

The Influence of Social Media Influencers and Café Atmosphere on Purchase Decision at Café T1311 Medan

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ABSTRACT

The primary objective of this study is to investigate how social media influencers and the ambiance of Café T1311 Medan impact customers' purchasing decisions. This research falls under the category of quantitative research. The research population comprised Café T1311 Medan customers, and a sample of 100 respondents was chosen using accidental sampling methods. Data collection involved the use of questionnaires, interviews, and the examination of relevant documents. Subsequently, the collected data was processed and analyzed using multiple linear regression analysis. The findings demonstrated that both Social Media Influencers (X_1) and Café Atmosphere (X_2) had a positive and significant partial and combined effect on Purchasing Decisions (Y). The results of the coefficient of determination (R^2) test suggest a relationship between the variables Social Media Influencers (X_1) and Café Atmosphere (X_2) and Purchase Decisions (Y) at Café T1311 Medan. Café T1311 Medan is expected to continue utilizing Social Media Influencers (X_1) as a promotional tool for the café and to sustain the café atmosphere (X_2). This involves maintaining various aspects of café facilities, ensuring cleanliness, and periodically updating the café's interior design in alignment with emerging trends. These efforts aim to create a comfortable and enjoyable dining experience for consumers.

Keywords: Café, Café Atmosphere, Purchase Decision, Consumer, Social Media Influencers.

INTRODUCTION

Information technology continues to undergo rapid development, which can be referred to as digitization. Rachinger et al. (2018) state that "Over the past few decades, the fastest growing corporate trend has been the analysis and implementation of technical advances (Bouwman et al., 2018). The progress of the digital era creates new opportunities for business actors to introduce their products on the internet to generate greater profits. Consumer purchasing decisions can be considered a crucial factor in advancing a company. The greater the possibility of the company making a profit and getting loyal customers (Susanti & Gunawan, 2019).

Many cafes and restaurants have begun using social media influencers to promote and capture the attention of consumers, this statement is in line with the statement from Enke & Borchers (2021). They hope that by using social media influencers as one of their promotional strategies, they can enhance their popularity and attract more interest in their business. Social media influencers can be considered as celebrities in the online world; they don't necessarily have to come from the fields of actors, entrepreneurs, or politicians. Seeing the increasing popularity of using social media influencers and their

positive impact on some of its competitors, Café T1311 has also started utilizing social media influencers as one of the means to promote its business.

This is not surprising, considering that apart from looking for cafes and restaurants with delicious food, customers are also looking for cafes and restaurants that are comfortable and unique. According to Budiman & Dananjoyo (2021), "Cafe atmosphere is one of the factors needed in the cafe business because customers also evaluate the environment created by the shop. Café T1311 designed the building and interior of the cafe to give a modern and aesthetic impression. The efforts made by Café T1311 above also aim to be able to compete with similar businesses in the era of increasingly advanced information technology.

Apart from the above, the owner also adds menu variations periodically, registers the cafe on an online food ordering application to make it easier for consumers to access and order, and creates special menus for certain days (for example Ramadhan), and so on. Based on the statement of one of the cafe staff, it can be said that the popularity and growth of Café T1311 has increased. Based on the officer's explanation, the number of daily visitors has increased from 2022 until now.

Table 1. Number of Visitors to Café T1311 Medan (Period 2019-2022)

Years	Visitors
2019	18,000 visitors
2020	7,500 visitors
2021	12,600 visitors
2022	19,800 visitors

However, since April 2023, a significant increase can be noticed, with the estimated daily number of visitors reaching 70 to 120 people and up to 150 people on busier days, making the staff busier than before. The products offered at the café now need to be produced in greater quantities than usual to meet the daily consumer demand. Observing this situation, it can be said that purchase decisions at the café have also experienced an increase in line with the growth in the number of visitors to the establishment.

LITERATURE REVIEW

Purchase Decision

Purchase Decision is the process that a buyer goes through to select one product from a range of possibilities, considering the pros and cons of each option. Purchase Decision is the next step after the existence of purchase intention, but purchase decision isn't equal to actual purchase (Morissan 2010; Zahra & Rina 2018; Morissan 2010; Yusuf & Sunarsi, 2020). Purchasing decisions are the outcome of evaluating costs and benefits among various options.

