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The Influence of Cafe atmosphere and Digital Marketing on Visiting Decisions at Socrates Vegan Medan

Tasya Putri Ramadani [1*], Khamo Waruwu [2], Mella Yunita [3]

[1, 2, 3] Tjut Nyak Dhien University, Indonesia

* tasyaramadani53@gmail.com

Abstract

The urgency of this study lies in the need to understand how café atmosphere and digital marketing influence consumers' visiting decisions amid increasingly competitive food and beverage businesses. This study aims to determine and analyze the influence of cafe atmosphere and digital marketing on consumers' visit decisions at Socrates Vegan Medan, both partially and simultaneously, as well as to determine the variable that has the most dominant influence on visit decisions. The method used in this study is quantitative research. The sample consisted of 93 respondents. Data were collected through observation and questionnaires using a Likert scale, and then analyzed using multiple linear regression, t-test, F-test, and the coefficient of determination with the assistance of SPSS version 25. The results showed that cafe atmosphere had a positive and significant effect on visit decisions (t-count 3.454 > t-table 1.986; sig. 0.001 < 0.05). Digital marketing also had a positive and significant effect on visit decisions (t-count 4.084 > t-table 1.986; sig. 0.000 < 0.05) and was the most dominant variable based on the Beta value (0.372). Simultaneously, both variables had a positive and significant effect on visit decisions (F-count 16.576 > F-table 3.10; sig. 0.000 < 0.05), with an R Square value of 0.269 or 26.9%, while the remaining 73.1% was influenced by other factors outside this study.

Keywords: *Cafe Atmosphere, Digital Marketing, Visiting Decisions*

Introduction

The café and restaurant industry has become increasingly competitive as consumers have more alternatives when selecting places for dining, social interaction, recreation, and leisure activities. Consumer decisions are no longer determined solely by product quality or price, but also by the overall experience offered by an establishment. The physical environment of a café, including its exterior, interior design, layout, lighting, decoration, cleanliness, and other aesthetic elements, can shape consumers' perceptions before and during their visit. Research conducted in Indonesia demonstrates that café atmosphere, including exterior, interior, point-of-purchase displays, and store layout, significantly influences consumers' purchase decisions, particularly among Generation Z (Budiman & Dananjoyo, 2021).

Store atmosphere can also function as an important stimulus that encourages consumers to develop favorable evaluations toward a cafe. An attractive environment can create a distinctive consumption experience and strengthen consumers' willingness to engage with the establishment. Research at Kae Kopi in Lamongan found that store atmosphere and customer experience contribute positively to purchasing decisions through customer satisfaction, indicating that environmental characteristics can influence consumer responses not only directly but also through the experience generated during the consumption process (Agustin & Badi'ah, 2025). Price represents another consideration that consumers may evaluate before deciding to purchase products or services at a café (Dewi & Thalib, 2026). Consumers tend to

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compare the monetary sacrifice required with the benefits, quality, and experience expected from the establishment. Empirical evidence from Identic Coffee in Central Jakarta shows that both store atmosphere and price positively influence purchasing decisions, with the simultaneous contribution of the two variables demonstrating their importance in determining consumer responses (Cahya et al., 2021). Consumer preferences within the Indonesian coffee-shop market are also characterized by differences in demographic, behavioral, and psychographic characteristics. Millennials and Generation Z consumers may consider various attributes when selecting coffee shops, including product characteristics, promotional media, ordering processes, payment facilities, and supporting facilities (Elhuria et al., 2026). These findings demonstrate that coffee-shop selection is influenced by a combination of functional and experiential considerations rather than by a single attribute (Muflikh et al., 2024).

The importance of social media has increased alongside changes in consumers' information-search behavior. Digital platforms allow cafés to communicate information about products, ambience, promotions, menus, customer experiences, and brand identity before consumers physically visit an establishment. Research on Black Sweet Coffee Shop in Indonesia found that social media marketing, service quality, and electronic word of mouth have direct effects on purchase intention, while brand image and brand trust provide additional mechanisms through which marketing activities influence consumer responses (Armawan et al., 2023). Social media marketing can also influence consumer decision-making by encouraging electronic word-of-mouth and strengthening consumers' exposure to information about a coffee shop. Research on Coffee Baracks in Bogor Regency examines how social media marketing and product innovation influence electronic word-of-mouth and purchase decisions, reflecting the increasing importance of Instagram-based marketing in the Indonesian coffee industry (Wibowo et al., 2025).

Social media-based food influencers provide another mechanism through which consumers can obtain information and develop intentions toward food-related businesses. Indonesian research involving Instagram users found that informative content, interactivity, expertise, and attractiveness contribute to parasocial relationships between followers and social-media food influencers, while these relationships subsequently influence followers' intention to purchase local food (Syarif et al., 2025). Price related considerations remain relevant when consumers evaluate coffee products and establishments. Research on local coffee shops in Indonesia shows that green purchase intention is associated with consumers' attitudes, subjective norms, and perceived behavioral control, while price sensitivity is considered in explaining the relationship between intention and actual purchasing behavior. The findings indicate that consumer intention and purchasing behavior can be influenced by both psychological evaluations and economic considerations in the coffee-shop sector (Az-Zahrah et al., 2025).

