

## THE INFLUENCE OF STORE ATMOSPHERE, E-WOM, AND SOCIAL MEDIA MARKETING ON PURCHASE DECISIONS

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### Abstrak

*Perkembangan teknologi digital telah merevolusi pola konsumsi global, termasuk dalam industri kuliner. Persaingan bisnis yang ketat menuntut pelaku usaha, seperti rumah makan, untuk mengadopsi strategi pemasaran yang efektif. Penelitian ini berfokus pada pemanfaatan media sosial oleh Syam Warung Caping Gunung di Madiun untuk meningkatkan citra merek dan menarik minat konsumen di tengah pasar yang kompetitif. Penelitian ini bertujuan untuk menganalisis Pengaruh Store Atmosphere, E-WOM, dan Social Media Marketing Terhadap Keputusan Pembelian pada Konsumen Syam Warung Caping Gunung yang berlokasi di Kecamatan Wungu Kabupaten Madiun. Penelitian ini menggunakan pendekatan kuantitatif dengan metode survei melalui penyebaran kuisisioner dengan jumlah 384 responden. Data yang diperoleh dianalisis menggunakan regresi linear berganda dan diolah menggunakan SPSS. Hasil penelitian menunjukkan bahwa Store Atmosphere, E-Wom, dan Social Media Marketing berpengaruh positif dan signifikan terhadap Keputusan Pembelian. Temuan ini menunjukkan bahwa strategi pemasaran yang terintegrasi antara suasana warung yang nyaman, ulasan positif dari pelanggan serta pemanfaatan social media marketing yang efektif dapat meningkatkan minat beli konsumen.*

**Kata Kunci:** Store Atmosphere, E-WOM, Social Media Marketing

### Abstract

*The development of digital technology has revolutionized global consumption patterns, including in the culinary industry. Intense business competition requires business players, such as restaurants, to adopt effective marketing strategies. This study focuses on the use of social media by Syam Warung Caping Gunung in Madiun to enhance brand image and attract consumer interest in a competitive market. The aim of this research is to analyze the influence of Store Atmosphere, E-WOM, and Social Media Marketing on Purchase Decisions of consumers at Syam Warung Caping Gunung, located in Wungu District, Madiun Regency. This research employs a quantitative approach with a survey method by distributing questionnaires to 384 respondents. The data collected were analyzed using multiple linear regression and processed with SPSS. The results show that Store Atmosphere, E-WOM, and Social Media Marketing have a positive and significant effect on Purchase Decisions. These findings indicate that an integrated marketing strategy combining a comfortable dining atmosphere, positive*

*customer reviews, and effective social media marketing can increase consumer purchase interest.*

**Keywords:** *Store Atmosphere, E-WOM, Social Media Marketing.*

## A. INTRODUCTION

The advancement of digital technology has significantly transformed global consumption patterns, including in Indonesia. The internet and social media are no longer merely utilized for communication and entertainment but have also become effective tools for promotion and marketing (Nyoko & Semuel, 2021). According to data from APJII (2022), the number of internet users in Indonesia has reached 210 million, representing approximately 77% of the population, and this figure continues to grow annually. This phenomenon demonstrates the substantial opportunities available for businesses to leverage digital media in reaching consumers (APJI, 2022).

Increasingly intense business competition compels entrepreneurs to adapt rapidly and develop innovative strategies. The culinary sector is among the industries experiencing remarkable growth (Muthmainnah & Triyanto, 2024). Data from BPS (2023) indicate that the number of food and beverage service businesses has reached 4.85 million units, marking an increase of more than 21% since 2016. This finding highlights the considerable potential of the culinary industry while simultaneously underscoring the high level of competition within the sector (BPS, 2023).

Contemporary consumers no longer base their restaurant choices solely on price; instead, they increasingly take into account service quality, ambiance, and brand image. Consequently, culinary marketing strategies must not only emphasize the product itself but also prioritize the overall consumer experience. Store atmosphere, consumer reviews through Electronic Word of Mouth (E-WOM), and social media marketing strategies are critical factors that can influence purchasing decisions (Muthmainnah & Triyanto, 2024).

