

THE EFFECT OF STORE ATMOSPHERE, SOCIAL MEDIA, PRODUCT VARIETY, AND SERVICE QUALITY ON CONSUMER PURCHASE INTENTION (AN EMPIRICAL STUDY AT TANJUNG COFFEE MADIUN)

Septisa Ave Lail Harkansas¹⁾, Hari Purwanto²⁾

¹Management Program, Faculty of Economics and Business, Universitas PGRI Madiun
email: harkansas99@gmail.com

²Management Program, Faculty of Economics and Business, Universitas PGRI Madiun
email: hari.purwanto@unipma.ac.id

Abstract

This study aims to analyze the influence of store atmosphere, social media, product variety, and service quality on consumers' purchase intention at Tanjung Coffee Madiun. The study was motivated by the increasingly intense competition in the coffee shop industry, particularly in Madiun City, which requires business owners to understand the factors influencing consumers' purchase intention. This research employed a quantitative approach, with data collected through questionnaires distributed to consumers who had visited Tanjung Coffee Madiun. The sample consisted of 385 respondents selected using a non-probability sampling technique. Data were analyzed using multiple linear regression with the assistance of IBM SPSS. The results indicate that store atmosphere has a significant effect on consumers' purchase intention, while social media has no significant effect. Product variety has a significant effect on consumers' purchase intention, whereas service quality has no significant effect. Simultaneously, store atmosphere, social media, product variety, and service quality have a significant effect on consumers' purchase intention. These findings are expected to provide useful considerations for Tanjung Coffee Madiun in improving its marketing strategies, particularly by enhancing the store atmosphere and developing product variety.

Keywords: *Store Atmosphere, Social Media, Product Variety, Service Quality, Purchase Intention.*

A. INTRODUCTION

The coffee shop industry has experienced rapid growth in recent years, resulting in increasingly intense competition among businesses. Coffee shops are no longer merely places to enjoy coffee and other beverages, but have also become social spaces where consumers can gather, work, relax, and spend time with friends and family. This condition requires coffee shop businesses to understand consumer preferences and identify factors that can encourage purchase intention.

Therefore, businesses need to develop appropriate marketing strategies to create positive consumer experiences and increase their competitiveness.

One factor that may influence consumers' purchase intention is store atmosphere. A comfortable and attractive store environment can create a positive impression and encourage consumers to spend more time in the establishment. Elements such as exterior appearance, interior design, store layout, and interior displays can contribute to consumers' perceptions of a coffee shop. A well-designed store atmosphere can therefore become an important consideration for consumers when deciding whether to visit or make a purchase.

In addition to store atmosphere, social media has become an important marketing tool for coffee shop businesses. Social media enables businesses to communicate information about products, promotions, events, and other activities directly to consumers. Through attractive and informative content, businesses can increase consumer awareness and interaction with their brands. However, the effectiveness of social media in influencing purchase intention may vary depending on the relevance, quality, and attractiveness of the information provided.

Another factor that may influence purchase intention is product variety. Consumers tend to have different preferences regarding flavors, types, prices, and product presentations. Providing a diverse range of products can give consumers more alternatives and increase the likelihood of meeting their individual preferences. For a coffee shop, product variety may therefore become an important competitive advantage in attracting and retaining consumers.

Service quality is also considered an important factor in creating a positive consumer experience. Good service involves the employees' ability to provide reliable, responsive, courteous, and professional assistance. Consumers who receive satisfactory service may develop positive perceptions of the business, which can encourage their intention to purchase. Nevertheless, the effect of service quality on purchase intention may differ depending on consumers' expectations and experiences.

These factors are particularly relevant to Tanjung Coffee Madiun, which operates in the increasingly competitive coffee shop industry in Madiun City. The business needs to understand which factors are actually capable of influencing consumers' purchase intention. Based on the research results, store atmosphere and product variety have a significant effect on purchase intention, while social media and service quality do not have a significant effect. Simultaneously, store atmosphere, social media, product variety, and service quality have a significant effect on consumers' purchase intention.

Based on these considerations, this study aims to analyze the influence of store atmosphere, social media, product variety, and service quality on consumers' purchase intention at Tanjung Coffee Madiun. The findings are expected to provide practical insights for Tanjung Coffee Madiun in developing more effective marketing strategies and improving factors that can strengthen consumers' purchase intention.