Social media marketing has also been examined in relation to purchase decisions among Indonesian coffee-shop consumers. Research concerning Kooka Coffee demonstrates the relevance of social media marketing and brand image in explaining consumer purchasing decisions, indicating that digital communication can become an important mechanism for attracting consumers and strengthening their perceptions of a coffee shop brand (Tauran et al., 2022). The role of digital marketing becomes increasingly important when consumers encounter a café before physically visiting the establishment. Content distributed through social media can provide visual and informational cues concerning the atmosphere, products, location, promotions, and overall identity of a café. Indonesian research on coffee-shop consumers has demonstrated that social media marketing and content-related activities can

contribute to consumers' purchasing decisions, highlighting the importance of maintaining an effective digital presence in a competitive café market (Pratama & Yasa, 2023).

Social media marketing can also be related to consumers' purchasing decisions through brand awareness and viral marketing mechanisms. Research on Janji Jiwa coffee consumers in the Jabodetabek area demonstrates the relevance of social media marketing and brand awareness in explaining purchase decisions, with viral marketing functioning as an intervening mechanism (Awaludin & Sukmono, 2024). This finding indicates that digital exposure can extend beyond simple information delivery by encouraging consumers to recognize, discuss, and respond to a coffee shop brand. Consumer intention can also be influenced by the way social media information is presented and experienced. Indonesian research on coffee shop customers in Bogor demonstrates that social media marketing plays an important role in encouraging repurchase intention, while dining atmosphere represents another component of the overall customer experience. The findings suggest that digital communication and physical consumption environments should be considered as complementary elements in developing consumer relationships (Setiawan et al., 2021).

The relationship between physical environment and consumer behavioral responses is also supported by international hospitality research. A study of full-service restaurants in Malaysia found that servicescape, consisting of physical and social dimensions, directly influences electronic word of mouth and repurchase intentions, while customer satisfaction partially mediates the relationship between servicescape and behavioral intentions (Ali et al., 2021). Servicescape has similarly been found to influence behavioral intention in coffee shop settings. Research involving non franchise coffee shops demonstrated that servicescape affects behavioral intention through store image and customer satisfaction, indicating that the physical environment can shape consumers' behavioral responses through the perceptions and emotions generated during the service experience (Sirimongkol, 2022).

Restaurant atmosphere provides another important environmental cue in consumer decision-making. Research involving restaurant guests in Turkey found that restaurant atmosphere has a significant positive effect on behavioral intention, demonstrating that environmental characteristics can contribute to consumers' willingness to engage in future behavioral responses toward a restaurant (Kement et al., 2021). Digital visual content has become increasingly important in consumers' restaurant-selection processes. Research examining social media cues found that photographs posted by restaurants and opinions generated by users attract consumers' attention when they evaluate restaurant information online. The visual presentation of the restaurant was identified as an important initial cue in consumers' online attention and visit-related evaluation (Papastathopoulos, 2022).

Social-media reviews also provide consumers with information that may influence their decision to visit a restaurant. Research conducted in Bangladesh found that consumers' attitudes toward social-media reviews are associated with restaurant visit intention, demonstrating that digitally generated evaluations can become an important source of information during the pre visit decision making process (Popy & Bappy, 2020). Visual food related content represents a particularly relevant form of digital marketing for cafés and restaurants because consumers can evaluate food and dining experiences before physically visiting an establishment. Research on *foodstagramming* found that visual attributes such as aesthetic appeal and post popularity, together with goal relevance and mimicking desire, contribute to restaurant visit intention. These findings demonstrate that aesthetically appealing

social-media content can influence consumers' decisions at the pre-visit stage (Chen et al., 2024).

The relationship between servicescape and consumer behavioral intention has also been examined in innovative restaurant settings. Research on robot restaurants in China found that servicescape and service competence positively influence behavioral intention, with hedonic and utilitarian value serving as mediating mechanisms. The findings reinforce the argument that consumers' responses are shaped not only by the core service but also by the nvironment and experience surrounding service delivery (Kim et al., 2022). The existing literature demonstrates that physical atmosphere and digital communication can independently influence consumer responses. Indonesian studies have primarily examined café atmosphere, store atmosphere, social media marketing, purchase intention, purchase decision, and repurchase intention, while international studies have increasingly examined servicescape, social media visual cues, food related content, and restaurant visit intention. A gap remains in integrating place aesthetics and digital marketing within a single framework to explain consumers' visit decisions, particularly in the context of a vegan restaurant in Indonesia.

