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The Influence of Social Media Marketing, Electronic Word of Mouth, and Store Atmosphere on Consumer Purchase Decisions at The Hidden Swargi Coffee Shop in Surakarta

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Abstract

The urgency of this study lies in the need to understand how social media marketing, electronic word of mouth, and store atmosphere shape consumer purchase decisions amid increasingly competitive coffee shop businesses in Surakarta. This study aims to analyze the influence of Social Media Marketing, Electronic Word of Mouth (E-WOM), and Store atmosphere on Purchase Decision at The Hidden Swargi Coffee Shop in Surakarta. Data were collected through questionnaires distributed to the respondents. The sample consisted of 100 consumers of The Hidden Swargi Coffee Shop in Surakarta selected using a purposive sampling technique. The analytical methods used in this study included instrument testing, classical assumption tests, multiple linear regression analysis, t-test, F-test (model feasibility test), and the coefficient of determination (R^2). The results showed that Social media marketing had a positive and significant effect on Purchase Decision at The Hidden Swargi Coffee Shop in Surakarta with a significance value of 0.000 < 0.05, Electronic Word of Mouth (E-Wom) had a positive and significant effect on Purchase Decision with a significance value of 0.000 < 0.05, and Store atmosphere had a positive and significant effect on Purchase Decision with a significance value of 0.000 < 0.05. The F-test indicated that Social Media Marketing, Electronic Word of Mouth (EWOM), and Store atmosphere simultaneously had a significant effect on Purchase Decision with a significance value of 0.000 < 0.05. The coefficient of determination (Adjusted R^2) was 0.512, indicating that 51.2% of the variation in Purchase Decision could be explained by the three independent variables, while the remaining 48.8% was influenced by other variables outside the scope of this study.

Keywords: *Social Media Marketing, Electronic Word Of Mouth (E-Wom), Store Atmosphere, Purchase Decision.*

Introduction

Indonesia is one of the world's major coffee-producing countries. The growth of coffee production is accompanied by increasing consumer demand, indicating that coffee consumption in Indonesia and globally has continued to expand substantially. This development has created attractive opportunities for coffee-shop businesses, while simultaneously intensifying competition among operators. Coffee shops are increasingly regarded as promising business opportunities capable of generating substantial returns, particularly in the contemporary market. However, rapid business development and increasingly intense competition require entrepreneurs to continuously adapt and provide high-quality customer service. In this environment, innovation is no longer optional but an essential condition for maintaining competitiveness. Recent empirical evidence from Indonesian coffee-shop research indicates that the physical and experiential environment is important in shaping purchasing decisions (Elhuria et al., 2026).

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Store atmosphere, for example, has been shown to positively and significantly influence purchase decisions among coffee-shop consumers, demonstrating that consumers respond not only to the product itself but also to the environment surrounding the purchase (Kamila et al., 2024). Similar evidence indicates that store atmosphere can function as an important stimulus in the purchase process, because consumers evaluate spatial design, comfort, layout, and other environmental cues when deciding whether to purchase (Kurniawan et al., 2022; Hanaysha, 2022). The importance of atmosphere is also supported by evidence that consumers' emotional responses can form an intervening mechanism through which store atmosphere affects purchase decisions (Dewobroto & Wijaya, 2022). These findings are relevant to the changing lifestyle of Indonesian coffee consumers, for whom coffee consumption is no longer merely a beverage-related activity but has increasingly become part of lifestyle and social interaction.

Coffee shops therefore compete by creating experiences that combine product quality, service, atmosphere, and digital communication. The growing importance of experiential consumption is especially visible in Surakarta, where numerous coffee shops compete through distinctive concepts, including industrial, aesthetic, and Instagram-oriented environments. Within this competitive setting, The Hidden Swargi, located at Jl. Jageran No.1 RT.03, RW.04, Ketelan, Banjarsari District, Surakarta City, offers a contrasting concept through a quiet, shady, and green setting inside a narrow alley. Its hidden location does not appear to reduce consumer interest; instead, the surrounding trees, cool atmosphere, spacious interior, and photo-friendly areas constitute distinctive experiential attributes. Such characteristics make The Hidden Swargi an appropriate empirical setting for examining how marketing communication and the physical environment jointly shape consumers' purchase decisions. The issue is therefore not simply whether coffee consumption is growing, but whether a distinctive coffee-shop concept can translate consumer attention and experience into actual purchasing decisions amid increasingly competitive market conditions.

One important mechanism through which coffee shops communicate value and stimulate consumer responses is social media marketing. The Hidden Swargi actively uses Instagram through the account @thehiddenswargi.coffee to present its products, atmosphere, and brand identity. In contemporary digital environments, social media marketing enables firms to distribute visual and interactive content that can shape consumer awareness and facilitate purchasing decisions. Evidence from Indonesian MSMEs demonstrates that several social media marketing dimensions, particularly customization, interaction, and trendiness, have positive and significant effects on purchase decisions, although entertainment does not necessarily produce a significant effect (Negara, 2024). This finding suggests that merely producing social-media content is insufficient; the relevance, interaction quality, and timeliness of content may determine whether social media activity translates into consumer decisions. Similar evidence from an Indonesian online bakery shows that social media marketing has a significant positive influence on purchase decisions and that brand awareness can mediate this relationship (Angelyn & Kodrat, 2021).

