



THE IMPACT OF SOCIAL MEDIA MARKETING AND STORE ATMOSPHERE ON CONSUMER SATISFACTION THROUGH PURCHASE DECISIONS AS INTERVENING VARIABLES AT LINGKIR COFFEE & IDEA TEMBALANG SEMARANG

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Abstract

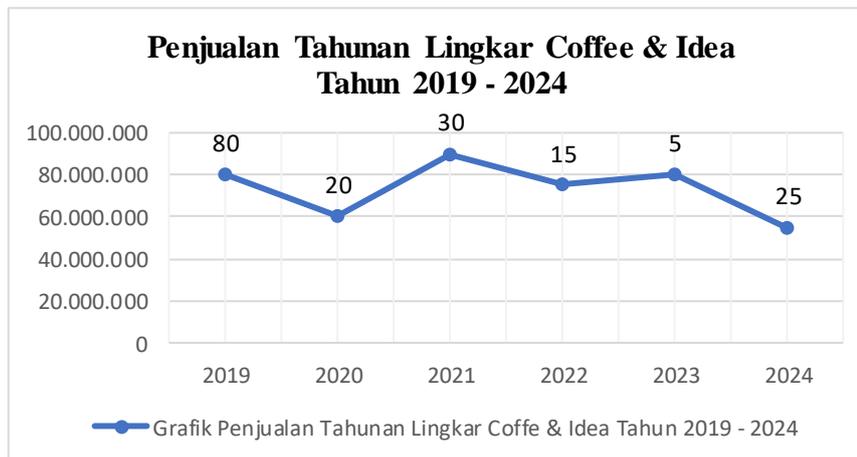
Competition in the Coffee shop industry forces entrepreneurs to be more aggressive in winning business competition. The purpose of this study is to determine the effect of social media marketing and store atmosphere on consumer satisfaction through purchasing decisions at Lingkar Coffee & Idea Tembalang Semarang. This study uses a quantitative approach with SEM PLS and SmartPLS 4 software. Samples were taken from Lingkar Coffee & idea customers. Data collection using a questionnaire with 100 respondents. The results of the study indicate that social media marketing and store atmosphere have a positive and significant effect on purchasing decisions, social media marketing and store atmosphere have a positive and significant effect on consumer satisfaction, purchasing decisions have a positive and significant effect on consumer satisfaction, purchasing decisions can mediate social media marketing and store atmosphere on consumer satisfaction.

INTRODUCTION

In today's global economy, it encourages business people to build new businesses such as the coffee shop industry. With this, coffee shops become one of the most promising industries and have great opportunities to continue to be improved. According to the report of the Ministry of Agriculture, Indonesia is estimated to consume 4.8 million bags of coffee in 2024-2025. However, challenges are still faced by Indonesia, which currently has a ranking below with a value of 27,800 per coffee shop, in addition, Indonesia is the lowest coffee consumer with only consuming 1.0 kg per year.

In the digital era like today brings rapid changes to society. As a result, entrepreneurs must also adapt to how to market their goods, the use of social media marketing can help entrepreneurs promote products. In the highly competitive coffee shop industry like today, store atmosphere is a consideration for consumers to buy, so entrepreneurs must think about a good store atmosphere. However, it seems that Lingkar Coffee & Idea has not met this.

Judging from the coffee shops in Semarang that have been established for five years, Lingkar Coffee & Idea has the lowest rating compared to other coffee shops, namely 4.5 out of 5 stars, with the majority of customer reviews feeling lacking.



Picture1. Lingkar Coffee & Idea Annual Sales Chart

Source: Lingkar Coffee & Idea

Then, Lingkar Coffee & Idea's sales experienced sales instability, where in early 2019 there were 80 million and in 2020 there was a decrease of 60 million, then in 2021 there was an increase of 90 million, and in 2022 it decreased by 75 million and there was a slight increase in 2023 by 80 but there was a decrease in

the last year, namely 2024 by 55 million.