The conceptual framework of this study illustrates the relationship between store atmosphere, social media, product variety, and service quality as independent variables and consumer purchase intention as the dependent variable. The framework assumes that a pleasant store atmosphere, effective social media activities, a diverse range of products, and good service quality may influence consumers' intention to purchase at Tanjung Coffee Madiun.

Based on the theoretical background and previous studies, store atmosphere, social media, product variety, and service quality are expected to have an influence on consumer purchase intention, both partially and simultaneously. Therefore, the conceptual framework of this study can be described as follows.

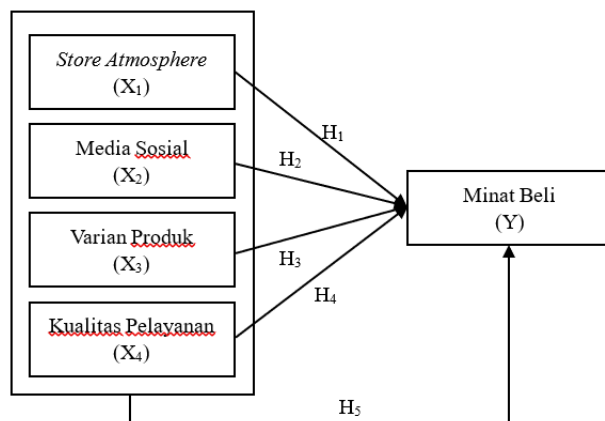


Figure 1. Conceptual Framework

Source: Modifikasi dari penelitian Nursaidah & Gufron (2024), Badriawan & Nona (2023), dan Ramadhan & Sutopo (2020)

Based on the theoretical framework and previous research, the hypotheses proposed in this study are as follows:

- H₁: Store atmosphere has a positive and significant effect on consumer purchase intention.
- H₂: Social media has a positive and significant effect on consumer purchase intention.
- H₃: Product variety has a positive and significant effect on consumer purchase intention.
- H₄: Service quality has a positive and significant effect on consumer purchase intention.
- H₅: Store atmosphere, social media, product variety, and service quality simultaneously have a positive and significant effect on consumer purchase intention.

B. METHOD

1. Research Design

This study employed a quantitative approach to examine the effects of store atmosphere, social media, product variety, and service quality on consumers' purchase intention at Tanjung Coffee Madiun. The research was conducted at Jl. Tanjung Manis No. 4, Manisrejo, Taman District, Madiun City, from March to June 2026.

2. Population and Sample

The population consisted of male and female consumers aged 15–35 years who had visited Tanjung Coffee Madiun at least once, with monthly income of IDR 200,000–IDR 3,000,000. As the population size was unknown, the Lemeshow formula was used, resulting in 385 respondents.

3. Sampling Technique and Data Collection

This study used non-probability sampling with purposive sampling based on the specified respondent criteria. Data were collected through a questionnaire distributed via Google Forms to Tanjung Coffee Madiun consumers.

4. Research Variables and Data Analysis

The independent variables were Store Atmosphere (X1), Social Media (X2), Product Variety (X3), and Service Quality (X4), while Purchase Intention (Y) was the dependent variable. Data were analyzed using multiple linear regression with IBM SPSS, including validity, reliability, classical assumption, coefficient of determination, t-test, and F-test.

5. Research Instrument

Data were collected using a structured questionnaire based on indicators of each variable and measured using a Likert scale. Validity and reliability tests were conducted to ensure the quality of the instrument before hypothesis testing.

C. RESULTS AND DISCUSSIONS

1. Normality Test

According to Ghazali (2018), residual normality can be assessed using the One-Sample Kolmogorov–Smirnov test. Residuals are considered normally distributed if the significance value (Asymp. Sig.) exceeds 0.05. The results are presented in Table 1.

Tabel 1. Normality Test One-Sample Kolmogrov-Smirnov Test

		Unstandardized Residual
N		385
Normal Parameters ^{a,b}	Mean	.0000000
	Std. Deviation	.88313023
Most Extreme Differences	Absolute	.067
	Positive	.063
	Negative	-.067
Test Statistic		.067
Asymp. Sig. (2-tailed)		.000 ^c

Source: Primary data processed (2026)

The normality test was conducted using the One-Sample Kolmogorov–Smirnov test on the unstandardized residuals. The test was based on 385 observations. The residuals had a mean of 0.0000000 and a standard deviation of 0.88313023. The Test Statistic was 0.067, while the Asymp. Sig. (2-tailed) value was 0.000. Since the significance value is $0.000 < 0.05$, the residuals are not normally distributed. Therefore, based on this test, the regression model does not meet the normality assumption.