Socrates Vegan Medan represents a relevant empirical setting for examining this relationship because the restaurant offers a specialized culinary concept while relying on both its physical environment and digital communication to attract potential consumers. The aesthetic quality of the restaurant may influence consumers' perceptions of comfort, uniqueness, attractiveness, and suitability for dining or social activities. Digital marketing may simultaneously provide consumers with information and visual impressions before they decide whether to visit. The combination of these factors creates an opportunity to examine how consumers form visit decisions before experiencing the restaurant directly. The research gap is therefore not limited to whether café atmosphere or digital marketing affects consumer behavior independently but concerns how place aesthetics and digital marketing jointly contribute to consumers' visit decisions. Previous studies have demonstrated the influence of café atmosphere on purchase decision (Budiman & Dananjoyo, 2021), servicescape on behavioral intention (Sirimongkol, 2022), social media marketing on purchase intention (Armawan et al., 2023), and food related visual content on restaurant visit intention (Chen et al., 2024). The present study extends these findings by examining the two dimensions simultaneously within the specific context of Socrates Vegan Medan.

This study aims to analyze the effect of place aesthetics and digital marketing on consumers' visit decisions at Socrates Vegan Medan, both partially and simultaneously. The study specifically examines whether place aesthetics has a positive and significant effect on visit decisions, whether digital marketing has a positive and significant effect on visit decisions, and whether both variables simultaneously influence consumers' visit decisions. The novelty of this research lies in integrating the physical aesthetic dimension of the café environment with digital marketing as determinants of consumers' initial visit decisions in the context of a vegan restaurant. The findings are expected to contribute to hospitality and marketing literature while providing practical recommendations for Socrates Vegan Medan in strengthening its physical environment and digital marketing strategy.

Method

Research Design

This study employed a quantitative research approach with an associative research design to examine the influence of *café atmosphere* and digital marketing on visit decisions at

Socrates Vegan Medan. The quantitative approach was selected because the research involved measurable variables and numerical data that were analyzed statistically to obtain objective and systematic findings. The study was conducted at Socrates Vegan, located at Jl. Airlangga No. 14-C, Petisah Tengah, Medan Petisah District, Medan City, North Sumatra. The research was conducted from November 2025 to July 2026, covering research preparation, proposal development, data collection, data analysis, and completion of the research report.

The population consisted of customers of Socrates Vegan Medan. Based on customer records, the number of customers was 240 in November 2025, 320 in December 2025, 360 in January 2026, and 380 in February 2026, resulting in a total population of 1,300 customers. The study used non-probability sampling with a purposive sampling technique. Respondents were required to have visited Socrates Vegan Medan at least once, be at least 15 years old, and be willing and able to complete the questionnaire properly. The minimum sample size was determined using the Slovin formula with a 10% margin of error:

$$n = \frac{N}{1 + N(e)^2}$$

Where:

n = Minimum required sample size (respondents)

N = Population size = 1,300

e = Error tolerance (margin of error)

Based on a population of 1,300 customers and a 10% margin of error, the calculation resulted in approximately 93 respondents. Therefore, 93 respondents were used as the minimum sample size.

Data Collection and Measurement

The study used primary data collected through questionnaires, observation, and interviews. Observation was conducted directly at the research location to obtain contextual information regarding the research object, while interviews were used to obtain preliminary information related to the research problem. The questionnaire was used as the main instrument for obtaining respondents' perceptions of the research variables. The study consisted of one dependent variable, namely visit decision (Y), and two independent variables, namely *café atmosphere* (X1) and digital marketing (X2).

Visit decision was measured through product type, product form, and sales or purchasing alternatives. *Café atmosphere* was measured through *exterior*, *general interior*, *store layout*, and *interior display*, whereas digital marketing was measured through relevant content, frequently updated content, and popular content. All variables were measured using a five-point Likert scale. Before the main analysis, the questionnaire was tested for validity and reliability. Validity was assessed using the correlation between each item and the total score, with an item considered valid when the calculated correlation was greater than or equal to the critical value. Reliability was assessed using Cronbach's alpha, with a coefficient of at least 0.60 indicating acceptable internal consistency.

Data Analysis

The collected data were analyzed using SPSS. The analysis began with descriptive statistics to describe the respondents and research variables. Classical assumption tests were subsequently conducted, consisting of normality, multicollinearity, and heteroscedasticity

tests. Normality was assessed to determine whether the residuals were normally distributed. Multicollinearity was evaluated using tolerance and the Variance Inflation Factor (VIF), while heteroscedasticity was assessed based on the distribution pattern of residuals. A VIF value below 10 and an appropriate tolerance value indicated the absence of multicollinearity, while randomly distributed residuals without a systematic pattern indicated the absence of heteroscedasticity.

After the classical assumptions were satisfied, multiple linear regression analysis was conducted to examine the influence of *café atmosphere* and digital marketing on visit decisions. The regression model was formulated as follows:

$$Y = \alpha + \beta 1X1 + \beta 2X2 + e$$

Where:

Y = Visit Decision

α = Constant

β_1 = Multiple Regression Coefficient of *Café Atmosphere*

β_2 = Multiple Regression Coefficient of Digital Marketing

X_1 = *Café Atmosphere*

X_2 = Digital Marketing

e = Error Term.

