

## THE INFLUENCE OF MENU VARIATIONS, *STORE ATMOSPHERE* AND SOCIAL MEDIA PROMOTION ON PURCHASE DECISIONS FOR VISITORS TO CAPING GUNUNG, WARUNG SYAM MADIUN

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### *Abstract*

Penelitian ini bertujuan untuk menganalisis pengaruh variasi menu, *store atmosphere* dan promosi media sosial terhadap keputusan pembelian pada pengunjung Caping Gunung, Warung Syam Madiun. Penelitian ini merupakan penelitian kuantitatif dengan jumlah sampel sebanyak 384 orang. Metode pengambilan sampel yaitu menggunakan sampel *lemeshow*. Pengambilan data menggunakan kuesioner dengan penyebaran melalui google form. Teknik analisis data menggunakan alat uji berupa spss. Hasil penelitian menunjukkan bahwa Variasi Menu, *Store Atmosphere*, dan Promosi Media Sosial berpengaruh positif dan signifikan terhadap Keputusan Pembelian pada pengunjung Caping Gunung, Warung Syam Madiun

**Kata Kunci** : Variasi Menu, *Store Atmosphere*, Promosi Media Sosial dan Keputusan Pembelian

### *Abstract*

*This study aims to empirically prove the influence of destination image, price, location, facilities and electronic word of mouth the intention to revisit Genilangit Park. This study is a quantitative study with a sample of 384 people. The sampling method uses a lemeshow sample. Data collection uses a questionnaire distributed through Google Form. Data analysis techniques use SPSS testing tools. The results of this study indicate that destination image, facilities and Electronic Word of Mouth influence the intention to revisit. While price and location do not have a significant effect on the intention to revisit.*

**Keywords:** *Destination Image, Price, Location, Facilities, Electronic Word of Mouth and Revisit Intention.*

### A. INTRODUCTION

#### 1. Background

The development of the business world continues to grow rapidly along with the development of the era of globalization which is characterized by increasingly fierce competition in the business world that markets products and services to consumers, therefore business people compete with each other in marketing the products they offer to meet the needs and desires of consumers. In general, consumers prefer quality products and diverse menu choices (Fahriana et al., 2023). Lifestyle as one of the social behaviors in various aspects of life. Consumer behavior has changed in line with the increasing times *modern*.

With the rapid development of the times supported by technological advances in Indonesia, it is not uncommon for us to see and buy a product through social media or other applications that provide *platform* about food menu variants. Today's food products are growing rapidly and rapidly related to *Trend* that apply. Humans have primary and secondary needs, where primary is the main need consisting of clothing, food, and board (Ralahallo, 2025).

High competition causes companies to be able to create competitiveness. One of them is by displaying their products on social media because at this time people in Indonesia on average see a product from social media. The public or consumers can see variations or products displayed on social media platforms, one of which is Instagram. Competition will continue, and many restaurant businesses will continue to post their products and to develop new products to meet the changing needs of consumers.

Madiun Regency as one of the developing districts in East Java has also experienced rapid growth in the culinary sector. Small and medium business mitto businesses in the Madiun Regency area are quite varied in the type of business and the

scale of the business run. One of the culinary business actors that is quite well-known in Madiun Regency is Caping Gunung, Warung Syam. This place offers a traditional atmosphere with natural scenery, as well as a variety of Indonesian menus that should be a special attraction for visitors.

Caping Gunung, Warung Syam is one of the culinary attractions located on Jl. Raya Monument Kresek, Km. 14, Madiun Regency. However, the business owner of the place complained that the number of visitors seemed to decrease and resulted from instability in turnover or income every month. In general, there is a downward trend in the number of visitors which results in total revenue. Overall, the number of visitors during 2024 reached a total of 4,843 people, with a total income of Rp. 190,842,650. The data above shows a slow but consistent decline in business performance throughout 2024, which can be the basis for evaluating marketing strategies, such as menu variations, *store atmosphere*, and Social Media Promotions used.