Empirical results are not uniformly positive. Research on Indonesian airplane e-ticket purchases found that social media marketing through Instagram did not significantly affect purchase decisions directly, although trust altered the relationship between social media marketing and purchase decisions (Setiawan et al., 2024). This inconsistency is particularly relevant to The Hidden Swargi because observations of @thehiddenswargi.coffee indicate substantial variation in the number of views received by its Reels content: some posts attract tens of thousands of views, whereas others receive only several thousand. The fluctuation suggests that the effectiveness of social media marketing in capturing audience attention is not

consistent and may have different consequences for actual purchase decisions. A second relevant factor is electronic word of mouth.

Consumer-generated reviews, photographs, videos, and recommendations distributed through digital platforms can provide prospective consumers with information that reduces uncertainty and shapes their evaluation of products and services. In the Indonesian context, research examining e-WOM and social media marketing simultaneously found that both variables can contribute to purchase decisions, including through product quality as a mediating mechanism (Suharyanto & Rahman, 2022; Ismagilova et al., 2020). Research on Shopee consumers likewise reports that e-WOM has a positive and significant influence on purchase decisions, indicating that online consumer-generated information can become an important consideration in the purchasing process (Nazura et al., 2025). These findings are directly relevant to the Google Maps reviews of The Hidden Swargi, where consumers provide both positive and negative evaluations.

Positive comments describe enjoyable coffee and food, comfortable surroundings, responsive service, and recommendations, whereas negative comments mention unfriendly cashier service, pressure during ordering, parking difficulties, and other inconveniences (Dewi & Thalib, 2026). Thus, e-WOM surrounding The Hidden Swargi may strengthen trust and purchase consideration when reviews are favorable but may also weaken consumer confidence when negative experiences are emphasized. Together, the literature and the observed digital environment indicate that social media marketing and e-WOM represent two distinct but interconnected information-based mechanisms that may influence purchase decisions, while their effectiveness may depend on content characteristics, consumer perceptions, and contextual conditions.

Store atmosphere constitutes the third factor examined in this study because the consumption experience at a coffee shop is strongly connected to the environment in which purchasing occurs. The Hidden Swargi deliberately differentiates itself through a green and shaded setting, a quiet and cool ambience, indoor and outdoor areas, attractive photo spots, and a home-like impression despite its location inside a narrow alley. Consumer reviews on Google Maps in 2025 reflect these characteristics. Rafi Naufal Ahnafi noted that the car parking area is located along the roadside because of the alley location, while Raden Denta I.G. described the hidden location as a distinctive attraction. Tri Kurniawan Darmoko emphasized the many trees, cool surroundings, quiet environment, and suitability for working from the coffee shop, whereas Thomas Arya highlighted the shady and comfortable setting as well as friendly barista recommendations.

Empirical evidence supports the relevance of these environmental characteristics. Research on Hero Supermarket in Sidoarjo found that store atmosphere significantly affects consumer purchase decisions, indicating that the physical retail environment can contribute to consumers' willingness to select a product or store (Fanani & Indayani, 2022). Research involving KKV Store consumers in Surabaya similarly demonstrated that store atmosphere contributes to purchase decisions, although the study also considered visual merchandise and hedonic orientation, suggesting that environmental stimuli operate within a broader experiential consumption process (Susanto & Adiwijaya, 2023). Research on Chirurgie Cafe and Books Medan, for example, reported that not every individual atmosphere dimension significantly affected purchase decisions, even though the atmosphere variables jointly contributed to the purchasing outcome (Sembiring, 2021).

Evidence from Kiroro Bakery likewise links store atmosphere with purchase decisions, showing that environmental considerations remain relevant even when product quality and word of mouth are examined alongside atmosphere (Fauzen & Sari, 2023). Similarly, evidence from Samsung consumers indicates that atmosphere can affect purchase decisions within a complex model involving brand image and an intervening buying variable, suggesting that the influence of atmosphere may depend on the product category and psychological mechanisms involved (Solihin et al., 2021). Research on café consumers in Indonesia also indicates that advertising and store atmosphere can have positive and significant effects on purchase decisions, reinforcing the relevance of atmospheric cues in food-and-beverage contexts (Putra & Sabillah, 2022). These variations demonstrate an important theoretical and empirical issue: although social media marketing, e-WOM, and store atmosphere are frequently associated with consumer purchase decisions, their effects may differ across products, business formats, consumer characteristics, and research contexts.

The literature therefore provides strong support for examining the three variables, but it does not establish a uniform conclusion for coffee-shop consumers in Surakarta. This is important for The Hidden Swargi because its physical location, distinctive atmosphere, fluctuating social-media engagement, and mixed consumer reviews create a context that differs from conventional cafés and from many retail or online-shopping settings. The coexistence of positive experiential evaluations and practical complaints further indicates that consumer decisions may emerge from a complex assessment of digital information and physical experience rather than from a single marketing stimulus. Taken together, the literature reveals a research gap that justifies an investigation of The Hidden Swargi.