Hypothesis testing was performed using the t-test and F-test at a 5% significance level. The t-test was used to determine the partial effect of each independent variable on visit decision, while the F-test was used to determine the simultaneous effect of *café atmosphere* and digital marketing on visit decision. A significance value below 0.05 indicated a statistically significant effect. Finally, the coefficient of determination () was used to determine the proportion of variation in visit decision explained by the independent variables. An value closer to 1 indicates greater explanatory power, whereas a value closer to 0 indicates more limited explanatory power.

Results

General Overview of Socrates Vegan Medan

Socrates Vegan Medan is a vegan restaurant located at Jl. Airlangga No. 14C, Petisah Tengah, Medan, North Sumatra. Established in 2005 by Benny Marjitus, the restaurant was developed based on a healthy lifestyle concept and focuses on plant-based food without the use of MSG. Since 2006, Socrates Vegan has consistently provided fully plant based menus free from animal-derived ingredients, including meat, dairy products, and honey. In addition to offering vegan food, Socrates Vegan adopts the concept of *"eat, read, think,"* which combines dining with reading and intellectual activities. The restaurant provides a library containing collections of books on philosophy, psychology, and spirituality, as well as an art gallery, piano area, and artistic interior. This concept creates a distinctive dining atmosphere that is relevant to the *Cafe Atmosphere* variable examined in this study. The restaurant's activities and presence also provide a context for examining how Digital Marketing may contribute to consumers' decisions to visit Socrates Vegan Medan.

Respondent Characteristics

The study involved 93 respondents who had visited Socrates Vegan Medan. The characteristics of respondents were identified based on age, gender, educational background, and visit frequency. These characteristics are presented to provide an overview of the composition of the sample and to provide relevant context for understanding the subsequent analysis of *Cafe Atmosphere*, Digital Marketing, and Visit Decision.

Age

Table 1. *Age Characteristics of Respondents*

Age	Frequency	Percentage (%)
15–20 years	8	8.6
21–25 years	65	69.9
26–30 years	15	16.1
31–35 years	4	4.3
36–40 years	1	1.1
Total	93	100.0

Based on Table 1, respondents aged 21–25 years constituted the largest group, totaling 65 respondents (69.9%). This was followed by respondents aged 26–30 years, with 15 respondents (16.1%), and those aged 15–20 years, with 8 respondents (8.6%). Meanwhile, respondents aged 31–35 years accounted for 4 respondents (4.3%), while the 36–40 age group consisted of only 1 respondent (1.1%). Thus, the respondents were predominantly young adults.

Gender

Table 2*. Gender Characteristics of Respondents*

Gender	Frequency	Percentage (%)
Male	40	43.0
Female	53	57.0
Total	93	100.0

Based on Table 2, female respondents constituted the majority of the sample, totaling 53 respondents (57.0%), while male respondents accounted for 40 respondents (43.0%). The difference indicates that female respondents were more represented than male respondents in this study. Nevertheless, both gender groups were represented in the sample, providing information from consumers with different characteristics in assessing *Cafe Atmosphere*, Digital Marketing, and their decisions to visit Socrates Vegan Medan.

Educational Background

Table 3. *Educational Background of Respondents*

Education	Frequency	Percentage (%)
Senior High School/Vocational School or Equivalent	54	58.1
Diploma (D3)	4	4.3
Bachelor's Degree (S1)	35	37.6
Total	93	100.0

Based on Table 3, respondents with a Senior High School/Vocational School or equivalent educational background represented the largest group, totaling 54 respondents (58.1%). This was followed by respondents with a bachelor's degree (S1), totaling 35 respondents (37.6%), while Diploma (D3) graduates accounted for only 4 respondents (4.3%). These findings indicate that the respondent composition was dominated by consumers with secondary-level

education, although respondents with higher educational backgrounds were also represented in the study.

Visit Frequency

Table 4. *Respondents' Visit Frequency*

Visit Frequency	Frequency	Percentage (%)
1 time	35	37.6
2–3 times	38	40.9
4–5 times	13	14.0
>5 times	7	7.5
Total	93	100.0

Based on Table 4, respondents who had visited Socrates Vegan Medan 2–3 times constituted the largest group, totaling 38 respondents (40.9%). This was followed by respondents who had visited once, totaling 35 respondents (37.6%). Meanwhile, 13 respondents (14.0%) had visited 4–5 times, and 7 respondents (7.5%) had visited more than five times. The distribution indicates that most respondents had previous experience visiting the restaurant, which provides relevant experience for evaluating the research variables.

Instrument Quality Testing

Validity Test

The validity test used Pearson Product-Moment correlation, with items considered valid when the calculated *r* exceeded the critical *r* of 0.204 for 93 respondents.

Table 5. *Validity Test of the Cafe Atmosphere Variable (X1)*

Item	Calculated r	Critical r	Decision
X1.1	0.725	0.204	Valid
X1.2	0.756	0.204	Valid
X1.3	0.695	0.204	Valid
X1.4	0.711	0.204	Valid
X1.5	0.695	0.204	Valid
X1.6	0.712	0.204	Valid
X1.7	0.667	0.204	Valid
X1.8	0.683	0.204	Valid

Based on Table 5, all eight questionnaire items measuring *Cafe Atmosphere* obtained calculated *r* values ranging from 0.667 to 0.756, exceeding the critical *r* value of 0.204. This indicates that each item has a sufficient correlation with the overall variable being measured. Therefore, all *Cafe Atmosphere* questionnaire items were declared valid and could be retained for subsequent statistical analysis in this study.

