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

A. INTRODUCTION

The culinary industry in Indonesia, particularly the cafe sector, has shown impressive growth over the past few years. The transformation of the lifestyle of Indonesian society, particularly the youth who now use cafes as a place to socialize, complete work, or unwind, has become a major driver of the progress of this business. This trend is not limited to metropolitan areas but is also beginning to spread to various regions outside major cities. One business that has great potential right now is the coffee shop business. Coffee shops are a highly promising business that offers fast food products and, of course, a variety of coffee and non-coffee beverages in a relaxed atmosphere equipped with the best facilities that can be offered to consumers (Syahdani, 2022).

In recent years, Madiun City has experienced very rapid growth in the culinary sector, particularly in cafes and coffee shops. This phenomenon is evident in the increasing number of new cafes popping up, offering various unique and trendy concepts that align with societal lifestyle trends, particularly among young people and millennials. The unique design of coffee shops is also a major factor for consumers in making purchasing decisions (Pharamita, n.d.). Additionally, the store atmosphere, menu variety, and social media promotions offered are also things that coffee shop owners need to pay attention to. The presence of good factors makes it the main factor that can attract many customers. In Madiun, visiting coffee shops has become a trend for teenagers and adults alike. Here is the visitor data for several coffee shops in the Madiun area.

Paratamu Coffee Madiun, as one of the players in this industry, needs to understand the factors that influence consumer purchasing decisions in order to compete effectively in an increasingly competitive market. In this context, it is important to explore the elements that can attract consumer attention and encourage them to make a purchase. Paratamu Coffee Madiun is one of the rising coffee shops in Madiun City, East

Java. Known for its cozy atmosphere and homey interior design, this coffee shop has become a favorite spot for coffee lovers and young people who want to relax or work while enjoying a cup of coffee. Located at Jl Karta Wijaya No. 17, Klegen, Kartoharjo District, this eatery is situated in a small alley rarely used by vehicles, creating a peaceful and shady atmosphere. The outdoor area is adorned with lush greenery and a home garden-like design, while the interior is dominated by white with esthetic decor, perfect for hanging out or working. (Source: Paratamu Coffe Madiun Instagram Social Media)

Factors that can influence consumers in making purchasing decisions include the store atmosphere of a cafe with a very esthetic and comfortable design, blending modern minimalist style with natural touches. The exterior of the cafe is dominated by a white main building with large glass wooden doors that allow visitors to see inside. At the front, there is elegant signage that says "Paratamu" with a silhouette logo of people on a white wall with a neat finish. Store Atmosphere Paratamu Coffee Madiun presents the concept of "tropical minimalism." (Source: Paratamu Coffee Madiun Instagram Social Media).

The coffee industry has experienced significant growth in recent years, with menu variety being one of the key factors influencing business success and sustainability in this sector. In the context of increasingly fierce competition, menu variation development strategies not only serve as product offerings but also as instruments of differentiation and a means of building a strong brand identity (Samoggia & Riedel, 2019). Menu variety is one of the most important aspects of the culinary business, playing a significant role in attracting and retaining customers. By offering a diverse range of menu options, businesses can cater to different consumer preferences and needs, thereby increasing customer satisfaction and loyalty. Additionally, innovative and constantly updated menu variations allow culinary businesses to remain relevant amidst increasingly fierce and dynamic competition. This is because customers tend to seek new and exciting culinary

experiences, making a diverse menu a key factor in attracting new customers and preventing existing ones from becoming bored with monotonous choices. (Arthadia, n.d. 2020).

The next factor is social media promotion. Social media promotion is a marketing strategy carried out thru a third party, namely social media-based websites. However, with the increasingly advanced development of technology, promotional activities must also be carried out in a sophisticated manner, one of which is by utilizing social media as a marketing tool. As we already know, many social media platforms are not only used for personal purposes, but are also used for commercial interests, such as Facebook, Instagram, Twitter, and others (Novita et al., 2019).

According to Kotler and Keller, consumer purchase interest refers to the tendency of consumer behavior in selecting, utilizing, consuming, or expressing a desire for a product presented in the market (Kotler & Keller, 2012). Buying interest refers to consumer behavior where individuals express a desire to acquire specific products, driven by their previous experiences and the use of those goods. Consumer purchasing decisions are heavily influenced by their buying interest. Buying interest is influenced by intellectual and emotional factors.