First, previous studies have produced inconsistent evidence regarding social media marketing and purchase decisions. Indonesian evidence shows positive effects in some contexts, whereas other findings indicate that social media marketing may have no direct significant effect when trust or other mechanisms are considered. Second, e-WOM has generally been recognized as an important source of consumer information, but its influence can vary according to message characteristics, context, and the way consumers process online information. International evidence shows that e-WOM can influence consumers' purchase-related responses through factors such as perceived diagnosticity and perceived value, but the effect is not necessarily identical across product types (Li et al., 2023).

A meta-analysis of 69 studies likewise identified substantial variation in the relative effectiveness of different e-WOM characteristics, including argument quality, valence, usefulness, credibility, and trust in the message, demonstrating that e-WOM is a multidimensional phenomenon rather than a uniformly positive stimulus (Ismagilova et al., 2020). Third, the role of digital and interpersonal information has changed across market conditions. Evidence based on 12,000 respondents found that the influence of word of mouth on purchase decisions decreased after the COVID-19 pandemic, whereas the influence of social media advertising increased, with the pattern also varying across product types (Byun et al., 2023). These findings indicate that consumer decision-making is context-dependent and that conclusions obtained from e-commerce, retail stores, airlines, fast-food businesses, or other product categories cannot automatically be transferred to a distinctive coffee-shop setting.

The research question addressed in this study is: do social media marketing, electronic word of mouth, and store atmosphere significantly influence consumers' purchase decisions at The Hidden Swargi Coffee Shop in Surakarta? The study aims to analyze the significance of the influence of social media marketing on purchase decisions, examine the significance of e-WOM

on purchase decisions, and determine the significance of store atmosphere on purchase decisions.

The research seeks to provide managerial insight for The Hidden Swargi in evaluating its social media marketing, e-WOM, and store atmosphere strategies and identifying factors that most strongly influence consumers when making purchases. Its novelty lies in integrating these three determinants within one model in the context of an independent coffee shop whose selling proposition is built around a hidden, shaded, quiet, and Instagram-friendly location in Surakarta. Unlike studies that focus separately on digital marketing, online reviews, atmosphere, retail stores, e-commerce platforms, or other coffee-shop contexts, this research examines how social media marketing, e-WOM, and store atmosphere operate simultaneously in explaining consumer purchase decisions at The Hidden Swargi. The study therefore responds to the inconsistency in prior findings while retaining the local and experiential characteristics of the research object. Its contribution is both contextual and practical: contextually, it extends evidence on consumer purchase decisions to a coffee-shop environment in Surakarta; practically, it provides a basis for management to improve digital content, manage consumer-generated reviews, and maintain atmospheric attributes that are relevant to purchasing behavior.

Method

This study employed a quantitative research design to examine the influence of social media marketing, electronic word of mouth (E-WOM), and store atmosphere on consumers' purchase decisions at The Hidden Swargi coffee shop in Surakarta. The research setting was selected based on direct observations indicating that The Hidden Swargi has a distinctive coffee shop concept, characterized by its hidden location within a narrow alley and its cool, green, and shaded atmosphere. The study focused on consumers who had visited the coffee shop and therefore had direct experience relevant to evaluating the variables examined.

The study used primary quantitative data collected directly from consumers of The Hidden Swargi in Surakarta. The population comprised all consumers who had visited The Hidden Swargi, with the exact population size unknown and therefore treated as unlimited. Because the population size could not be determined precisely, the sample size was calculated using the Lemeshow formula with a 95% confidence level and a 10% sampling error. The calculation resulted in 96.04 respondents, which was rounded to 100 respondents. Thus, the final sample consisted of 100 consumers of The Hidden Swargi in Surakarta.

Respondents were selected using purposive sampling based on predetermined criteria. Eligible respondents were consumers who had visited The Hidden Swargi at least once during the previous three months, were at least 17 years old, and were willing to complete the questionnaire honestly and completely. The questionnaire was administered directly to eligible respondents and served as the primary data collection instrument. Observation and interviews were used only as supporting data collection techniques to provide contextual information about the research setting and the characteristics of The Hidden Swargi; they were not used as the primary source of quantitative data.

Data were collected using a structured questionnaire measured on a five-point Likert scale ranging from 1 to 5, where 1 = strongly disagree, 2 = disagree, 3 = neutral, 4 = agree, and 5 = strongly agree. The questionnaire measured four variables: social media marketing, E-WOM, store atmosphere, and purchase decision. Social media marketing was measured through three indicators: keyword use in content, attractiveness of content, and posting frequency/traffic. E-WOM was measured through intensity, valence of opinion, and content. Store atmosphere was

measured through layout, sound/music, smell/aroma, and building design. Purchase decision was measured through seven indicators: menu choice, product classification, strategic sales location, good service, salesperson capability, advertising and promotion, and purchase transaction.