Table 6. *Validity Test of the Digital Marketing Variable (X2)*

Item	Calculated r	Critical r	Decision
X2.1	0.778	0.204	Valid
X2.2	0.759	0.204	Valid
X2.3	0.797	0.204	Valid
X2.4	0.759	0.204	Valid
X2.5	0.791	0.204	Valid
X2.6	0.793	0.204	Valid

Based on Table 6, all six questionnaire items measuring Digital Marketing obtained calculated *r* values ranging from 0.759 to 0.797, which exceeded the critical *r* value of 0.204. These findings indicate that each statement item has a sufficient correlation with the overall Digital Marketing construct and adequately represents the variable being measured. Therefore,

all six questionnaire items were declared valid and considered appropriate for inclusion in the subsequent statistical analysis.

Table 7. *Validity Test of the Visit Decision Variable (Y)*

Item	Calculated r	Critical r	Decision
Y1	0.773	0.204	Valid
Y2	0.741	0.204	Valid
Y3	0.758	0.204	Valid
Y4	0.824	0.204	Valid
Y5	0.723	0.204	Valid
Y6	0.708	0.204	Valid

Based on Table 7, all six questionnaire items measuring the Visit Decision variable obtained calculated *r* values ranging from 0.708 to 0.824, exceeding the critical *r* value of 0.204. These results demonstrate that each item has a strong and adequate correlation with the overall Visit Decision construct. Therefore, all six items were declared valid and considered appropriate for measuring respondents' visit decisions toward Socrates Vegan Medan. Consequently, the items were retained and used in the subsequent statistical analysis to examine the factors influencing consumers' decisions to visit the restaurant.

Reliability Test

After the validity test, a reliability test was conducted to assess the internal consistency of the questionnaire items. Reliability was evaluated using Cronbach's Alpha, which measures the consistency of responses across items. A coefficient of 0.60 or higher was considered acceptable, indicating that the instrument demonstrated adequate reliability for further analysis.

Table 8. *Reliability Test Results*

Variable	Cronbach's Alpha	Number of Items	Cut-off	Decision
Cafe Atmosphere	0.856	8	0.60	Reliable
Digital Marketing	0.871	6	0.60	Reliable
Visit Decision	0.849	6	0.60	Reliable

Based on Table 8, all research variables obtained Cronbach's Alpha values exceeding the established cut-off value of 0.60. The *Cafe Atmosphere* variable obtained an Alpha value of 0.856, Digital Marketing obtained 0.871, and Visit Decision obtained 0.849. These results demonstrate that all measurement instruments satisfied the established reliability criterion. Therefore, the questionnaire items showed adequate internal consistency and were considered reliable for measuring the respective variables in the subsequent statistical analysis.

Classical Assumption Tests

Normality Test

The normality test was conducted using the One-Sample Kolmogorov–Smirnov test at a 5% significance level to determine whether the regression residuals followed a normal distribution. The residuals were considered normally distributed when the significance value exceeded 0.05, indicating that the normality assumption was satisfied.

Table 9. *Normality Test Results*

One-Sample Kolmogorov-Smirnov Test	Unstandardized Residual
N	93
Mean	0.0000000
Std. Deviation	405.979.826
Absolute	0.057
Positive	0.036

One-Sample Kolmogorov-Smirnov Test	Unstandardized Residual
Negative	-0.057
Test Statistic	0.057
Asymp. Sig. (2-tailed)	0.200

Based on Table 9, the One-Sample Kolmogorov-Smirnov test produced an Asymp. Sig. (2-tailed) value of 0.200, which is greater than the 0.05 significance level. This result indicates that the residual data are normally distributed. Therefore, the normality assumption required for the regression analysis was fulfilled, indicating that the residual distribution does not show a statistically significant deviation from normality.

Multicollinearity Test

The multicollinearity test was conducted to determine whether a strong linear relationship existed among the independent variables included in the regression model. The assessment was based on the Tolerance and Variance Inflation Factor (VIF) values. A model is generally considered free from multicollinearity when the Tolerance value exceeds 0.10 and the VIF value is below 10.

***Table 10**. Multicollinearity Test Results*

Variable	Tolerance	VIF
Cafe Atmosphere	0.981	1.020
Digital Marketing	0.981	1.020

Based on Table 10, both independent variables, namely *Cafe Atmosphere* and Digital Marketing, obtained a Tolerance value of 0.981 and a VIF value of 1.020. The Tolerance values are considerably above 0.10, while the VIF values remain well below 10. Therefore, the regression model does not exhibit multicollinearity, indicating that the independent variables do not have an excessive linear relationship with each other.

Heteroscedasticity Test

The heteroscedasticity test was conducted using a Scatterplot to examine whether the residual variance remained relatively constant across predicted values.