Buchori, (2016) states that purchasing decisions are consumer decisions shaped by factors such as economics, technology, politics, culture, product attributes, pricing, geographical factors, marketing efforts, tangible evidence, individuals, and processes. These choices represent the selections made by end consumers, both individuals and households, when acquiring products and services for personal use. (Kotler 2016; Dharma & Hawignyo 2022; Andreani et al. 2021; Peter & Olson 2014).

Researchers utilize the knowledge of these professionals to ascertain that customers make Purchase Decisions when they attempt to find a solution to a problem by selecting the best brand from a range of alternatives and subsequently proceeding to purchase the chosen product. It begins with taking an attitude.

Social Media Influencers

Social media influencers are people who utilize social media for promotional campaigns and endorsements. They can be considered as people capable of influencing their followers to take action. Influencers can come from various professions, from artists, celebrities, bloggers, figures, and so on (Hariyanti & Wirapraja, 2018). The voice of this social media influencer is considered trustworthy and can reach a wide audience." (Carter, 2016; Deborah et al. 2019).

According to the experts mentioned above, researchers have concluded that "Social Media Influencers" are individuals who have a substantial online following and possess a high level of credibility among their followers due to their actions (or engagement) when using the internet.

Café Atmosphere

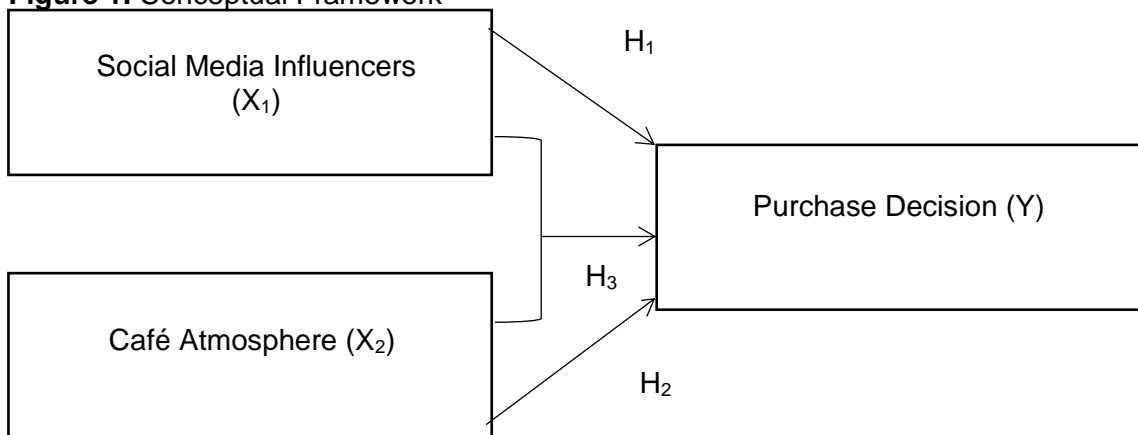
The store atmosphere, referred to in this research as the café atmosphere, is the physical aspect of a store that can influence consumers both emotionally and in terms of their perception of a store's image, ultimately leading to stimulation of consumer purchase intent. The ambiance is a setting engineered by marketers to deliver a sense of enjoyment, delight, and contentment in the environment during the purchasing process. (Hussain & Ali 2015; Kotler 1973; Mowen & Minor. 2008; Budiman & Dananjoyo's 2021),

In some article by Rismawati & Hasbi (2020), Levy & Weitz (2013) Berman & Evans (2007), Kusumawati & Hayuningtias (2022), state that Store Atmosphere is a characteristic of a store from a combination of appearance.

The insights from the professionals mentioned above guide researchers to conclude that the ambiance of a café or store is a combination of its physical features, including decoration, layout, lighting, temperature, and color, all of which work together to evoke specific emotions in customers and encourage them to make purchases (Soebandhi et al., 2020).

In this study, we will employ the subsequent theoretical framework:

Figure 1. Conceptual Framework



Using the conceptual framework above, we can formulate the research hypotheses as follows:

H1: Social Media Influencers have an impact on Purchase Decision at Café T1311 Medan.

H2: Café Atmosphere has an impact on Purchase Decision at Café T1311 Medan.

H3: Both Social Media Influencers and Café Atmosphere have an impact on Purchase Decision at Café T1311 Medan.