Before the main analysis, the questionnaire instrument was evaluated for validity and reliability. Item validity was tested using the Pearson Product-Moment correlation, with an item considered valid when its p-value was ≤ 0.05. Reliability was assessed using Cronbach's Alpha, with a coefficient greater than 0.60 indicating acceptable internal consistency. The data analysis was conducted using descriptive and inferential statistical techniques. Descriptive statistics were used to summarize respondent characteristics and responses to the questionnaire, including the minimum, maximum, mean, and standard deviation. The mean scores were interpreted using five categories based on an interval width of 0.80: 1.00–1.80 (very low), 1.81–2.60 (low), 2.61–3.40 (moderately low), 3.41–4.20 (high), and 4.21–5.00 (very high).

Multiple linear regression was employed to examine the simultaneous and partial effects of social media marketing, E-WOM, and store atmosphere on purchase decisions. Prior to regression analysis, the classical assumptions were assessed through normality, multicollinearity, heteroscedasticity, and autocorrelation tests. Normality was examined using the Kolmogorov–Smirnov test, with a p-value > 0.05 indicating normally distributed residuals. Multicollinearity was assessed using tolerance and Variance Inflation Factor (VIF), with tolerance > 0.10 and VIF < 10 indicating the absence of multicollinearity. Heteroscedasticity was examined using the Glejser test, where a p-value ≥ 0.05 indicated no heteroscedasticity. Autocorrelation was assessed using the Runs Test, with a p-value ≥ 0.05 indicating that the residuals were random and not autocorrelated.

To examine the partial and simultaneous effects of social media marketing, E-WOM, and store atmosphere on purchase decisions, multiple linear regression was employed using the following model:

$$\mathrm{Y} = \mathrm{a} + \mathrm{b}_1\mathrm{X}_1 + \mathrm{b}_2\mathrm{X}_2 + \mathrm{b}_3\mathrm{X}_3 + \mathrm{e}$$

where Yrepresents purchase decision, a is the constant, b_1, b_2, and $b_3$are the regression coefficients, X_1represents social media marketing, X_2represents E-WOM, X_3represents store atmosphere, and $e$represents the error term.

Hypothesis testing was conducted using the t-test and F-test at a significance level of 0.05. The t-test was used to assess the partial effect of each independent variable social media marketing, E-WOM, and store atmosphere on purchase decisions. A p-value < 0.05 indicated a statistically significant partial effect, whereas a p-value ≥ 0.05 indicated no statistically significant effect. The F-test was used to evaluate the simultaneous effect of the three independent variables on purchase decisions, with a p-value < 0.05 indicating that the regression model was statistically significant. Finally, the coefficient of determination (Adjusted R^2) was used to assess the proportion of variation in purchase decisions that could be explained jointly by social media marketing, E-WOM, and store atmosphere.

Results

Research Object and Instrument Testing

The research was conducted at The Hidden Swargi Coffee Shop, located at Jl. Jageran No. 1 RT. 03, RW. 04, Ketelan, Banjarsari District, Surakarta. The coffee shop features a shaded and quiet setting within a small alley surrounded by trees, with indoor and outdoor seating areas and a photo studio. Its menu includes various coffee and non-coffee products, including manual brew options such as V60 and its signature "Kastara" menu. In its marketing activities, The Hidden Swargi utilizes Instagram through the account @thehiddenswargi.coffee, while customer reviews and ratings on Google Maps provide additional information for potential consumers.

The research instrument consisted of 17 statements, comprising three items for social media marketing (X1), three items for E-WOM (X2), four items for store atmosphere (X3), and seven items for purchase decisions (Y). The validity and reliability results are presented below.

Table 1. *Validity Test Results*

Variable	Item	ρ-value	α	Decision
Social Media Marketing (X1)	X1.1	0.000	0.05	Valid
	X1.2	0.000	0.05	Valid
	X1.3	0.000	0.05	Valid
E-WOM (X2)	X2.1	0.000	0.05	Valid
	X2.2	0.000	0.05	Valid
	X2.3	0.000	0.05	Valid
Store Atmosphere (X3)	X3.1	0.000	0.05	Valid
	X3.2	0.000	0.05	Valid
	X3.3	0.000	0.05	Valid
	X3.4	0.000	0.05	Valid
Purchase Decision (Y)	Y.1	0.000	0.05	Valid
	Y.2	0.000	0.05	Valid
	Y.3	0.000	0.05	Valid
	Y.4	0.000	0.05	Valid
	Y.5	0.000	0.05	Valid
	Y.6	0.000	0.05	Valid
	Y.7	0.000	0.05	Valid

Table 1 shows that all 17 questionnaire items obtained a ρ-value of 0.000, which is below the significance level of 0.05. The three items measuring social media marketing, three items measuring E-WOM, four items measuring store atmosphere, and seven items measuring purchase decisions were therefore classified as valid. Thus, all statements included in the research instrument met the reported validity criterion.

Table 2. *Reliability Test Results*

Variable	Cronbach's Alpha	Critical Value	Decision
Social Media Marketing (X1)	0.839	0.60	Reliable
E-WOM (X2)	0.826	0.60	Reliable
Store Atmosphere (X3)	0.859	0.60	Reliable
Purchase Decision (Y)	0.920	0.60	Reliable

Table 2 indicates that the Cronbach's Alpha values were 0.839 for social media marketing, 0.826 for E-WOM, 0.859 for store atmosphere, and 0.920 for purchase decisions. All coefficients exceeded the critical value of 0.60. Accordingly, all four research variables were classified as reliable based on the reported reliability criterion.