2. Multicollinearity Test

Tabel 2. Multicollinearity Test

<i>Coefficients^a</i>				
	<i>Sig.</i>	<i>Tolerance</i>	<i>VIF</i>	Keterangan
<i>(Constant)</i>	6.860			
<i>Store Atmosphere</i>	.000	0,727	1,375	No multicollinearity
<i>Social Media</i>	.952	0,807	1,239	No multicollinearity
<i>Product Variety</i>	.000	0,836	1,196	No multicollinearity
<i>Service Quality</i>	.013	0,760	1,315	No multicollinearity

Source: Primary data processed (2026)

The constant value is 6.860. All independent variables have tolerance values above 0.10 and VIF values below 10: Store Atmosphere (0.727; 1.375), Social Media (0.807; 1.239), Product Variety (0.836; 1.196), and Service Quality (0.760; 1.315). Therefore, the regression model does not indicate multicollinearity.

3. Heteroscedasticity Test

Tabel 3. Heteroscedasticity Test
Coefficients^a

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	6.860	.686		10.005	.000
	TOTAL_X1	.176	.041	.223	4.261	.000
	TOTAL_X2	-.002	.029	-.003	-.061	.952
	TOTAL_X3	.248	.040	.302	6.183	.000
	TOTAL_X4	.085	.034	.128	2.496	.013

Source: Primary data processed (2026)

The results of the heteroscedasticity test showed that the significance values were 0.000 for Store Atmosphere, 0.952 for Social Media, 0.000 for Product Variety, and 0.013 for Service Quality. All independent variables exhibited significance values greater than 0.05, indicating that the regression model is free from heteroscedasticity. Therefore, the heteroscedasticity assumption has been satisfied, confirming that the regression model is appropriate for further statistical analysis.

4. Multiple Linear Regression Analysis

Multiple linear regression was conducted to determine the direction and magnitude of the influence of Store Atmosphere, Social Media, Product Variety, and Service Quality on Consumer Purchase Intention.

Tabel 4. Multiple Linear Regression Analysis

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	6.860	.686		10.005	.000
	TOTAL_X1	.176	.041	.223	4.261	.000
	TOTAL_X2	-.002	.029	-.003	-.061	.952
	TOTAL_X3	.248	.040	.302	6.183	.000
	TOTAL_X4	.085	.034	.128	2.496	.013

Source: Primary data processed (2026)

The regression analysis produced a constant value were 6.860. 0.176 for Store Atmosphere, -0,002 for Social Media, 0.248 for Product Variety, and 0.085 for Service Quality. Based on the regression analysis, the regression equation is:

$$Y = 6.860 + 0.176X_1 - 0.002X_2 + 0.248X_3 + 0.085X_4$$

The constant of 6.860 indicates that when Store Atmosphere, Social Media, Product Variety, and Service Quality are assumed to be constant, Consumer Purchase Intention has a predicted value of 6.860. The regression coefficient of Store Atmosphere is 0.176, indicating a positive relationship with Consumer Purchase Intention. Product Variety has a coefficient of 0.248, indicating the strongest positive coefficient among the four independent variables. Service Quality has a positive coefficient of 0.085. In contrast, Social Media has a coefficient of -0.002, indicating a very weak negative direction.

5. Partial Test (t-Test)

The t-test was conducted to determine the individual effect of each independent variable on Consumer Purchase Intention. A significance value below 0.05 indicates a statistically significant effect.

Tabel 5. Partial Test (t-Test)

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	6.860	.686		10.005	.000
	TOTAL_X1	.176	.041	.223	4.261	.000
	TOTAL_X2	-.002	.029	-.003	-.061	.952
	TOTAL_X3	.248	.040	.302	6.183	.000
	TOTAL_X4	.085	.034	.128	2.496	.013

Source: Primary data processed (2026)

The results show that Store Atmosphere has a positive and significant effect on Consumer Purchase Intention, with a significance value of 0.000. Product Variety also has a positive and significant effect, with a significance value of 0.000. Social Media does not have a significant effect because its significance value is 0.952. Service Quality, has a statistically significant positive effect because its significance value is 0.013.

H₁: Store Atmosphere has a positive and significant effect on Customer Purchase Intention.