RESEARCH METHOD

This research was conducted at Café T1311, located at 129F Gandhi Street, Medan, North Sumatra. The research was carried out from July to October 2023. The research employed a quantitative approach. The characteristics and size of the population can be inferred from the sample, as stated by Sugiyono (2018:81). The population used in this study is 19,800 customers at Café T1311 Medan during 2022. By applying the Slovin Method, using an error rate of 10% as the error tolerance limit in sampling as follows:

$$n = \frac{N}{1 + Ne^2}$$

$$n = \frac{19800}{1 + (19800)(0,1)^2}$$

$$n = \frac{19800}{199}$$

$$n = 99,497 \approx 100$$

100 café customers, that was chosen using accidental sampling, participated in the survey for this research.

Kotler & Keller (2016) Proposing five empirical indicators in determining consumer purchase decisions, namely Consumers needs must be able to be met by the company, gather information about the needs that the company can fulfill, choose the company over competitors, decide to buy the product provided by the company information, and feel satisfied after buying the company's product. Ioanid et al. (2015) states that there are three dimensions of Social Media Influencers that can be used as indicators, namely: Good Credibility, High Activity and Large Following. According to Berman & Evans (2010), the Café Atmosphere variable can be measured by exterior, interior, café layout and interior displays.

In this study, data were collected through interviews using a questionnaire as the research instrument. The questionnaire was employed to obtain data by having participants evaluate statements on a Likert scale ranging from 1 to 5. This research employs several methods to analyze data based on Ghazali (2018), there are validity, reliability, normality, multicollinearity, heteroscedasticity, multiple linear regression analysis, t-test, F-test and coefficient of determination test. Coefficient of determination test, as stated by Ghazali (2018:97) presents an analysis of determination also known as R Square (R^2 is the symbol for R Squared). It is employed to evaluate the degree to which a group of independent variables (X) impact a dependent variable (Y), with a lower coefficient of determination value signifying a weaker influence of variable X on Y.

RESULTS

In this study, the questionnaire underwent validity and reliability assessments to establish its validity and reliability. The test results show that The Corrected Item-Total Correlation values of social media influencers (X_1), café atmosphere (X_2), and purchase decision (Y) variables are all greater than the value of r_{table} . Which indicate that these indicators pass

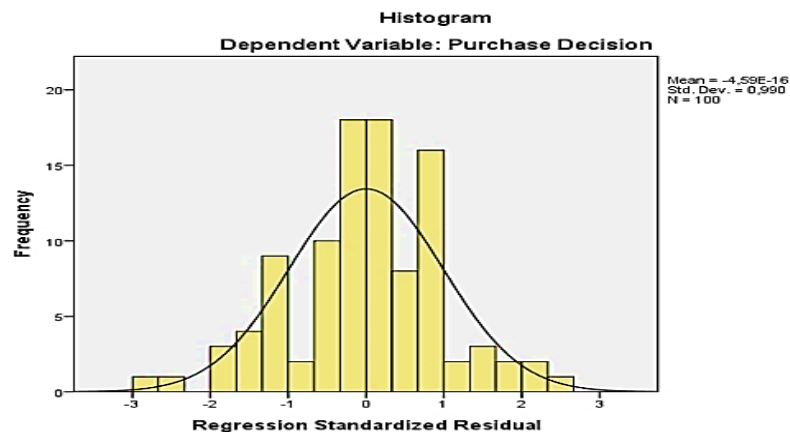
the validity test and are accepted. Additionally, the reliability test results tell us the Cronbach's Alpha values of social media influencers variable (0.930), café atmosphere variable (0.966), and purchase decision variable (0.959) have exceeded 0.8 which indicate that the variables can be considered reliable.

Classical Assumption Test

Normality Test

Figures 2 and 3 each depict a Histogram and a Normal P-P Plot, which will be used for testing normality.