Classical Assumption Tests

The classical assumption tests comprised multicollinearity, autocorrelation, heteroskedasticity, and normality tests. The results are presented in Tables 3–6.

Table 3. *Multicollinearity Test Results*

Independent Variable	Tolerance	VIF
Social Media Marketing (X1)	0.976	1.024
E-WOM (X2)	0.978	1.022
Store Atmosphere (X3)	0.956	1.046

Dependent Variable: Purchase Decision

Table 3 shows that the tolerance values for social media marketing, E-WOM, and store atmosphere were 0.976, 0.978, and 0.956, respectively. All tolerance values exceeded 0.10. The corresponding VIF values were 1.024, 1.022, and 1.046, respectively, all of which were below 10. Based on these results, the regression model did not indicate multicollinearity among the independent variables.

Table 4. *Autocorrelation Test Results Using Runs Test*

Statistic	Value
Test Value	0.43048
Cases < Test Value	50
Cases ≥ Test Value	50
Total Cases	100
Number of Runs	50
Z	-0.201
Asymp. Sig. (2-tailed)	0.841

Table 4 presents the Runs Test results for the unstandardized residuals. The test value was 0.43048, with 50 cases below the test value and 50 cases equal to or above the test value, resulting in 100 total cases and 50 runs. The Z value was -0.201, while the Asymp. Sig. (2-tailed) value was 0.841. The reported significance value exceeded 0.05, indicating no autocorrelation.

Table 5. *Heteroskedasticity Test Results*

Variable	B	Std. Error	Beta	t	Sig.
Constant	3.213	1.785	—	1.800	0.075
Social Media Marketing (X1)	-0.017	0.102	-0.017	-0.165	0.869
E-WOM (X2)	-0.053	0.103	-0.054	-0.521	0.603
Store Atmosphere (X3)	0.022	0.083	0.027	0.261	0.795

Dependent Variable: ABS_RES

Table 5 shows the Glejser test results. The significance values for social media marketing, E-WOM, and store atmosphere were 0.869, 0.603, and 0.795, respectively. Each value was greater than 0.05. The corresponding regression coefficients were -0.017, -0.053, and 0.022, with t-values of -0.165, -0.521, and 0.261, respectively. Based on the reported significance values, the regression model did not indicate heteroskedasticity.

Table 6*. Normality Test Results*

Statistic	Value
N	100
Mean	0.0000000
Std. Deviation	3.64585602
Absolute Difference	0.110
Positive Difference	0.072
Negative Difference	-0.110
Test Statistic	0.110
Asymp. Sig. (2-tailed)	0.005
Monte Carlo Sig. (2-tailed)	0.160
99% CI Lower Bound	0.151
99% CI Upper Bound	0.170

Table 6 presents the Kolmogorov–Smirnov normality test for 100 unstandardized residuals. The mean residual was 0.0000000 with a standard deviation of 3.64585602, and the test statistic was 0.110. The Asymp. Sig. (2-tailed) value was 0.005, while the Monte Carlo significance value was 0.160, with a 99% confidence interval ranging from 0.151 to 0.170. Based on the reported Monte Carlo significance value, the residuals met the normality criterion.

Respondent Characteristics

The study involved 100 respondents who had visited The Hidden Swargi Coffee Shop. Their characteristics are presented in Table 7.

***Table 7**. Respondent Characteristics*

Characteristic	Category	Frequency	Percentage (%)
Gender	Male	41	41.0
	Female	59	59.0
Age	17–22 years	32	32.0
	23–28 years	36	36.0
	29–35 years	22	22.0
	36–42 years	7	7.0
	>45 years	3	3.0
Domicile	Surakarta	70	70.0
	Outside Surakarta	30	30.0
Income/Allowance	< Rp 1,000,000	25	25.0
	Rp 1,000,000–Rp 3,000,000	55	55.0
	> Rp 3,000,000	20	20.0
Occupation	Student	41	41.0
	Private Employee	34	34.0
	Entrepreneur	25	25.0
Education	Junior High School	4	4.0
	Senior High School	37	37.0
	Diploma (D3)	11	11.0
	Bachelor's Degree (S1)	39	39.0
	Master's Degree (S2)	9	9.0
Visit Frequency	Ever visited	100	100.0

Table 7 shows that 59 respondents (59.0%) were female and 41 (41.0%) were male. The largest age group was 23–28 years, comprising 36 respondents (36.0%). Most respondents were domiciled in Surakarta (70.0%), had income or allowances of Rp 1,000,000–Rp 3,000,000 (55.0%), and were students (41.0%). In terms of education, 39 respondents (39.0%) held a bachelor's degree. All 100 respondents had visited the coffee shop.

Descriptive Statistics of Research Variables

The descriptive analysis examined respondents' assessments of social media marketing, E-WOM, store atmosphere, and purchase decisions. The results are presented in Tables 8–11.