One culinary business particularly relevant to this study is Syam Warung Caping Gunung in Madiun Regency. Featuring a unique nature-inspired concept and promotional efforts through Instagram and TikTok, this establishment has successfully attracted consumers by offering a distinctive traditional atmosphere, garnering positive customer reviews, and

implementing digital marketing initiatives. This illustrates the importance of integrating store atmosphere, E-WOM, and social media in enhancing consumer appeal.

Nevertheless, previous research examining the influence of store atmosphere, E-WOM, and social media marketing on purchasing decisions has produced inconsistent findings. While some studies report significant effects, others indicate otherwise. Accordingly, this study seeks to analyze the impact of these three factors on consumer purchasing decisions at Syam Warung Caping Gunung, thereby contributing to the development of culinary marketing strategies in the digital era.

## **Literature Review And Hypothesis Development**

### ***Store Atmosphere***

Store Atmosphere is the overall emotional effect created by a store's physical attributes, which is expected to satisfy both parties involved, namely retailers and consumers (Nawawi & Solihin, 2024). According to Berman and Evans (2014), the elements of store atmosphere that influence consumer behavior consist of exterior, general interior, store layout, and interior display. The indicators of store design are comprised of four main aspects. The exterior (the outside of the store) includes storefront, uniqueness, surrounding area, and parking, which are designed to attract attention and invite consumers to enter. The general interior covers elements such as in-store advertising to maximize visual merchandising. Store layout refers to the arrangement of the store, which influences consumers' emotions and behavior. Finally, the interior display is the presentation that creates the store's atmosphere to enhance sales and profitability (Ariany, 2022).

### **E-Wom**

Electronic Word of Mouth (E-WOM) is a form of marketing communication that utilizes social media or electronic platforms. E-WOM is considered a cost-efficient, fast, and effective marketing option (Rohman & Santoso, 2024). Factors driving E-WOM include user engagement, knowledge, willingness to share, the need to reduce uncertainty, and critical ability in analyzing products. The indicators of E-WOM are reflected through positive reviews, recommendations, the habit of reading online reviews, and increased consumer confidence in making purchases after reading positive feedback from others.

## *Sosial Media Marketing*

Social Media Marketing serves as a platform where consumers can both obtain and share videos as well as information. In addition to its function as an information channel, social media marketing is also considered an effective tool for building strong relationships with consumers (Iswanto, 2023). Factors influencing social media marketing include ease of use of the platform, cost-effectiveness compared to traditional media, and alignment with the lifestyle of its users. Its success is measured through indicators such as the formation of online communities, interaction, content sharing, accessibility, and the credibility of messages delivered to the audience.

## **Keputusan Pembelian**

Purchase Decision refers to an individual activity directly involved in making a decision to purchase products offered by sellers (Gunarsih et al., 2021). Factors influencing purchase decisions include price, product quality, brand image, convenience, and promotion. Consumers typically evaluate these five aspects before deciding to purchase a product or service. Indicators of purchasing decisions are demonstrated when the product meets consumer needs, provides benefits, is priced appropriately, and encourages repeat purchases due to customer satisfaction.

## **Hypothesis Development**

Based on the theoretical review, the research hypotheses can be formulated as follows:

- H1 : Store Atmosphere has a positive influence on purchasing decisions at Syam Warung Caping Gunung, Wungu District, Madiun Regency.
- H2 : E-WOM has a positive influence on purchasing decisions at Syam Warung Caping Gunung, Wungu District, Madiun Regency.
- H3 : Social Media Marketing has a positive influence on purchasing decisions at Syam Warung Caping Gunung, Wungu District, Madiun Regency

## **B. METHOD**

This study employs a quantitative research method. The independent variables are store atmosphere, E-WOM, and social media marketing, while the dependent variable is purchasing decisions. The population in this study comprises all consumers of Syam Warung Caping Gunung, Wungu District, Madiun Regency, with an unknown population size. A sample of 384

respondents was determined proportionally. The sampling technique used was probability sampling. The criteria for respondents include: (1) individuals who have made at least one purchase at Syam Warung Caping Gunung, Wungu District, Madiun Regency; (2) individuals who have seen advertisements on the social media of Syam Warung Caping Gunung; and (3) individuals who actively use social media. Data were analyzed using multiple linear regression analysis, classical assumption testing, and hypothesis testing.