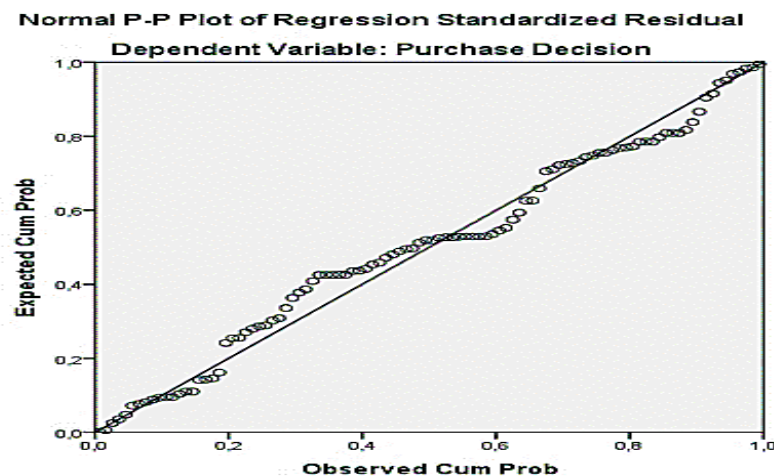
Figure 2. Histogram Graph



Source: Data Analysis Results, 2023

According to Figure 2, it is evident that the data adheres to a normal distribution, as it lies along a straight line above the value of 0, and there are no outliers on either side.

Figure 3. Normal P-P Plot Graph



Source: Data Analysis Results, 2023

The data points in Figure 3 gather closely around and exhibit a similar pattern as the diagonal line, confirming that the normality assumption of the regression model is fulfilled. The histogram results provide confirmation that the data conforms to a normal distribution.

Table 3. The table displays the outcomes of the One-Sample Kolmogorov-Smirnov test.

One-Sample Kolmogorov-Smirnov Test			Unstandardized Residual
N			100
Normal Parameters ^{a,b}	Mean		,0000000
	Std. Deviation		7,82546794
Most Extreme Differences	Absolute		,095
	Positive		,071
	Negative		-,095
Test Statistic			,095
Asymp. Sig. (2-tailed)			,027 ^c
Monte Carlo Sig. (2-tailed)	Sig.		,313 ^d
	99% Confidence Interval	Lower Bound	,301
		Upper Bound	,325

a. Test distribution is Normal.

b. Calculated from data.

c. Lilliefors Significance Correction.

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

Table 3 shows that the significance value of Monte Carlo, which is 0.313, is greater than 0.05 (Sig F > 5%), Implying that the scrutinized data complies with a normal distribution.

Multicollinearity Test

Table 4. Multicollinearity Test

Coefficients ^a			
Model		Collinearity Statistics	
		Tolerance	VIF
1	Social Media Influencers	,999	1,001
	Cafe Atmosphere	,999	1,001

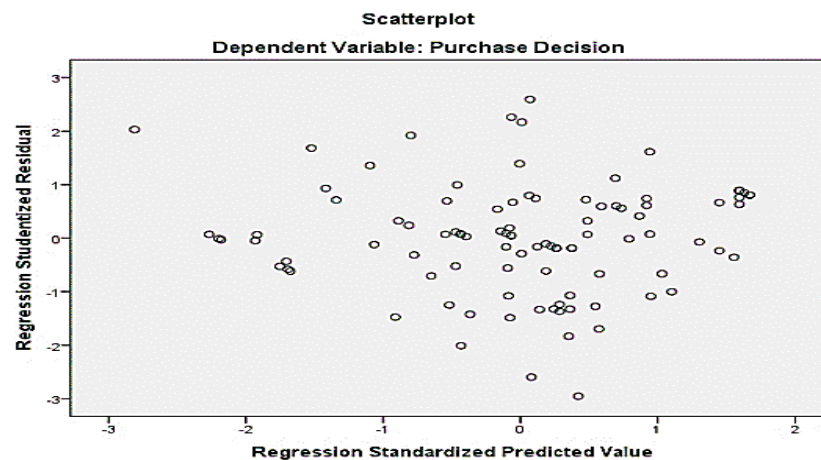
a. Dependent Variable: Purchase Decision

Source: Data Analysis Results, 2023

Referring to the information presented in Table 4, the computed Tolerance and VIF values are beyond the multicollinearity threshold when compared to the other independent variables: each at 0.999 and 1.001, respectively.

Heteroscedasticity Test

Figure 4. Heteroskedasticity Test Results



Source: Researcher's Data Analysis, 2023

As seen in Figure 4, there is no discernible pattern in the scatter of points above and below 0 along the Regression Studentized Residual (Y) axis. The absence of heteroscedasticity in the regression model indicates that the model is suitable for predicting customer behavior in response to social media personality and café ambiance.