***Table 8.** Descriptive Results of Social Media Marketing (X1)*

No.	Statement	Mean
1	The descriptions used in social media posts help me understand information about The Hidden Swargi Coffee Shop's products.	3.73
2	The displayed content makes me interested in learning more about The Hidden Swargi Coffee Shop's products.	3.68
3	The amount of interaction on social media posts makes me interested in following The Hidden Swargi Coffee Shop's social media account.	3.68
	Mean	3.70

Table 8 shows an overall mean score of 3.70 for social media marketing, categorized as good. The highest mean score was 3.73 for the statement concerning descriptions in social media posts that help respondents understand product information. The two lowest mean scores were both 3.68, recorded for the statements concerning the attractiveness of displayed content and the amount of interaction on social media posts that encourages respondents to follow the account.

Table 9. *Descriptive Results of E-WOM (X2)*

No.	Statement	Mean
1	The number of consumer reviews on social media makes information about products or services easier to find.	3.55
2	Other consumers' opinions on social media influence my decision when choosing menus or services.	3.57
3	Social media content makes it easier for me to learn about the features or advantages of The Hidden Swargi Coffee Shop's menus or services.	3.54
	Mean	3.55

Table 9 indicates an overall mean score of 3.55 for E-WOM, categorized as good. The highest mean score was 3.57 for the statement concerning the influence of other consumers' opinions when choosing menus or services. The lowest mean score was 3.54 for the statement concerning the role of social media content in providing information about menu or service features and advantages. The remaining item obtained a mean score of 3.55.

Table 10*. Descriptive Results of Store Atmosphere (X3)*

No.	Statement	Mean
1	The layout of The Hidden Swargi Coffee Shop makes it convenient for visitors to move around comfortably.	3.61
2	The music played at The Hidden Swargi Coffee Shop sounds comfortable to visitors.	3.63
3	The aroma at The Hidden Swargi Coffee Shop feels comfortable and pleasant.	3.69
4	The building design of The Hidden Swargi Coffee Shop makes the place look unique and attractive to visit.	3.62
	Mean	3.64

Table 10 shows an overall mean score of 3.64 for store atmosphere, categorized as good. The highest mean score was 3.69 for the statement concerning the pleasant and comfortable aroma at The Hidden Swargi Coffee Shop. The lowest mean score was 3.61 for the statement concerning the layout and ease of movement within the coffee shop. The other two statements obtained mean scores of 3.63 for music and 3.62 for building design.

Table 11*. Descriptive Results of Purchase Decisions (Y)*

No.	Statement	Mean
1	The menu choices available at The Hidden Swargi Coffee Shop suit my preferences.	3.73
2	The menus at The Hidden Swargi Coffee Shop are clearly grouped (e.g., coffee, non-coffee, food).	3.75
3	The location of The Hidden Swargi Coffee Shop is easily accessible to consumers.	3.75
4	The service provided by employees of The Hidden Swargi Coffee Shop is friendly to customers.	3.72
5	The employees of The Hidden Swargi Coffee Shop are able to explain the products well.	3.73
6	Promotional information from The Hidden Swargi Coffee Shop makes me interested in purchasing its products.	3.73
7	The payment process at The Hidden Swargi Coffee Shop is easy and fast.	3.74
	Mean	3.74

Table 11 shows an overall mean score of 3.74 for purchase decisions, categorized as high. The highest mean scores were 3.75 for menu grouping and location accessibility. The lowest mean score was 3.72 for the statement concerning the friendliness of employee service. The

remaining statements obtained mean scores ranging from 3.73 to 3.74, covering menu suitability, employees' product knowledge, promotional information, and payment convenience.

Multiple Linear Regression Analysis

Multiple linear regression was conducted to examine the relationship between social media marketing (X1), E-WOM (X2), store atmosphere (X3), and purchase decisions (Y). The regression results are presented in Table 12.

Table 12. *Multiple Linear Regression Results*

Model	B	Std. Error	Beta	t	Sig.
Constant	-2.211	2.773	—	-0.798	0.427
Social Media Marketing (X1)	0.928	0.159	0.415	5.840	0.000
E-WOM (X2)	0.841	0.159	0.375	5.281	0.000
Store Atmosphere (X3)	0.626	0.130	0.347	4.830	0.000

Dependent Variable: Purchase Decision

Table 12 shows a constant of -2.211, with regression coefficients of 0.928 for social media marketing, 0.841 for E-WOM, and 0.626 for store atmosphere. The corresponding standardized beta coefficients were 0.415, 0.375, and 0.347. The t-values were 5.840, 5.281, and 4.830, respectively, with all significance values at 0.000. The resulting regression equation is $\mathrm{Y} = -2.211 + 0.928\mathrm{X1} + 0.841\mathrm{X2} + 0.626\mathrm{X3} + \mathrm{e}$.

Hypothesis Testing

The partial and simultaneous hypothesis tests were conducted using the t-test and F-test, respectively.