The following are differences in research from several researchers, namely having a significant relationship or positive influence in the research carried out. Hidayati & Khuzaini, (2023) regarding social media marketing on purchasing decisions. Sudiantini et al., (2023) and Harahap et al., (2024), has a significant and positive impact on the store atmosphere of purchasing decisions. Furthermore, by showing that social media marketing can significantly increase consumer satisfaction Lokananta, (2023). Mother Earth, (2024) and Fitri L et al., (2023) shows that store atmosphere can influence consumer satisfaction in a significant positive way. Sari et al., (2024) in his research there was a significant positive impact of purchasing decisions on consumer satisfaction. According to Ervinna et al., (2023) and Aprilia, (2023), purchasing decisions affect the impact of social media marketing on consumer satisfaction. Findings Huda et al., (2024) shows that purchasing decisions influence store atmosphere on consumer satisfaction.

However, the purchasing decision does not have an effect on store atmosphere on consumer satisfaction according to Putri et al., (2024) with Lana et al., (2023). Then Fauzi & Amri, (2024) conducting research in different areas of rural and urban centers. And Jaya & Tampubolon, (2023) has limited use of variables, so this study adds mediating variables.

By using purchasing decisions as an intervening variable, this study attempts to ascertain how social media marketing and store atmosphere influence consumer satisfaction at Lingkar Coffee & Idea Tembalang Semarang, based on research phenomena and differences.

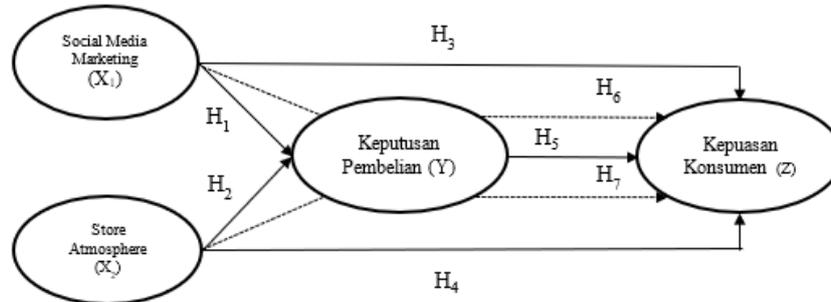
Social Media Marketing refers to online initiatives and activities to interact indirectly with consumers through Instagram, Tiktok, Facebook to increase sales of goods and services, according to Fahmi, (2023). According to Duta et al., (2022), there are four indicators of social media marketing including: (1) context; (2) collaboration; (3) communication; and (4) connection.

Store Atmosphere has the power to arouse customers' five senses and shape their opinions. According to Indratno et al., (2022). There are four indicators of store atmosphere according to Sholekha et al., (2023) includes: (1) exterior (outside of building), (2) general interior (inside), (3) store layout (layout), and (4) interior display (inside view).

Purchasing decisions are a sequence or process of customers in determining how interested they are in something, which takes place over a period of time and is intended to meet certain demands. There are four indicators of purchasing decisions according to Budiono & Siregar, (2023), including: (1) desire to buy, (2) desire to use, (3) prioritizing product purchases, and (4) making sacrifices for the product.

Customer satisfaction In business it is necessary to measure customer satisfaction to maintain sales at the targeted level, customer satisfaction serves as a standard of measurement. Wicaksono et al., (2022). Consumer satisfaction

according to Kumrotin & Susanti, (2021) can be measured by five indicators, including: (1) product meets expectations, (2) service meets expectations, (3) pleasant atmosphere, (4) customer needs and expectations are met, and (5) interest in returning.



Picture2. Conceptual Framework

The Influence of Social Media Marketing on Purchasing Decisions

According to Febriyanti et al., (2024), social media marketing can be used as a method to promote products by emphasizing user engagement, collaboration, and diverse content. The following is a research hypothesis.

H1: Social Media Marketing Has a Positive and Significant Influence on Purchasing Decisions

The Influence of Store Atmosphere on Purchasing Decisions

According to Riani & Susanti, (2024) store atmosphere is an element that influences purchasing decisions, so that customers will respond well and remember stores with an attractive atmosphere. The following is a research hypothesis.

H2: Store Atmosphere Has a Positive and Significant Influence on Purchasing Decisions.

The Influence of Social Media Marketing on Consumer Satisfaction

In business there is two-way communication, namely through social media marketing to interact with customers or potential customers to be able to establish bonds with customers. Wibowo et al., (2022). The following is the research hypothesis.