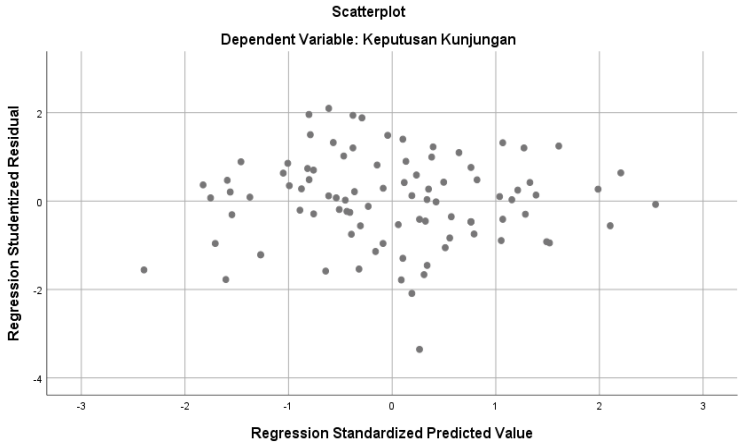

***Figure 1.** Results of the Heteroscedasticity Test*

Based on Figure 1, the residual points are distributed randomly above and below the zero value on the Y-axis and do not form a specific systematic pattern. The points do not show a funnel-shaped, wave-like, widening, or narrowing distribution. This pattern indicates that the residual variance tends to remain relatively constant across the predicted values. Therefore, the regression model does not indicate a heteroscedasticity problem. The absence of a clear

systematic pattern in the Scatterplot indicates that the homoscedasticity assumption is satisfied. Thus, the regression model can be considered appropriate for further analysis of the effects of *Cafe Atmosphere* and Digital Marketing on Visit Decision. The fulfillment of this assumption supports the reliability of the subsequent regression estimates and hypothesis testing.

Multiple Linear Regression Analysis

Multiple linear regression analysis was conducted to determine the direction and magnitude of the effects of the independent variables, namely *Cafe Atmosphere* (X1) and Digital Marketing (X2), on the dependent variable, Visit Decision (Y).

Table 11. *Multiple Linear Regression Analysis*

Model	B	Std. Error	Beta	t	Sig.
Constant	5.789	2.358	—	2.454	0.016
Cafe Atmosphere	0.252	0.073	0.314	3.454	0.001
Digital Marketing	0.360	0.088	0.372	4.084	0.000

Based on Table 11, the multiple linear regression equation can be formulated as follows:

$$Y = 5.789 + 0.252X_1 + 0.360X_2 + e$$

The equation indicates that the constant value of 5.789 represents the estimated Visit Decision when *Cafe Atmosphere* and Digital Marketing are assumed to remain at zero. The regression coefficient for *Cafe Atmosphere* is 0.252, indicating a positive relationship with Visit Decision. Meanwhile, Digital Marketing has a coefficient of 0.360, indicating that an increase in Digital Marketing is associated with an increase in Visit Decision, assuming the other independent variable remains constant. The positive coefficient for *Cafe Atmosphere* indicates that improvements in the perceived atmosphere of the restaurant are associated with higher Visit Decision scores. Similarly, the positive coefficient for Digital Marketing indicates that stronger digital marketing activities are associated with higher Visit Decision scores. Based on the standardized coefficients, Digital Marketing has a slightly stronger relative contribution than *Cafe Atmosphere*, with Beta values of 0.372 and 0.314, respectively.

Hypothesis Testing

Partial Test (t-Test)

The partial test was conducted to determine the individual effect of each independent variable on Visit Decision. The statistical test used a significance level of **0.05**. An independent variable was considered statistically significant when its significance value was below 0.05.

Table 12. *Partial Test Results (t-Test)*

Variable	B	Std. Error	Beta	t	Sig.
Constant	5.789	2.358	—	2.454	0.016
Cafe Atmosphere	0.252	0.073	0.314	3.454	0.001
Digital Marketing	0.360	0.088	0.372	4.084	0.000

Based on Table 12, *Cafe Atmosphere* (X1) obtained a t-value of 3.454 with a significance value of 0.001, which is below 0.05. Therefore, *Cafe Atmosphere* has a positive and significant effect on Visit Decision, supporting the corresponding hypothesis. Digital Marketing (X2) obtained a t-value of 4.084 with a significance value of 0.000, also below 0.05, indicating a positive and significant effect on Visit Decision. Thus, both partial hypotheses are supported. Furthermore, the standardized Beta coefficients show that *Cafe Atmosphere* has a Beta value of 0.314, whereas Digital Marketing has a Beta value of 0.372. Since the Beta coefficient of

Digital Marketing is higher, Digital Marketing can be identified as the independent variable with the stronger relative influence on Visit Decision in this model.

Simultaneous Test (F-Test)

The simultaneous test was conducted to determine whether *Cafe Atmosphere* and Digital Marketing jointly affect Visit Decision. The hypothesis was tested at a 5% significance level. The null hypothesis states that the independent variables do not jointly affect the dependent variable, whereas the alternative hypothesis states that the independent variables jointly have a significant effect on the dependent variable.