### C. RESULT AND DISCUSSION

#### RESULT

##### Classical Assumption Testing

##### 1. Normality Test

Table 1. Test Result One-Sample Kolmogorov-Smirnov Test

One-Sample Kolmogorov-Smirnov Test		Unstandardized Residual	
N		384	
Normal Parameters <sup>a,b</sup>	Mean	,0000000	
	Std. Deviation	1,19524540	
Most Extreme Differences	Absolute	,051	
	Positive	,051	
	Negative	-,039	
Test Statistic		,051	
Asymp. Sig. (2-tailed)		,018 <sup>c</sup>	
Monte Carlo Sig. (2-tailed)	Sig.	,256 <sup>d</sup>	
	99% Confidence Interval	Lower Bound	,245
		Upper Bound	,267

a. Test distribution is Normal.

b. Calculated from data.

c. Lilliefors Significance Correction.

d. Based on 10000 sampled tables with starting seed 2000000.

Source : Primary Data (2025)

Based on Table 1, the One-Sample Kolmogorov-Smirnov Test on the residual values was conducted with a sample size of 384. The test results show an Asymp. Sig. (2-tailed) value of 0.018. In addition, the Monte Carlo Significance (2-tailed) test shows a p-value of 0.256 with a 99% confidence interval ranging from 0.245 to 0.267. Since the p-value > 0.05, this strengthens the conclusion that the residuals are normally distributed. Thus, it can be concluded that the assumption of residual normality has been fulfilled.

## 2. Multicollinearity Test

Tabel 2. Test Result Multikolinieritas

Pernyataan	Nilai Tolerance	VIF	Keterangan
<i>Store Atmosphere (X1)</i>	0,729	1,372	Tidak Terjadi Multikolinieritas
E-WOM (X2)	0,693	1,444	Tidak Terjadi Multikolinieritas
<i>Social Media Marketing (X3)</i>	0,769	1,301	Tidak Terjadi Multikolinieritas

Source : Primary Data (2025)

Based on Table 2, all independent variables in this study Store Atmosphere (VIF = 1.372), E-WOM (VIF = 1.444), and Social Media Marketing (VIF = 1.301) have VIF values below 10 and tolerance values above 0.10. Based on these criteria, it can be concluded that there are no multicollinearity symptoms among the independent variables in the regression model used.

## 3. Heteroscedasticity Test

Table 3. Test Result Heteroskedastisitas

Variabel	Sig	Keterangan
<i>Store Atmosphere (X1)</i>	0,338	Tidak Terjadi Heteroskedastisitas
E-WOM (X2)	0,006	Terjadi Heteroskedastisitas
<i>Social Media Marketing (X3)</i>	0,369	Tidak Terjadi Heteroskedastisitas

Source : Primary Data (2025)

Based on Table 3, the independent variables Store Atmosphere (Sig. = 0.338), E-WOM (Sig. = 0.006), and Social Media Marketing (Sig. = 0.369) yield significance values. Store Atmosphere and Social Media Marketing have significance values greater than 0.05, indicating no heteroscedasticity. However, E-WOM shows a significance value below 0.05, indicating heteroscedasticity. Overall, the regression model meets the classical assumption of homoscedasticity, where the residual variance remains constant.

## Statistical Tests

### 1. Multiple Regression Analysis

**Table 4. Test Result Multiple Regression Analysis**

Variabel	B	t	Sig
<i>Store Atmosphere (X1)</i>	0,168	4,029	0,000
E-WOM (X2)	0,267	5,941	0,000
<i>Social Media Marketing (X3)</i>	0,137	3,667	0,000

Source : Primary Data (2025)

Table 4 presents the results of multiple regression analysis, all independent variables Store Atmosphere, E-WOM, and Social Media Marketing are proven to have a significant influence on Purchase Decisions, with significance values below 0.05.