H3: Social Media Marketing Has a Positive and Significant Influence on Consumer Satisfaction

The Influence of Store Atmosphere on Consumer Satisfaction

There is a strong relationship between customer satisfaction and store atmosphere, because potential buyers will consider a number of factors, including store atmosphere, to make a good impression. Sambara et al., (2021). The following is the research hypothesis.

H4: Store Atmosphere Has a Positive and Significant Influence on Consumer Satisfaction

The Influence of Purchasing Decisions on Consumer Satisfaction

Laely et al., (2024) said that the process of making a purchase as a purchasing decision that involves deciding what to buy, where the choice is based on action. The following is a research hypothesis.

H5: Purchasing Decisions Have a Positive and Significant Influence on Consumer Satisfaction

Purchase Decision Mediates the Influence of Social Media Marketing on Consumer Satisfaction

The key to successful social media marketing is being able to attract consumers, such as creative content to convince the target consumers, when sharing it will help the company reach a larger audience. Hanief & Oktini, (2024). The following is the research hypothesis.

H6: Purchase Decisions are proven to mediate the Influence of Social Media Marketing on Consumer Satisfaction in a Positive and Significant Way.

Purchase Decision Mediates the Influence of Store Atmosphere on Consumer Satisfaction

To create a store atmosphere that meets customer expectations, business people can influence a number of factors including satisfaction factors and purchasing decisions according to Ikrom & Mandataris, (2024). The following is the research hypothesis.

H7: Purchase Decisions are proven to mediate the Influence of Store Atmosphere on Consumer Satisfaction in a Positive and Significant Way.

RESEARCH METHODS

Types of research

The quantitative method in this study is a systematic approach to parts of the phenomenon and their relationships. This study is descriptive, aiming to describe the object being studied. Based on quantitative research, explanatory surveys are used to test hypotheses by trying to explain the relationship between variables in general and trying to explain causal relationships (cause and effect/reciprocal).

Population

According to Setyorini, (2022) population includes generalizations consisting of individual people and objects according to their characteristics. Customers at Lingkar Coffee & Idea are the population of this study.

Sample

A sample is a portion of an individual in a group that serves to collect data. Purposive sampling is used to collect samples, which have the following characteristics:

- a. Customers who have made 3 purchases at Lingkar Coffee & Idea.
- b. Respondents must be at least 17 years old

Determining the sample using the Warwick & Linenger formula, because the population in this study is not yet known, the following formula is used:

$$J_s = \frac{n}{0,90 \times 0,95}$$

Information :

Js: Final sample size

n: Minimum number of samples to be studied

0.90: Estimated number of observable samples

0.95: Estimated number of samples whose data can be processed

The following is the calculation of the number of samples

$$J_s = \frac{n}{0,90 \times 0,95}$$

$$s = \frac{80}{0,855}$$

$$J_s = 96$$

$$J_s = 96,371 \text{ dibulatkan ke } 100$$

Data Collection Sources and Methods

This study uses primary and secondary data by conducting observation activities, interviews and distributing questionnaires using a five-point Likert scale which was carried out directly on customers of Lingkar Coffee & Idea Tembalang Semarang.

Data Analysis Methods

SmartPLS 4 software was used for data analysis in this study, which can analyze moderation and mediation and compare several dependent and independent variables.

Outer Model Analysis (Measurement Model)

The relationship between each indicator and variable and measuring the validity and reliability values can use the outer model. There are various methods for testing the outer model, including:

1. *Convergent Validity*

Used to assess the validity of the model in measuring indicators that evaluate based on loading factors. Relevance is indicated if the loading factor is higher than 0.70.

2. *Discriminant Validity*

To compare the loading scores on a construct with other constructs. Discriminant validity is determined by the Cross Loading factor value > 0.70, then it is said to be good.

3. *Composite Reliability*

Used to evaluate the actual value of construct dependency. A good reliability value is indicated by a composite reliability of more than 0.70.

4. *Average Variance Extracted(AVE)*

Used to explain variations in indicators by identifying the same variables. The expected AVE value is greater than 0.5.