Table 13. *Partial t-Test Results*

Variable	B	Std. Error	Beta	t	Sig.	Decision
Social Media Marketing (X1)	0.928	0.159	0.415	5.840	0.000	H1 supported
E-WOM (X2)	0.841	0.159	0.375	5.281	0.000	H2 supported
Store Atmosphere (X3)	0.626	0.130	0.347	4.830	0.000	H3 supported

Table 13 shows that social media marketing had a t-value of 5.840 with a significance value of 0.000, E-WOM had a t-value of 5.281 with a significance value of 0.000, and store atmosphere had a t-value of 4.830 with a significance value of 0.000. All three significance values were below 0.05. Accordingly, H0 was rejected and Ha was accepted for each independent variable, indicating significant effects of social media marketing, E-WOM, and store atmosphere on purchase decisions.

Table 14*. Simultaneous F-Test Results*

Model	Sum of Squares	df	Mean Square	F	Sig.
Regression	1462.816	3	487.605	35.572	0.000
Residual	1315.934	96	13.708	—	—
Total	2778.750	99	—	—	—

Dependent Variable: Purchase Decision
Predictors: Constant, Store Atmosphere, E-WOM, Social Media Marketing

Table 14 presents the ANOVA results for the regression model. The regression sum of squares was 1462.816 with 3 degrees of freedom and a mean square of 487.605, while the residual sum of squares was 1315.934 with 96 degrees of freedom and a mean square of 13.708. The resulting F-value was 35.572 with a significance value of 0.000, which was below 0.05. Thus, H0 was rejected and Ha was accepted.

Coefficient of Determination

The coefficient of determination was used to assess the explanatory capacity of the regression model.

***Table 15**. Coefficient of Determination*

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	0.726	0.526	0.512	3.702

Predictors: Constant, Store Atmosphere, E-WOM, Social Media Marketing
Dependent Variable: Purchase Decision

Table 15 shows an R value of 0.726, an R Square value of 0.526, an Adjusted R Square value of 0.512, and a standard error of the estimate of 3.702. Based on the reported Adjusted R Square, the three independent variables jointly account for 51.2% of the variation in purchase decisions. The remaining 48.8% is accounted for by factors outside the research model.

Discussion

The Effect of Social Media Marketing on Purchase Decisions

The results indicate that social media marketing has a positive and significant effect on consumers' purchase decisions at The Hidden Swargi Coffee Shop in Surakarta. The regression coefficient was 0.928, with a standardized coefficient of β = 0.415, a t-value of 5.840, and a significance value of 0.000. Because the significance value was below 0.05, H1 was supported. The positive regression coefficient indicates that higher social media marketing scores were associated with higher purchase-decision scores. This finding indicates that social media marketing constitutes an important component of the purchase-decision process among consumers of The Hidden Swargi. The descriptive analysis showed that social media marketing obtained a mean score of 3.70, categorized as good. The highest mean score was 3.73 for the statement that descriptions in social media posts helped respondents understand information about the products. Meanwhile, the statements concerning content attractiveness and interaction on social media posts each obtained a mean score of 3.68. These results indicate that respondents assessed the information, content, and interaction dimensions of the coffee shop's social media marketing positively.

The finding is consistent with previous research conducted in the coffee-shop industry, which found that social media marketing had a positive and significant effect on purchasing decisions. The study of coffee shops in Denpasar reported that social media marketing significantly influenced purchasing decisions, while brand awareness and customer engagement also played mediating roles in the relationship (Antari et al., 2025). This result is also consistent with the role of social media marketing as a channel through which businesses communicate product information and engage consumers during the decision-making process. At The Hidden Swargi, the finding suggests that the information and content communicated through social media are associated with consumers' purchase decisions. The relatively high mean score for product descriptions indicates that providing understandable product information was the most highly assessed aspect of social media marketing. At the same time, the lower but still good scores for content attractiveness and social media interaction indicate areas that remain relevant to the overall assessment of the variable.

The Effect of E-WOM on Purchase Decisions

The results demonstrate that E-WOM has a positive and significant effect on consumers' purchase decisions at The Hidden Swargi Coffee Shop. The regression coefficient was 0.841, with a standardized coefficient of β = 0.375, a t-value of 5.281, and a significance value of 0.000.

Since the significance value was below 0.05, H2 was supported. The positive coefficient indicates that higher E-WOM scores were associated with higher purchase-decision scores. The descriptive results provide further evidence regarding respondents' assessment of E-WOM. The variable obtained an overall mean score of 3.55, categorized as good. The highest mean score was 3.57 for the statement that other consumers' opinions on social media influenced respondents when selecting menus or services. The lowest mean score was 3.54 for the statement concerning the ability of social media content to provide information about menu or service features and advantages. Thus, consumer opinions and digital content received positive assessments from respondents.

The finding is consistent with recent empirical evidence from the coffee-shop industry. Research at Kimino Coffee and Eatery found that E-WOM had a positive and significant effect on purchase decisions, with a standardized coefficient of $\beta = .379$ and $p < .001$ (Lestari & Triastuti, 2026). This result supports the view that consumer-generated information, including reviews, recommendations, ratings, and other forms of online information, can become an important source of information when consumers evaluate alternatives before making purchase decisions. In the context of The Hidden Swargi, the result shows that consumer opinions communicated through digital platforms are significantly associated with purchase decisions. The highest descriptive score was obtained for the influence of other consumers' opinions when respondents selected menus or services. This indicates that consumer-generated opinions represented an important component of the E-WOM assessment. The result also corresponds with the role of online consumer information in providing evaluative cues concerning products and services before a purchase decision is made.