## Hypothesis Testing

### Partial Test (t-test)

**Table 5. Hasil Partial Test (t-test)**

Variabel	t	t Tabel	Sig
<i>Store Atmosphere (X1)</i>	4,029	1,966	0,000
E-WOM (X2)	5,941	1,966	0,000
<i>Social Media Marketing (X3)</i>	3,667	1,966	0,000

Source : Primary Data (2025)

Table 5 presents the results of the partial (t-test).

- a. Store Atmosphere shows a t-value of 4.029 with a significance value of 0.000, which is smaller than the threshold of 0.05. This indicates that Store Atmosphere has a positive and significant effect on Purchase Decisions.
- b. E-WOM has a t-value of 5.941 with a significance value of 0.000. Since the significance value is  $< 0.05$ , it can be concluded that E-WOM has a positive and significant effect on Purchase Decisions.
- c. Social Media Marketing shows a t-value of 3.667 with a significance value of 0.000, indicating a positive and significant effect on Purchase Decisions. The higher the quality of social media marketing perceived by consumers, the greater the likelihood of making a purchase decision.

## Discussions

## **The Influence of Store Atmosphere on Purchase Decisions at Syam Warung Caping Gunung, Wungu District, Madiun Regency**

The findings prove that store atmosphere has a positive and significant effect on purchase decisions at Syam Warung Caping Gunung, with a t-value (4.029) > t-table (1.966) and a significance value of  $0.000 < 0.05$ . The authentic atmosphere, utilizing natural materials and a traditional concept, successfully created a sensory experience that shaped positive attitudes and encouraged content sharing on social media as a subjective norm. These results are supported by the majority of previous studies, although they contrast with several studies reporting insignificance due to the inability to create positive experiences. The implication is that store atmosphere is not merely about aesthetics but serves as a multisensory marketing strategy capable of enhancing purchase decisions and customer loyalty.

## **The Influence of E-WOM on Purchase Decisions at Syam Warung Caping Gunung, Wungu District, Madiun Regency**

The findings confirm that Electronic Word of Mouth (E-WOM) has a positive and significant effect on purchase decisions at Syam Warung Caping Gunung, with a t-value (5.941) > t-table (1.966) and a significance value of  $0.000 < 0.05$ . E-WOM effectively shaped consumer perceptions through positive reviews and recommendations from family or friends, acting as credible external reference sources. The photogenic atmosphere and unique culinary experience encouraged visitors to generate organic content, thereby creating subjective norms and social proof that influenced visiting intentions. These findings are supported by the majority of previous research, though they differ from several studies reporting insignificance due to different promotional focuses. The implication is that E-WOM functions as a strategic marketing tool capable of building digital reputation and organically enhancing purchase decisions.

## **The Influence of Social Media Marketing on Purchase Decisions at Syam Warung Caping Gunung, Wungu District, Madiun Regency**

The findings show that Social Media Marketing has a positive and significant effect on purchase decisions at Syam Warung Caping Gunung, with a t-value (3.667) > t-table (1.966) and a significance value of  $0.000 < 0.05$ . Although social media strategies remain sporadic and

not fully optimized, content showcasing the views, food, and facilities successfully increased visitor interest. Interactions through likes, comments, and shares demonstrated effectiveness in reaching audiences, though improvements in content quality and consistency are needed to strengthen engagement. These results are in line with most previous studies, but contrast with several that reported insignificance due to poor execution strategies or different market contexts. The implication is that Social Media Marketing has the potential to become a powerful marketing tool if managed strategically, consistently, and interactively.

#### D. CONCLUSION

Based on the results, it can be concluded that Store Atmosphere, E-WOM, and Social Media Marketing individually have a positive and significant influence on Purchase Decisions at Syam Warung Caping Gunung, with significance values of  $0.000 < 0.05$  and  $t\text{-values} > t\text{-table}$ . The theoretical implications of this study strengthen environmental psychology, social proof, and engagement theory, while the practical implications include consolidating store atmosphere design, developing reward-based E-WOM programs, and implementing a structured content calendar.

#### E. SUGGESTIONS

For management, it is recommended to strengthen long-term relationships with customers by providing up-to-date and relevant information. For future researchers, it is suggested to expand the research scope to other culinary businesses and explore additional variables for a more comprehensive understanding.

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