5. *Cronbach Alpha*

Statistics that describe the correlation between scales of other variables being used. The instrument is considered reliable if the Cornbach alpha value is > 0.70 .

Inner Model Analysis (Structural Model)

The measurement model can be used to investigate the relationship between constructs using the coefficient of determination (R^2) and is a measurement that cannot be evaluated directly such as bootstrapping in smartpls.

R-square used to evaluate, *R-square* is considered to have a significant predictive power value with a value of 0.02 being small, 0.15 being medium, and 0.35 being considered large.

Hypothesis Testing

Hypothesis testing requires checking the T-statistic value of 1.96 used with a significant limit of 5%. Thus, $t\text{-statistic} > 1.96$ is a requirement to accept or reject the hypothesis. Or, if the $p\text{-value} < 0.05$, then the acceptance or rejection of the hypothesis is based on probability.

RESULTS AND DISCUSSION

Respondent Data

Overall, there were 100 respondents with the research criteria including gender, age, occupation, and last education, where most respondents were women with a total of 81% and men with a total of 19%.

Outer Model Analysis

- a. Convergent Validity

Table1. Convergent Validity Test Results

Variables	Indicator	Outer Loading	AVE	
Social Media Marketing(X1)	X1.1	0.873	0.805	VALID
	X1.2	0.916		VALID
	X1.3	0.896		VALID
	X1.4	0.903		VALID
Store Atmosphere(X2)	X2.1	0.910	0.832	VALID
	X2.2	0.916		VALID
	X2.3	0.930		VALID
	X2.4	0.893		VALID
Purchase Decision (Y)	Y1.1	0.894	0.758	VALID
	Y1.2	0.891		VALID
	Y1.3	0.874		VALID
	Y1.4	0.821		VALID
Consumer Satisfaction (Z)	Z1.1	0.903	0.831	VALID
	Z1.2	0.920		VALID
	Z1.3	0.952		VALID
	Z1.4	0.883		VALID
	Z1.5	0.900		VALID



Source: Processed Primary Data (2024)

Each variable has a value of more than 0.70, which indicates that the variable is good. As seen in the convergent validity test table above.

b. Discriminant Validity

Table2. Cross Loading

Indicator	Social Media Marketing (X1)	Store Atmosphere (X2)	Purchase Decision (Y)	Consumer Satisfaction (Z)
X1.1	0.873	0.512	0.592	0.598
X1.2	0.916	0.537	0.709	0.630
X1.3	0.896	0.540	0.705	0.642
X1.4	0.903	0.509	0.630	0.691
Indicator	Social Media Marketing (X1)	Store Atmosphere (X2)	Purchase Decision (Y)	Consumer Satisfaction (Z)
X2.1	0.567	0.910	0.708	0.730
X2.2	0.567	0.916	0.674	0.688
X2.3	0.546	0.930	0.750	0.713
X2.4	0.452	0.893	0.702	0.659
Y1.1	0.647	0.765	0.894	0.667
Y1.2	0.640	0.635	0.891	0.586
Y1.3	0.574	0.596	0.874	0.536
Y1.4	0.679	0.681	0.821	0.894
Z1.1	0.629	0.733	0.762	0.903
Z1.2	0.610	0.773	0.789	0.920
Z1.3	0.683	0.723	0.739	0.952
Z1.4	0.668	0.598	0.645	0.883
Z1.5	0.673	0.647	0.662	0.900

Source: Processed Primary Data (2024)

In the Discriminant Validity test above, it can be seen that the cross loading has met the requirements, namely > 0.7 , which means that the results of the data

analysis are considered acceptable. The following are the construct reliability in this study:

Table3. Reliability Test Results

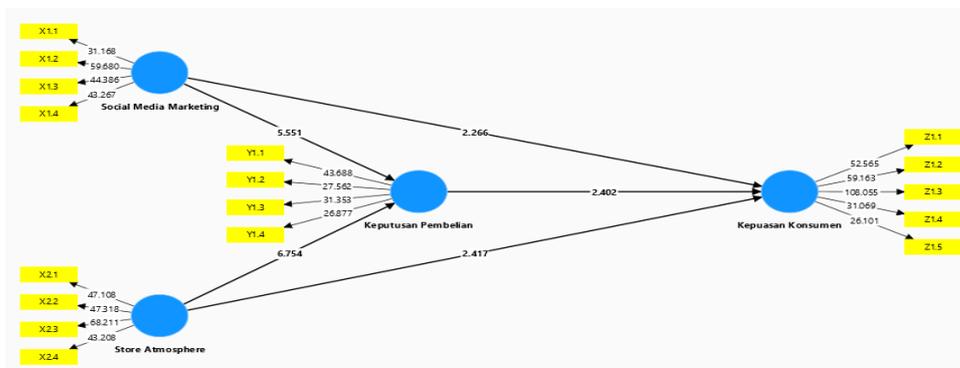
Variables	Cronbach's alpha	Composite reliability (rho_a)	Composite reliability (rho_c)	Average variance extracted (AVE)
<i>Social Media Marketing</i>	0.919	0.921	0.943	0.805
<i>Store Atmosphere</i>	0.933	0.934	0.952	0.832
<i>Buying decision</i>	0.894	0.902	0.926	0.758
<i>Customer Satisfaction</i>	0.949	0.952	0.961	0.831

Source: Processed Primary Data (2024)

From the table above, it can be seen that each variable has a composite reliability value > 0.7 and an AVE value > 0.5. So it is considered a good value.

Inner Model Analysis

In this study, to determine the accuracy of the values in the structural model, the Inner Model can be applied.



Picture3. Structural Model

Source: SmartPLS 4 (processed)

R-Square Determination Coefficient

Table4. R-Square Test Results

Variables	R-square	R-square adjusted
Consumer Satisfaction (Z)	0.719	0.710
Purchase Decision (Y)	0.725	0.719

Source: Processed Primary Data (2024)

R-squares shows that the purchasing decision (Y) is 0.725 or 72.5% and consumer satisfaction (Z) is 0.719 or 71.9%. This means that social media marketing and store atmosphere can be used to explain their impact on consumer satisfaction simultaneously, with a value of 71.9% and other remaining factors of 28.1% or 0.281. Meanwhile, the purchasing decision variable has an R-square value of 72.5%. This means that together, social media marketing, store atmosphere, and consumer satisfaction can explain 72.5% of these factors on purchasing decisions, with other factors influencing 27.5% or 0.275.

Hypothesis Testing

The p-value for specific indirect effect < 0.05 , here are the test results:

Table 5. Path Coefficient Direct Effect

Hypothesis	Variables	Original Sample	Sample Mean (M)	Standard Deviation (STDEV)	T Statistics ((O/STDEV))	P Values
H1	Social Media Marketing-> Purchase Decision	0.429	0.428	0.077	5,551	0.017
Hypothesis	Variables	Original Sample	Sample Mean (M)	Standard Deviation (STDEV)	T Statistics ((O/STDEV))	P Values
H2	Store Atmosphere-> Purchase Decision	0.526	0.527	0.078	6,754	0.024
H3	Social Media Marketing-> Consumer Satisfaction	0.277	0.288	0.122	2.266	0.000
H4	Store Atmosphere-> Consumer Satisfaction	0.371	0.364	0.153	2.417	0.016
H5	Purchase Decision -> Consumer Satisfaction	0.300	0.298	0.125	2.402	0.000

Source: SmartPLS 4 (processed)

The Influence of Social Media Marketing on Purchasing Decisions

Social media marketing has a positive and significant impact on purchasing decisions, according to the direct effect path coefficient table. Proven by p-value $0.017 < 0.05$ and t-statistic 5.551, so it has the second most significant relationship in the direct effect.

The Influence of Store Atmosphere on Purchasing Decisions

The direct effect path coefficient table shows that store atmosphere has a significant positive effect on purchasing decisions. Proven by p-value $0.024 < 0.05$ with t-statistic 6.754, so it has the first most significant relationship in the direct effect.

The Influence of Social Media Marketing on Consumer Satisfaction

Social media marketing positively and significantly affects consumer satisfaction, according to the direct effect path coefficient table. Proven p-value $0.000 < 0.05$ with t-statistics of 2,266, so it has the fifth most influential relationship in the direct effect.