Multiple Linear Regression Analysis

Table 5. Results of Multiple Linear Regression Test

Coefficients ^a					
Model		Unstandardized Coefficients		Standardized Coefficients	
		B	Std. Error	Beta	t
1	(Constant)	-17,331	4,438		-3,905
	Social Media Influencers	1,267	,136	,631	9,297
	Cafe Atmosphere	,330	,059	,379	5,579

a. Dependent Variable: Purchase Decision

Source: Researcher's Data Analysis, 2023

Table 5 presents data for multiple linear regression analysis, with the resulting regression equation being:

$$\text{Purchase Decision} = -17,331 + 1,267 \text{ Social Media Influencers} + 0,330 \text{ Café Atmosphere} + e$$

The description of the formula is outlined as follows:

1. -17.331 means that if the Purchase Decision being studied remains constant, then the Purchase Decision at Café T1311 Medan is -17.331.
2. 1.267 means that for every one unit increase in the Social Media Influencers variable (X_1), it will lead to an increase of 1.267 units in the Purchase Decision, under the condition that the Café Atmosphere variable (X_2) is considered constant.
3. A value of 0.330 indicates that each one-unit rise in the Café Atmosphere variable (X_2) leads to a corresponding increase of 0.330 units in the Purchase Decision, assuming that the Social Media Influencers variable (X_1) is considered constant.

Hypothesis Testing

T-test (Partial Test)

Table 6. T-test (Partial Test)

Coefficients ^a					
Model		Unstandardized Coefficients		Standardized Coefficients	
		B	Std. Error	Beta	t
1	(Constant)	-17,331	4,438		-3,905
	Social Media Influencers	1,267	,136	,631	9,297
	Cafe Atmosphere	,330	,059	,379	5,579

a. Dependent Variable: Purchase Decision

Source: Data Analysis Results, 2023

Table 6 provides the following insights:

1. For the "Social Media Influencers" variable, the t_{count} is 9.297 at a significance level of 0.000. With degrees of freedom (df) equal to 98 (calculated as $n-2$, where n is 100), and a significance level (α) of 5%, the t_{count} is 1.984. Therefore, because the t_{count} (t_{count}) is greater than the t_{table} , it indicates a positive and significant partial effect of Social Media Influencers on the Purchase Decision at Café T1311 Medan.
2. Similarly, for the "Café Atmosphere" variable, the t -count is 5.579 with a significance level of 0.000. With the same degrees of freedom (df) of 98 and a significance level (α) of 5%, the critical t_{count} is 1.984. Since the t_{count} exceeds the t_{table} , it can be concluded that Café Atmosphere also has a positive and significant partial effect on the Purchase Decision at Café T1311 Medan.

F-test (Simultaneous Test)

Table 7. F-test (Simultaneous Test)

ANOVA ^a						
Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	7512,033	2	3756,017	60,096	,000 ^b
	Residual	6062,557	97	62,501		
	Total	13574,590	99			

a. Dependent Variable: Purchase Decision
b. Predictors: (Constant), Cafe Atmosphere, Social Media Influencers

Source: Data Analysis Results, 2023

Table 7 shows an F_{count} of 60.096 at a significance level of 0.000. The F_{table} is 3.09, corresponding to a 95% confidence interval with degrees of freedom (df_1) equal to $k-1 = (3 - 1 = 2)$ and df_2 equal to $n-k = (100 - 3 = 97)$. Since the calculated $F_{\text{count}} > F_{\text{table}}$, the researcher can conclude that consumers are positively influenced by the café ambience and social media influencers when deciding to spend their money at Café T1311 Medan.

Coefficient of Determination Test (R^2)

Table 8. Coefficient of Determination Test

Model Summary				
Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	,744 ^a	,553	,544	7,90573

a. Predictors: (Constant), Café Atmosphere, Social Media Influencers

Source: Data Analysis Results, 2023

The model's R-squared value of 0.553, as presented in Table 8, signifies that this model effectively elucidates the variability in the dependent variable. It's evident that the combined impact of the Social Media Influencers and Café Atmosphere variables explains 55.30 percent of the total Purchase Decision at Café T1311 Medan, with the remaining 44.70 percent being influenced by other factors.

DISCUSSION

The Influence of Social Media Influencers on Purchase Decision

The variable Social Media Influencers (X_1) exhibits a partially positive and statistically significant impact on the Purchase Decision (Y) at Café T1311 Medan, as evidenced by the calculated t-value of 9.297, which exceeds the t-table of 1.984. The Social Media Influencers utilized by Café T1311 Medan have successfully promoted the café, attracting consumers who have been enticed to make purchases by viewing the promotions conducted by these Social Media Influencers.