This research aims to provide empirical evidence regarding the influence of Store Atmosphere, Menu Variety, and Social Media Promotion on Consumer Purchase Intention and Purchase Decision, both directly and thru Purchase Intention as an intervening variable at Paratamu Coffee Madiun. This research has theoretical benefits in strengthening academic understanding of the interaction of these three variables in influencing consumer behavior, as well as practical benefits in the form of strategic guidance for coffee shop business owners in maximizing store atmosphere, strengthening menu variety, and optimizing social media promotion to increase marketing effectiveness, customer loyalty, and purchase decisions.

1. Theoretical Study

a. Grand Theory

The Theory of Reasoned Action (TRA) is a theory developed by Fishbein and Ajzen in 1975 to explain the relationship between attitudes, social norms, and intentions in predicting a person's behavior. The Theory of Planned Behavior (TPB) is a theory developed by Ajzen (1991) to explain the factors that influence a person's intention to perform a behavior. In TPB, intention or behavioral intention is the main predictor of actual behavior. This intention is formed by three main components: attitude toward the behavior, subjective norm, and perceived behavioral control.

b. Store Atmosphere

Store Atmosphere is the activity of designing an attractive environment that leaves an impression on consumers. Ways to design an attractive environment that leaves an impression on consumers include visual communication, lighting, color, music, and aroma (Sembiring, 2022).

c. Menu Variations

Menu variations are the diversity of food and beverage options offered by a culinary business to consumers to cater to their diverse tastes and needs (Hakim & Susanti, 2021).

d. Social Media Promotion

Social media promotion is part of a company's marketing mix elements used as a medium for notification, influence, and reminder within the company (Indriani, 2022).

e. Purchase Intention

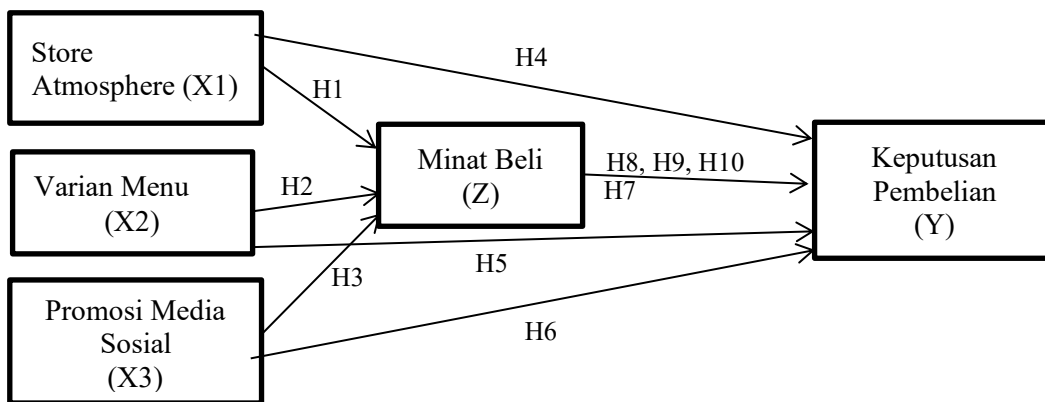
Purchase intention is the likelihood that a consumer will buy a brand and service, or the likelihood that a consumer will switch from one brand to another (Kotler and Keller, 2016).

f. Purchase Decision

According to Firmansyah (2018), a purchase decision is a problem-solving activity undertaken by individuals in selecting the appropriate behavioral alternative from two or more alternatives and is considered the most appropriate action to take when making a purchase, after first going thru the stages of the decision-making process.

2. Conceptual Framework

Figure 1 Conceptual Framework



Modification: (Permana & Haryanto, 2022), (Tiana & Nurhadi, 2023), (Amilatuazzakiyah et al., 2023), Rini et al. (2022)

3. Hypothesis

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

H1: It is hypothesized that store atmosphere influences purchase intention at Paratamu Coffee Madiun.

H2: It is hypothesized that menu variety influences purchase intention at Paratamu Coffee Madiun.

H3: It is hypothesized that social media promotion influences purchase intention at Paratamu Coffee Madiun.

H4: It is hypothesized that store atmosphere influences purchase decision at Paratamu Coffee Madiun.

H5: It is hypothesized that menu variety influences purchase decision at Paratamu Coffee Madiun.

H6: It is hypothesized that social media promotion significantly influences purchase decision at Paratamu Coffee Madiun.

H7: It is hypothesized that purchase intention significantly influences purchase decision at Paratamu Coffee Madiun.