Table 13. *Simultaneous Test Results (F-Test)*

Model	Sum of Squares	df	Mean Square	F	Sig.
Regression	558.563	2	279.281	16.576	0.000
Residual	1,516.340	90	16.848	—	—
Total	2,074.903	92	—	—	—

Based on Table 13, the regression model produced an F-value of 16.576 with a significance value of 0.000. The significance value is lower than 0.05, indicating that *Cafe Atmosphere* and Digital Marketing jointly have a statistically significant effect on Visit Decision. Therefore, the null hypothesis is rejected and the alternative hypothesis is supported. These findings confirm that both independent variables collectively contribute to explaining variations in consumers' Visit Decision at Socrates Vegan Medan.

Coefficient of Determination (R^2)

The coefficient of determination was used to assess the extent to which the independent variables explain variation in the dependent variable. The analysis provides both the R Square and Adjusted R Square values, allowing the explanatory contribution of *Cafe Atmosphere* and Digital Marketing to Visit Decision to be evaluated.

Table 14. *Coefficient of Determination*

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	0.519	0.269	0.253	410.466

Based on Table 14, the model has an R Square value of 0.269, indicating that *Cafe Atmosphere* and Digital Marketing jointly explain 26.9% of the variation in Visit Decision. Meanwhile, the Adjusted R Square value of 0.253 indicates that after adjustment for the number of predictors and sample size, approximately 25.3% of the variation in Visit Decision can be explained by the two independent variables.

The remaining 74.7%, based on the Adjusted R Square value, is attributable to other factors not included in the model. These factors may include price, product quality, service quality, location, promotional activities, consumer preferences, and other variables that may influence consumers' decisions to visit Socrates Vegan Medan. Therefore, the findings indicate that although *Cafe Atmosphere* and Digital Marketing significantly influence Visit Decision, other factors also contribute substantially to consumers' visiting decisions.

Discussion

The Effect of Cafe Atmosphere on Visit Decisions

The results demonstrate that *cafe atmosphere* has a positive and significant effect on consumers' visit decisions at Socrates Vegan Medan. The calculated *t*-value of 3.066 is greater than the *t*-table value of 1.986, while the significance value of 0.003 is below 0.05.

These findings indicate that improvements in the atmosphere perceived by consumers are associated with higher visit decisions. Elements such as attractive interior design, comfortable spatial arrangements, cleanliness, appropriate lighting, aesthetic presentation, and an enjoyable ambience can create positive experiences that encourage consumers to choose Socrates Vegan Medan as a place to visit. The result suggests that the physical environment is not merely a supporting element of the cafe's operations but also constitutes an important stimulus in shaping consumers' behavioral responses.

The finding can be understood from the perspective that *cafe atmosphere* represents the physical and sensory characteristics experienced by consumers when entering and spending time in a cafe. A comfortable layout can facilitate consumer movement and interaction, while attractive visual elements can create a distinctive identity that differentiates one cafe from another. The atmosphere may also shape consumers' expectations before they consume the products offered. A cafe that successfully combines visual appeal, comfort, cleanliness, and a distinctive ambience can generate a more favorable perception and strengthen consumers' willingness to visit. This condition is particularly relevant to Socrates Vegan Medan because its cafe concept provides consumers with not only food and beverage products but also an experiential environment.

The empirical evidence strongly supports this finding. Research conducted at String Café Bandung found a strong positive relationship between *store atmosphere* and Generation Z's *visit intention*, with an *R* value of 0.871 and R^2 of 0.758. The study further demonstrated that layout, lighting, visual aesthetics, and ambient cues significantly influence consumers' behavioral intention to visit (Almaz & Suryawardani, 2025). The similarity between that finding and the present study indicates that consumers may evaluate a cafe not only based on its products but also through the overall physical experience provided. Socrates Vegan Medan should therefore maintain an attractive and comfortable atmosphere by continuously improving its interior design, spatial arrangement, cleanliness, lighting, and visual identity. Such improvements can strengthen the experiential value of the cafe and potentially encourage consumers to make repeat or future visits.

The Effect of Digital Marketing on Visit Decisions

The findings demonstrate that *digital marketing* has a positive and significant effect on consumers' visit decisions at Socrates Vegan Medan. The calculated *t*-value of 4.084 exceeds the *t*-table value of 1.986, while the significance value of 0.000 is below 0.05. The result indicates that more effective digital marketing activities are associated with stronger consumer decisions to visit the cafe. Instagram represents an important communication channel through which Socrates Vegan Medan can introduce its products, communicate promotional information, display the cafe atmosphere, and interact with potential consumers. Relevant content, consistent updates, attractive visual presentations, and positive audience engagement can increase awareness and stimulate consumer interest before they make an actual visit.

Digital marketing can influence the decision-making process by providing consumers with information that is easily accessible before visiting a cafe. Consumers can examine menu items, promotions, interior characteristics, customer activities, and other aspects of the cafe through social media content. This information may reduce uncertainty and allow consumers to form initial expectations regarding the experience they will receive. Instagram is particularly relevant because its visual characteristics allow businesses to communicate the physical appearance and identity of a cafe through photographs, videos, reels, stories, and other forms

of interactive content. Effective digital marketing can therefore bridge the gap between consumers' online experiences and their subsequent offline behavior.