The Effect of Store Atmosphere on Purchase Decisions

The results show that store atmosphere has a positive and significant effect on consumers' purchase decisions at The Hidden Swargi Coffee Shop. The regression coefficient was 0.626, with a standardized coefficient of $\beta = 0.347$, a t-value of 4.830, and a significance value of 0.000. Because the significance value was below 0.05, H3 was supported. The positive coefficient indicates that higher store-atmosphere scores were associated with higher purchase-decision scores.

The descriptive analysis showed that store atmosphere obtained an overall mean score of 3.64, categorized as good. The highest mean score was 3.69 for the statement concerning the comfortable and pleasant aroma of The Hidden Swargi. The lowest mean score was 3.61 for the statement concerning the layout and ease of movement within the coffee shop. The statements concerning music and building design obtained mean scores of 3.63 and 3.62, respectively. These results indicate that all assessed components of store atmosphere received positive evaluations.

The finding is consistent with previous research on coffee-shop consumers in Indonesia. The previous studied found that cafe atmosphere had a positive and significant effect on purchase decisions among Generation Z consumers in Indonesia (Budiman & Dananjoyo, 2021). Their study specifically examined exterior, interior, interior point-of-purchase displays, and store layout as components of cafe atmosphere and found that each component positively and significantly affected purchase decisions. The finding therefore provides empirical support for the relationship identified in the present study.

For The Hidden Swargi, the result indicates that consumers' assessments of the physical environment are significantly associated with their purchase decisions. Aroma received the

highest mean score among the store-atmosphere items, while layout received the lowest. This pattern shows that respondents did not assess all atmospheric elements at exactly the same level. Nevertheless, all four components remained within the good category, indicating consistently positive assessments of the coffee shop environment.

The Simultaneous Effect of Social Media Marketing, E-WOM, and Store Atmosphere on Purchase Decisions

The simultaneous test shows that social media marketing, E-WOM, and store atmosphere jointly have a significant effect on purchase decisions. The regression model produced an F-value of 35.572 with a significance value of 0.000. Because the significance value was below 0.05, the null hypothesis was rejected and the alternative hypothesis was accepted. Thus, the three independent variables jointly formed a statistically significant model for purchase decisions. The model summary produced an R value of 0.726, an R Square of 0.526, an Adjusted R Square of 0.512, and a Std. Error of the Estimate of 3.702. The Adjusted R Square indicates that social media marketing, E-WOM, and store atmosphere jointly accounted for 51.2% of the variation in purchase decisions. The remaining 48.8% was associated with other factors outside the research model. These results demonstrate that the three variables collectively provide explanatory information regarding purchase decisions in the observed sample.

The simultaneous finding is consistent with empirical evidence from the coffee-shop context showing that social media marketing and store atmosphere are associated with purchasing decisions. However, the present study provides a broader model by examining social media marketing, E-WOM, and store atmosphere together as predictors of purchase decisions at an independent coffee shop. The results therefore demonstrate that both digital marketing-related factors and the physical environment are statistically relevant within the research model. Overall, the findings demonstrate that each independent variable has a positive and significant partial relationship with purchase decisions, while their simultaneous effect is also statistically significant. Among the three predictors, social media marketing recorded the largest standardized coefficient ($\beta = 0.415$), followed by E-WOM ($\beta = 0.375$) and store atmosphere ($\beta = 0.347$). The model consequently indicates that the three variables jointly represent relevant predictors of consumers' purchase decisions at The Hidden Swargi Coffee Shop.

Conclusion

This study concludes that social media marketing, electronic word of mouth (E-WOM), and store atmosphere each have a significant effect on consumers' purchase decisions at The Hidden Swargi Coffee Shop in Surakarta. The findings indicate that the three variables are relevant predictors within the examined research model, with their combined contribution accounting for 51.2% of the variation in purchase decisions, while the remaining 48.8% is associated with factors outside the model. These findings contribute to the empirical literature by jointly examining digital marketing, consumer-generated online information, and the physical coffee-shop environment in explaining purchase decisions within a specific independent coffee-shop context. From a managerial perspective, The Hidden Swargi should strengthen the aspects receiving relatively lower respondent assessments, particularly content attractiveness and posting frequency in social media, the quality of E-WOM-related content, store layout, and service quality.

More varied and creative content, clearer product information, improved spatial organization, and employee training in friendliness and customer communication may therefore

be considered in accordance with the findings. This study has several limitations. First, it examined only three independent variables, so other factors potentially associated with purchase decisions were not included in the model. Second, the study was limited to consumers of The Hidden Swargi in Surakarta and employed purposive sampling, which restricts the extent to which the findings can be generalized to other coffee shops or geographical areas. Third, the use of self-reported questionnaire data means that responses may have been influenced by respondents' perceptions and subjective conditions when completing the questionnaire. Future research should therefore consider incorporating additional variables, such as price, location, product quality, and promotion, and should expand the population and sample to include consumers from other coffee shops and regions. Future studies may also consider complementary data collection approaches to reduce potential subjectivity in self reported responses.

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