H8: It is hypothesized that Store Atmosphere significantly influences Purchase Decisions with Purchase Intention as an intervening variable at Paratamu Coffee Madiun.

H9: It is hypothesized that Menu Variety significantly influences Purchase Decisions with Purchase Intention as an intervening variable at Paratamu Coffee Madiun.

H10: It is hypothesized that Social Media Promotion significantly influences Purchase Decisions with Purchase Intention as an intervening variable at Paratamu Coffee Madiun.

B. METHOD

The method used in this study is a quantitative descriptive method. The approach used in this study is a quantitative approach. This research was conducted by targeting consumers who have visited Paratamu Coffee Madiun. The data used in this study include primary and secondary data, while the data collection technique uses the questionnaire method. The population in this study consists of consumers who have visited Paratamu Coffee Madiun. The sampling technique used in this study is purposive sampling. Because the population has a significant percentage with fluctuating numbers. The sample size used in this study was 384 respondents. The data analysis method used in this study is the IBM Statistical Package for the Social Sciences (SPSS) version 2.5 testing tool software.

C. RESULTS AND DISCUSSIONS

1. Normality Test

Table 1 Normality Test Results

1. One-Sample Kolmogorov-Smirnov Test			
			Unstandardized Residual
N			384
Normal Parameters ^{a,b}	Mean		.0000000
	Std. Deviation		1.25617948
Most Extreme Differences	Absolute		.039
	Positive		.039
	Negative		-.039
Test Statistic			.039
Asymp. Sig. (2-tailed)			.198 ^c
Monte Carlo Sig. (2-tailed)	Sig.		.572 ^d
	99% Confidence Interval	Lower Bound	.559
		Upper Bound	.585
a. Test distribution is Normal.			
b. Calculated from data.			
c. Lilliefors Significance Correction.			
d. Based on 10000 sampled tables with starting seed 299883525.			

Source: Primary data processed in 2025

Normality testing on the residual values was conducted using the One-Sample Kolmogorov-Smirnov Test with a sample size of 384. The test results show an Asymp. Sig. (2-tailed) value of 0.198, which is greater than 0.05. This indicates that there is insufficient evidence to reject the null hypothesis, so the residuals can be considered normally distributed. Additionally, the Monte Carlo Significance (2-tailed) results show a p-value of 0.572 with a 99% confidence interval between 0.559 and 0.585. Since the p-value is > 0.05 , this further strengthens the conclusion that the residual data is normally distributed.

2. Path Analysis Test

Table 2 Results of Path Analysis Test for Model 1

Model Summary ^b				
Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.760 ^a	.578	.574	1.296
a. Predictors: (Constant), PMS, VM, SA				
b. Dependent Variable: MB				

Table 3 Path Analysis Model 1 Coefficients

Coefficients ^a						
Model		Unstandardized Coefficients		Standardized Coefficients	T	Sig.
		B	Std. Error	Beta		
1	(Constant)	1.431	.942		1.520	.129
	SA	.238	.045	.229	5.273	.000
	VM	.168	.047	.144	3.559	.000
	PMS	.374	.031	.510	11.914	.000
a. Dependent Variable: MB						

Source: Primary data processed in 2025

The value of R-squared in the Model Summary table is 0.578, which indicates that the contribution of Store Atmosphere, Menu Variety, and Social Media Promotion to Purchase Intention is 57.8%, while the remaining 42.2% is the contribution of other variables not included in this study. Meanwhile, the residual or error value (e_i) can be found using the formula $\sqrt{(1 - 0,542)} = 0,676$

Table 4 Results of Path Analysis Test for Model 2

Model Summary ^b				
Mode	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.736 ^a	.542	.538	1.263
a. Predictors: (Constant), MB, VM, SA, PMS				

b. Dependent Variable: KP

Table 5 Path Analysis Model 2 Coefficients

Coefficients ^a						
Model		Unstandardized Coefficients		Standardized Coefficients	T	Sig.
		B	Std. Error	Beta		
1	(Constant)	1.588	.729		2.179	.030
	SA	.247	.046	.254	5.409	.000
	VM	.301	.047	.277	6.460	.000
	PMS	.151	.036	.221	4.221	.000
	MB	.218	.046	.224	4.800	.000

a. Dependent Variable: KP

Source: Primary data processed in 2025

Based on Table 4.27, the R-squared value of 0.542 indicates that 54.2% of the variation in the Purchase Decision variable can be explained by the four independent variables, namely X1, X2, X3, and Z. Meanwhile, the remaining 45.8% is the contribution of other variables not included in the study. Meanwhile, the residual or error value (e_1) can be found using the formula $\sqrt{(1 - 0,542)} = 0,676$