Recent empirical evidence from Indonesia supports this interpretation. Research conducted at a Korean-themed cafe in Bandung found that both *user-generated content* (UGC) and *firm-generated content* (FGC) significantly influence *visit intention*. The study also found that UGC had a stronger influence on emotional connection, while both forms of digital content contributed to consumers' visit intention directly and indirectly through emotional connection. These findings demonstrate that digital content can function as a stimulus that shapes consumers' psychological responses and encourages behavioral intentions toward visiting a cafe (Nurwahidah et al., 2026). The finding is consistent with the present study because effective digital marketing can provide consumers with information, visual stimuli, and emotional impressions before they experience Socrates Vegan Medan directly. The company should therefore optimize Instagram by maintaining consistent content updates, presenting attractive and informative visual materials, highlighting its vegan concept and unique cafe atmosphere, and encouraging consumer interaction. These activities can strengthen digital engagement and potentially increase consumers' decisions to visit.

The Simultaneous Effect of Cafe Atmosphere and Digital Marketing on Visit Decisions

The findings demonstrate that *cafe atmosphere* and *digital marketing* simultaneously have a positive and significant effect on consumers' visit decisions at Socrates Vegan Medan. The calculated *F*-value of 16.576 is greater than the *F*-table value of 3.10, while the significance value of 0.000 is below 0.05. These results confirm that *cafe atmosphere* and *digital marketing* jointly contribute to consumers' decisions to visit Socrates Vegan Medan. The coefficient of determination (R^2) of 0.269 indicates that the two independent variables explain 26.9% of the variation in visit decisions, whereas the remaining 73.1% is attributable to other factors that are not included in the current research model. The result indicates that physical environmental characteristics and digital communication should be considered as complementary factors rather than isolated marketing elements.

The simultaneous influence can be explained through the different roles performed by the two variables throughout the consumer decision-making process. *Digital marketing* primarily functions before the visit by introducing the cafe, communicating its products and promotions, and presenting visual representations of the establishment. Consumers can form initial perceptions and expectations through Instagram content before deciding whether to visit. The *cafe atmosphere*, in contrast, becomes more influential when consumers experience the physical environment directly. A comfortable layout, attractive interior, appropriate lighting, cleanliness, and distinctive visual identity can confirm or strengthen the expectations created through digital content. The consistency between online representation and offline experience can therefore contribute to a more favorable consumer response.

Empirical research in Indonesia provides complementary evidence for this relationship. A study of String Café Bandung found that *store atmosphere* had a strong and significant effect on Generation Z's *visit intention*, demonstrating that physical and sensory elements such as layout, lighting, visual aesthetics, and ambient cues can shape consumers' intention to visit (Almaz & Suryawardani, 2025). Research at a Korean-themed cafe in Bandung further found that UGC and FGC significantly influence *visit intention*, demonstrating the importance of digital content in shaping consumers' responses toward a cafe (Nurwahidah et al., 2026). These findings provide complementary support for the present result, although the previous studies examined the respective effects of physical atmosphere and digital content rather than

the exact simultaneous regression model used in this research. The present study extends this evidence by demonstrating that *cafe atmosphere* and *digital marketing* jointly influence visit decisions at Socrates Vegan Medan. The relatively modest R^2 also indicates that additional factors may contribute substantially to visit decisions. Socrates Vegan Medan should consequently integrate attractive physical experiences with consistent digital communication while future research considers other relevant determinants of consumer visits.

Conclusion

The study concludes that *cafe atmosphere* and *digital marketing* significantly influence visit decisions at Socrates Vegan Medan, both partially and simultaneously. *Cafe atmosphere* has a positive and significant effect, indicating that attractive exterior and interior design, comfortable layouts, cleanliness, and aesthetic elements can encourage consumers to visit. *Digital marketing* also has a positive and significant effect, demonstrating that relevant, attractive, and consistently updated Instagram content can strengthen consumers' decisions to visit. Simultaneously, both variables significantly affect visit decisions, with an R Square of 0.269, indicating that they explain 26.9% of the variation in visit decisions, while the remaining 73.1% is attributable to other factors beyond the scope of this study.

These findings contribute empirical evidence to marketing research by demonstrating that physical cafe experiences and digital communication can function as complementary factors in shaping consumer visit decisions. For Socrates Vegan Medan, maintaining a comfortable and aesthetically appealing atmosphere while optimizing Instagram content, menu information, promotional communication, and audience engagement is recommended. The study is limited to consumers associated with Socrates Vegan Medan and examines only *cafe atmosphere* and *digital marketing*, so the findings should not be generalized to all cafes or consumer groups. Future studies are encouraged to include other relevant variables, such as service quality, product quality, price, location, brand image, and customer satisfaction, while involving larger and more diverse samples and different research settings or methodological approaches. Such extensions may provide a more comprehensive understanding of the factors influencing consumer visit decisions in the culinary industry.

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