In Caping Gunung, Warung Syam Madiun has various menu variations such as fried menus, grilled menus, soupy foods, vegetable foods, hot drinks, cold drinks, fried menus, fruit rujak, and various types of processed coffee which are one of the mainstays of the restaurant.

The phenomenon of Store Atmosphere in Caping Gunung and Warung Syam Madiun is clearly seen from the atmosphere displayed through building design, layout, and surrounding natural scenery. Caping Gunung and Warung Syam Madiun, seen as a traditional pavilion with a tile roof that stands on top of a fish pond, presents a natural and soothing rural feel. The second image shows a view of the Wilis mountains and expanses of green rice fields that add visual appeal and provide a relaxing experience for visitors. Caping Gunung and Warung Syam Madiun show a poolside seating area with shady trees and ornamental plants, creating a cozy atmosphere for relaxation.

Overall, *the store atmosphere* in this place combines natural elements (mountain views, rice fields, ponds, and trees) with the concept of traditional Javanese architecture. This is in accordance with the concept of Kotler et al. (2022), that *store atmosphere* is a combination of affective and cognitive stimuli that affect the consumer experience, although it is not always directly realized. The natural rural atmosphere presented makes Caping Gunung Warung Syam Madiun not only a place to eat, but also a culinary tourism destination that provides added value in the form of comfort, aesthetics, and tranquility for visitors.

In Caping Gunung, Warung Syam Madiun chose to use Social Media Promotion using *the Instagram platform*. The place already has 4,275 active followers on the Instagram platform, and already has 430 different posts. *The Instagram platform* owned by the restaurant also has a *verified Instagram* status with a blue tick in its profile

This research is the result of previous research. Research conducted by Sembiring (2021), which states that store atmosphere has a positive and significant effect on purchasing decisions. Other research conducted by Hanaysha (2022), which states that social media promotion has a positive and significant effect on purchasing decisions. Meanwhile, other research conducted by Fahriana et al. (2023), which states that menu variations have a positive and significant effect on purchasing decisions.

## 2. Research Objectives

This study aims to empirically prove the influence of variety of menu store atmosphere and social media promotion on purchase decisions in Caping Gunung, Warung Syam Madiun. The results of this research are expected to be input for business actors in improving quality, service, and digital promotion strategies in order to attract more visitors and maintain purchasing decisions. In addition, this research was conducted at Caping Gunung, Warung Syam Madiun to find out the main factors that

influence a person's purchase decision, so that it can be used as a basis for developing a more effective and sustainable marketing strategy.

### **3. Research Benefits**

The benefit of this research is to provide input for Caping Gunung business actors, Warung Syam Madiun regarding the factors that affect purchase decisions so that they can be used to improve the quality of services, facilities, and digital promotion strategies. For local governments, the results of this research can be a consideration in developing the MSME tourism sector more developed. In addition, this research is useful for academics as a reference in the development of marketing management science studies.

### **4. Theoretical Studies**

#### **a) Menu Variations**

According to Astuti *et al.* (2019), explains that Menu Variations are a compilation of culinary items displayed on cards, paper, or other media in which a list of available dishes is recorded. According to Nandawidani & Silitonga (2024), explains that Menu Variety is the use of various types of dishes or foods with different types of ingredients, cooking methods, and presentations in a restaurant, café, or other food service.

#### **b) Store Atmosphere**

According to Ariyanti & Purba (2023), explained that Store Atmosphere is a purchasing environment in a store by determining the characteristics of the store through the arrangement, and selection of physical store facilities, as well as merchandise activities. Store Atmosphere is a state of affection and cognition that consumers understand as a business, although it may not be fully realized when the consumer is on the spot (Kotler & Armstrong, 2012).

### c) Social Media Promotion

According to Hasniaty (2023), Social Media Promotion is a form of marketing communication that utilizes social media as a channel to convey promotional messages to consumers directly, interactively, and *real time*. In line with opinion Kotler & Armstrong (2012), provides another definition Social Media Promotion is a hybrid element of the promotion mix because it allows companies to communicate directly while allowing consumers to share information with each other.