3. Partial Test (T-test)

Table 6 T-test Model 1

Coefficients ^a			
Model		T	Sig.
1	(Constant)	1.520	.129
	Store Atmosphere	5.273	.000
	Varian Menu	3.559	.000
	Promosi Media Sosial	11.914	.000

a. Dependent Variable: MB

Source: Primary data processed in 2025

The research results indicate that Store Atmosphere, Menu Variety, and Social Media Promotion significantly influence Purchase Intention, as evidenced by their respective significance values being < 0.05 . Therefore, it can be concluded that these three variables play an important role in increasing consumer purchase intention.

Table 7 T-test Model 2

Coefficients ^a			
Model		T	Sig.
1	(Constant)	2.179	.030
	Store Atmosphere	5.409	.000
	Varian Menu	6.460	.000
	Promosi Media Sosial	4.221	.000
	Minat Beli	4.800	.000
	a. Dependent Variable: KP		

Source: Primary data processed in 2025

Based on the data analysis results in the table above, the following conclusions can be drawn: Store Atmosphere, Menu Variety, Social Media Promotion, and Purchase Intention are proven to have a significant effect on Purchase Decisions, as indicated by their respective significance values of 0.000 (< 0.05). Therefore, these four variables play an important role in encouraging consumers to make purchasing decisions.

4. Test of Determination Coefficient

Table 7 Coefficient of Determination (R²)

Model Summary ^b				
Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.736 ^a	.542	.538	1.263
a. Predictors: (Constant), SA, VM, PMS, MB				
b. Dependent Variable: KP				

Source: Primary data processed in 2025

Based on the results in the table above, it can be seen that the R Square (R^2) value is 0.542, which means there is a fairly strong relationship between the independent and dependent variables. This indicates that 54.2% of the variation in Purchase Decisions can be explained by the four independent variables: Store Atmosphere, Menu Variety, Social Media Promotion, and Purchase Intention, while the remaining 45.8% is explained by other factors not examined in this study.

5. Discussion

It can be concluded that these three independent variables not only directly influence purchasing decisions but also shape those decisions by first increasing purchase interest. Conceptually, a comfortable and attractive store atmosphere will create a positive impression on consumers, encouraging them to pay attention to and be interested in the products offered. This interest manifests in the form of purchase intent, which further increases the likelihood of consumers deciding to buy. Similarly, diverse and innovative menu variations can spark consumer curiosity. This curiosity is essentially a form of purchase interest, which, as it grows stronger, will lead to a purchase. Meanwhile, effective social media promotion, whether thru creative content, storytelling, or special offers, can build consumer awareness and interest in the product. This interest developed into a buying interest, which then positively influenced the purchase decision. Thus, the presence of purchase intention within this framework is crucial because it clarifies the indirect influence of store atmosphere, menu variety, and social media promotions on purchase decisions.

D. CONCLUSIONS

The results of this study prove that Store Atmosphere, Menu Variety, and Social Media Promotion have a positive and significant influence on Purchase Intention and Purchase Decision at Paratamu Coffee Madiun. The comfort of the cafe's atmosphere, the aesthetics of the space, the lighting, the music, and the supporting aroma can create a

positive experience for consumers, while the variety of menu items offered and new menu innovations provide more choices to suit consumer tastes. On the other hand, social media promotions packaged attractively thru visual content, customer testimonials, and promotional information have also proven to increase consumer appeal. This finding also indicates that Purchase Intention plays a significant role as an intervening variable that strengthens the relationship between Store Atmosphere, Menu Variety, and Social Media Promotion on Purchase Decision, meaning the higher the consumer's purchase intention, the greater their likelihood of making a purchase at Paratamu Coffee Madiun.

E. SUGGESTIONS

The recommendations from this research are expected to serve as a basis for consideration for relevant parties, namely the management of Paratamu Coffee, to conduct periodic evaluations of store atmosphere, menu variations, and promotions by utilizing a wider range of digital platforms and menu innovations based on consumer interests; for local governments and the Department of Cooperatives and Small and Medium Enterprises to support creative businesses thru digital branding training, content creation, communication strategies, and collaborative events; and for future researchers to expand the research object to other cafes or culinary businesses by adding variables such as Brand Image, Service Quality, or Customer Experience to enrich understanding of factors influencing purchasing decisions.

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