The outcomes of this research corroborate the research conducted by Pratiwi & Patrikha (2021) in "The Influence of Lifestyle, Price, and Influencers on Purchase Decision at Se'l Sapiku Restaurant in Surabaya."

As a result, Social Media Influencers (X_1) have a more substantial influence compared to Café Atmosphere (X_2) when assessing the Purchase Decision at Café T1311 Medan. Consequently, it is anticipated that Social Media Influencers (X_1), characterized as individuals with a significant following on social media who are trusted by their followers, can influence their followers' behavior through their activities on social media. This can be utilized by companies to enhance Purchase Decision.

The Influence of Café Atmosphere on Purchase Decision.

Café Atmosphere (X_2) partially has a positive and significant influence on Purchase Decision (Y) at Café T1311 Medan, as the calculated t-value of 5.579 is greater than the t-table of 1.984. Café T1311 Medan designs its café with the expectation of creating an aesthetic impression and providing comfort, as well as a positive dining experience in the minds of consumers.

The results of this research align with Kusumawati & Hayuningtias (2022) in their research titled "Product Quality, Resto Atmosphere, and Price Perception on Purchase Decision," which demonstrated that Resto Atmosphere has a positive and significant influence on Purchase Decision. This research also corroborates the outcomes of Dharma & Hawignyo (2022) in their research on "Analysis of the Influence of Café Atmosphere on the Purchase Decision of Coffee Products in the Karawang Community," where they stated that Café Atmosphere has an impact on comfort and the increase in purchase decisions. It supports the research by Muhlisin & Ekasari (2020) Store Atmosphere has a positive and significant influence on Purchase Decision.

Therefore, Café Atmosphere (X_2) has a lesser influence compared to Social Media Influencers (X_1) in measuring Purchase Decision at Café T1311 Medan. Consequently, it is estimated that Café Atmosphere (X_2), designed to create an aesthetic, comfortable, and enjoyable dining experience in the minds of consumers, can be utilized to enhance Purchase Decision.

The Influence of Social Media Influencers and Café Atmosphere on Purchase Decision.

Both Social Media Influencers (X_1) and Café Atmosphere (X_2) exert a concurrent, positive, and statistically significant impact on the Purchase Decision (Y) at Café T1311 Medan, as demonstrated by the computed F-value of 60.096, surpassing the F-table of 3.09. Enhancing a café's revenue might be as straightforward as strategically choosing the right influencer for collaboration and optimizing the layout and ambiance of the establishment.

The most influential determinants of customer purchase decisions at Café T1311 Medan are primarily the number of social media influencers they follow and the overall café atmosphere, accounting for a substantial portion of the variance (55.30%). The outcomes of this research support the research conducted by Siregar & Nainggolan (2023) in "The Influence of Influencer Endorsement and Store Atmosphere on Consumer Purchase Decision in G-Coffee Batam," which demonstrated that both influencers and café atmosphere have an impact on consumer purchase decisions.

Thus, Social Media Influencers (X_1) and Café Atmosphere (X_2) have an influence on the measurement of Purchase Decision at Café T1311 Medan. Therefore, it is estimated that the increase in Purchase Decision at Café T1311 Medan is influenced by several factors, and among the most effective strategies to influence customers are Social Media Influencers and Café Atmosphere to enhance Purchase Decision.

CONCLUSION

The findings from this study reveal how the variables, namely Social Media Influencers (X_1) and Café Atmosphere (X_2), impact the Purchase Decision (Y), as demonstrated by the multiple linear regression analysis. This suggests that a one-unit increase in both Social Media Influencers (X_1) and Café Atmosphere (X_2) corresponds to an increase in Purchase Decision (Y). Social Media Influencers (X_1) exert a positive and significant

partial influence on Purchase Decision (Y) at Café T1311 Medan, as does Café Atmosphere (X₂). When considered together, Social Media Influencers (X₁) and Café Atmosphere (X₂) jointly exhibit a positive and significant impact on Purchase Decision (Y) at Café T1311 Medan. The results of the coefficient of determination (R²) test confirm an association between the variables Social Media Influencers (X₁) and Café Atmosphere (X₂) and the Purchase Decision (Y) at Café T1311 Medan.

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