### d) Purchase Decision

According to Kotler & Armstrong (2012), explains that Purchase Decision is a process of making decisions about purchases that includes determining what to buy or not to buy. Meanwhile, according to Kastori (2023), Purchasing Decisions are individual activities that are directly involved in making decisions to make purchases for products offered by sellers.

## B. METHOD

The method used in this study is a qualitative descriptive method. The approach used in this study is qualitative. This research was conducted at Caping Gunung, Warung Syam Madiun. The data used in this study included primary and secondary data, as well as data collection techniques using the questionnaire method. The population in this study is an unknown population. This research method uses the purposive analysis method. It is said that the population has a large percentage of the population with a large number of people. The number of respondents used in this study was 384 respondents who had bought at Caping Gunung, Warung Syam Madiun. The analysis method used in this study is based on SPSS (Statistical Package for the Social Sciences) software.

### C. RESULTS AND DISCUSSION

#### 1. Normality Test

The normality test is carried out to test whether in a regression model, an independent variable and a dependent variable or both have a normal or abnormal distribution. If a variable is not distributed normally, the results of statistical tests will decrease. The data normality test can be done using the *One Sample Kolmogorov Smirnov* That is, provided that if the significance value is above 5% or 0.05, the data has a normal distribution. Meanwhile, if the test results *One Sample Kolmogorov Smirnov* If it produces a significant value below 5% or 0.05, the data does not have a normal distribution.(Ghozali, 2016). The following are the results of the normality testing data in this study:

**Table 1 Normality Test**

| One-Sample Kolmogorov-Smirnov Test                 |                    |                         |
|--|--------------------|-------------------------|
|  |                    | Unstandardized Residual |
| N  |                    | 384                     |
| Normal Parameters <sup>a,b</sup>                   | Mean               | .0000000                |
|  | Hours of deviation | 4.48410666              |
| Most Extreme Differences                           | .028               | .036                    |
|  | .020               | .032                    |
|  | -.028              | -.036                   |
| Test Statistic                                     |                    | .028                    |
| Asymp. Sig. (2-tailed)                             |                    | .200d                   |
| a. Test distribution is Normal.                    |                    |                         |
| b. Calculated from data.                           |                    |                         |
| c. Lilliefors Significance Correction.             |                    |                         |
| d. This is a lower bound of the true significance. |                    |                         |

Source: Data Diolah SPSS (2025)

Based on the results of the Kolmogorov-Smirnov normality test on the residual value of the regression model between independent and dependent variables, a significance value of 0.200 was obtained. Since the significance value is greater than 0.05 ( $>0.05$ ), it can be concluded that the residual data is normally distributed. This means that the data can be used for further analysis with a regression parametric statistical test because it meets the normality requirements.

### 2. Hypothesis Test (Partial Test)

**Table 2 Partial Test (t-test)**

| Coefficients <sup>a</sup> |                             |            |                           |      |         |      |
|---------------------------|-----------------------------|------------|---------------------------|------|---------|------|
| Model                     | Unstandardized Coefficients |            | Standardized Coefficients | t    | Itself. |      |
|                           | B                           | Std. Error | Beta                      |      |         |      |
| 1                         | (Constant)                  | 10.960     | 3.106                     |      | 3.528   | .000 |
|                           | Menu Variations             | .163       | .038                      | .219 | 4.325   | .000 |
|                           | Store Atmosphere            | .117       | .043                      | .135 | 2.710   | .007 |
|                           | Social Media Promotion      | .092       | .033                      | .140 | 2.799   | .005 |

a. Dependent Variable: Purchase Decision

Source: Source: Data Diolah SPSS (2025)

Based on the results of the t-test in the table above, it can be said that:

- There is a partial influence of menu variation (X1) on the purchase decision (Y), so **H1 is accepted.**
- There is a partial influence of store atmosphere (X2) that has a significant effect on the purchase decision (Y), so **H2 is accepted.**
- There is a partial influence of social media promotion (X3) that has a significant effect on the purchase decision (Y), so **H3 is accepted.**