H₂: Social Media does not have significant effect on Customer Purchase Intention.

H₃: Product Variety has a positive and significant effect on Customer Purchase Intention.

H₄: Service Quality has a statistically significant positive effect on Customer Purchase Intention.

6. Coefficient of Determination (R²)

Tabel 6. Coefficient of Determination (R²)

Model Summary^b

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.493 ^a	.243	.235	.88777

Source: Primary data processed (2026)

The R Square value of 0.243 indicates that the four independent variables explain 24.3% of the variation in Consumer Purchase Intention, while 75.7% is explained by other factors. The Adjusted R Square of 0.235 shows that the adjusted explanatory power of the model is 23.5%.

7. Simultaneous Test (F-Test)

Tabel 7. Simultaneous Test (F-Test)

ANOVA ^a						
Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	96.366	4	24.091	30.568	.000 ^b
	Residual	299.489	380	.788		
	Total	395.855	384			

Source: Primary data processed (2026)

The F-test shows an F-value of 30.568 and a significance value of $0.000 < 0.05$, indicating that Store Atmosphere, Social Media, Product Variety, and Service Quality simultaneously have a significant effect on Consumer Purchase Intention.

8. Discussion

The Effect of Store Atmosphere on Consumer Purchase Intention

Store Atmosphere has a positive and significant effect on Consumer Purchase Intention, with a regression coefficient of 0.176, t-value of 4.261, and significance value of 0.000. This indicates that a comfortable, attractive, clean, and well-organized coffee shop environment can increase consumers' purchase intention.

The Effect of Social Media on Consumer Purchase Intention

Social Media does not have a significant effect on Consumer Purchase Intention, with a regression coefficient of -0.002, t-value of -0.061, and significance value of 0.952. This suggests

that consumers' purchase intentions may be influenced more by direct experiences or other factors than by social media activities.

The Effect of Product Variety on Consumer Purchase Intention

Product Variety has a positive and significant effect on Consumer Purchase Intention, with a coefficient of 0.248, t-value of 6.183, and significance value of 0.000. With the highest standardized beta coefficient of 0.302, Product Variety is the strongest predictor in the model. A diverse selection of food and beverages allows consumers to choose according to their preferences and needs.

The Effect of Service Quality on Consumer Purchase Intention

Service Quality has a positive and significant effect on Consumer Purchase Intention, with a coefficient of 0.085, t-value of 2.496, and significance value of 0.013. Responsive, reliable, and satisfactory service can create a positive consumer experience and increase purchase intention.

The Simultaneous Effect of Store Atmosphere, Social Media, Product Variety, and Service Quality

The four independent variables simultaneously have a significant effect on Consumer Purchase Intention, as shown by an F-value of 30.568 and a significance value of 0.000. The R Square of 0.243 indicates that these variables explain 24.3% of the variation in Consumer Purchase Intention, while the remaining 75.7% is explained by other factors outside the model.

D. CONCLUSIONS

Based on the analysis and discussion, this study concludes that Store Atmosphere has a positive and significant effect on Consumer Purchase Intention, while Social Media has no significant effect. Product Variety has a positive and significant effect and is the strongest predictor of Consumer Purchase Intention. Service Quality also has a positive and significant effect, with a significance value of 0.013.

Simultaneously, Store Atmosphere, Social Media, Product Variety, and Service Quality significantly affect Consumer Purchase Intention, as indicated by an F-test significance value of 0.000. The R^2 value of 0.243 shows that the variables explain 24.3% of the variation in Consumer Purchase Intention, while 75.7% is influenced by other factors. Overall, Product Variety and Store Atmosphere are the most important factors in increasing purchase intention at Tanjung Coffee Madiun.

E. SUGGESTIONS

Based on the findings, several suggestions are proposed. **Tanjung Coffee Madiun** should maintain and improve its store atmosphere through a comfortable, clean, attractive, and well-organized environment. **Social Media** content should be made more informative, interactive, and engaging through product information, promotions, reviews, and event content. **Product Variety**, as the strongest predictor of purchase intention, should be maintained and developed through menu innovations, new flavors, and seasonal products. **Service Quality** should also be improved by maintaining employee responsiveness, friendliness, reliability, and attention to consumer needs.

For **future researchers**, it is recommended to include other relevant variables, as 75.7% of purchase intention is explained by factors outside this research model. Future studies should also carefully evaluate research instruments and statistical results to ensure reliable and valid findings.

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