### 3. Coefficient Determination Test

**Table 3. Coefficient Determination Test**

| Model Summary   |       |          |                   |                            |
|---|-------|----------|-------------------|----------------------------|
| Model   | R     | R Square | Adjusted R Square | Std. Error of the Estimate |
| 1   | .350a | .122     | .116              | 4.502                      |
| a. Predictors: (Constant), Menu Variations, Social Media Promotions, Store Atmosphere |       |          |                   |                            |

Source: Source: Data Diolah SPSS (2025)

The determination coefficient is used to calculate the magnitude of the influence or contribution of the free variable on the bound variable. From the results of the analysis in the table, the result of Adjusted R<sup>2</sup> (determination coefficient) of 0.350 was obtained which means that 35.0% of the Purchase Decision variables will be influenced by independent variables, namely Menu Variation (X1), Store Amtosphere (X2), Social Media Promotion (X3) and the remaining 65.0% of the Purchase Decision variables will be influenced by other variables that are not discussed in this study.

#### D. CONCLUSION

Based on the results of the research conducted, it can be concluded that H1 shows that the variety of menus at Caping Gunung and Warung Syam Madiun has a positive influence on visitors' purchasing decisions. The diversity of the menu not only enriches the choice, but also creates satisfaction through distinctive tastes, appropriate portions, good quality of ingredients, and aesthetic and hygienic presentation. These factors encourage visitors to feel that they are getting value worth the price paid, thus fostering a tendency to make a repeat purchase. In addition, the availability of menus that are always maintained also strengthens visitors' positive perception of the professionalism of service providers. Menu variety is one of the important factors in improving purchasing decisions while strengthening consumer loyalty.

From H2, it shows that the store atmosphere affects the purchase decision at Caping Gunung, Warung Syam Madiun. The store atmosphere at Caping Gunung, Warung Syam Madiun plays an important role in shaping a positive visitor experience. The aesthetic,

clean, and accessible exterior aspect gives an attractive first impression. The interior is decorated with a mountain countryside theme creating a cozy atmosphere for dining and relaxing. The neat layout and orderly flow of the space support the comfort of mobility, while clear information signs make it easier for visitors to obtain services. This overall atmosphere not only enhances comfort, but also builds a perception of added value that drives purchase decisions and interest in repeat visits. Therefore, managers need to maintain the consistency of the existing atmosphere, improve the quality of information through menu boards and directions, and regularly evaluate the visitor experience through questionnaires and online reviews so that the quality of *the store atmosphere* continues to be maintained according to consumer expectations.

Meanwhile, H3 shows that social media promotion has an effect on purchasing decisions in Caping Gunung, Warung Syam Madiun. Social media plays an important role in shaping the decision to visit Caping Gunung and Warung Syam Madiun. Social media is not only a visually and narratively attractive promotional tool, but also provides an interactive interaction space between managers and consumers. Quick and informative responses from admins as well as reviews and recommendations between visitors foster a sense of trust and confidence in potential consumers. The ease of access to information about menus, facilities, promos, and the atmosphere of the place further strengthens the interest in visits, while the effect of sharing content on social media expands the reach of promotions. Thus, social media has been proven to function as an information medium, a means of interaction, as well as a trust booster that has a direct impact on purchasing decisions and visitor visits.

### E. SUGGESTION

For Caping Gunung Warung Syam Madiun, it is recommended to continue to innovate in menu variations without leaving traditional characteristics, improve the quality

*of the store atmosphere* through cleanliness, lighting, and comfort, and optimize social media promotions with interesting and interactive content. Meanwhile, for future research, it is recommended to add other variables such as price, service, or customer satisfaction, use qualitative or mixed methods to deepen the analysis, and expand the object and location of the study so that the results are more comprehensive and can be compared with different contexts. For readers, it is hoped that it can be one of the important reading materials for all readers. The variables used in this study can be new knowledge for readers.

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