The Influence of Store Atmosphere on Consumer Satisfaction

Store atmosphere has a positive and significant impact and influences consumer satisfaction according to the path coefficient of direct effect. Proven p-value $0.016 < 0.05$ with t-statistic 2.417, so it has the third most influential relationship in direct effect.

The Influence of Purchasing Decisions on Consumer Satisfaction

Purchasing decisions influence consumer satisfaction positively and significantly based on *path coefficient direct effect*. Proven p-value $0.000 < 0.05$ and t-statistic 2.402, so it has the fourth most influential relationship in direct effect.

Table6. Specific Indirect Effect

Hypothesis	Variables	Original Sample	Sample Mean (M)	Standard Deviation (STDEV)	T Statistics (O/STDEV)	P Values
H6	Social Media Marketing -> Purchase Decision -> Consumer Satisfaction	0.129	0.124	0.051	2,539	0.011
H7	Store Atmosphere -> Purchase Decision -> Consumer Satisfaction	0.158	0.159	0.077	2,062	0.039

Source: SmartPLS 4 (processed)

Social Media Marketing Variables on Consumer Satisfaction Mediated Purchasing Decisions

In the direct effect path coefficient table, social media marketing has a positive impact on consumer satisfaction because the p-value is $0.000 < 0.05$. Then in the specific indirect effect, purchasing decisions are able to mediate social media marketing on consumer satisfaction positively and significantly because the p-value is $0.011 < 0.05$, so it has the first most influential relationship from the indirect effect.

Store Atmosphere Variables on Consumer Satisfaction Mediated by Purchasing Decisions

The p-value in the direct effect path coefficient table is $0.016 < 0.05$, indicating that store atmosphere has a positive and significant effect on consumer satisfaction. Purchase decisions mediate store atmosphere on consumer satisfaction

positively and significantly, which is the second most influential relationship of the indirect effect, with a p-value of $0.039 < 0.05$.

DISCUSSION

Hypothesis 1: Social Media Marketing on Purchasing Decisions

Based on the coefficient $0.429 > 0.000$ with t-statistic $(5.551) > t$ -table (1.983) and p-value $0.017 < 0.05$. As a result, H_0 is rejected and H_1 is accepted, indicating that *social media marketing* positive and significant influence on purchasing decisions. This result is the same as Fauzi & Amri, (2024) who find social media marketing very important to attract customers. When social media marketing is done and becomes more effective, the number of sales will increase.

Hypothesis 2: Store Atmosphere on Purchasing Decisions

Based on the coefficient $0.526 > 0.000$ and t-statistic $(6.754) > t$ -table (1.983) with p-value $0.024 < 0.05$. Shows *store atmosphere* positively and significantly influence purchasing decisions. This means that H_2 is accepted and H_0 is rejected. This finding is supported by research Sudiantini et al., (2023), that a pleasant store atmosphere can give a positive impression by paying attention to the layout and displays in the store.

Hypothesis 3: Social Media Marketing on Consumer Satisfaction

Based on the coefficient value of $0.277 > 0.000$ and t-statistic $(2.266) > t$ -table (1.983) with p-value $0.000 < 0.05$. Therefore, H_0 is rejected and H_3 is accepted. So that *social media marketing* positive and significant impact on consumer satisfaction. This finding is in line with Meliana et al., (2023) Well-prepared and high-value social media marketing can increase consumer satisfaction.

Hypothesis 4: Store Atmosphere on Consumer Satisfaction

Showing a coefficient of $0.371 > 0.000$ and t-statistic $(2.417) > t$ -table (1.983) with a p-value of $0.016 < 0.05$. Thus, H_0 is rejected and H_4 is accepted, indicating that store atmosphere positively significantly increases consumer satisfaction. This finding is strengthened by Sambara et al., (2021) which indicates that a store must pay attention to store atmosphere because it will affect consumer satisfaction.

Hypothesis 5: Purchase Decisions on Consumer Satisfaction

Showing a coefficient of $0.300 > 0.000$ and t-statistic $(2.402) > t$ -table (1.983) with a p-value of $0.000 < 0.05$. As a result, purchasing decisions have a positive and significant impact on consumer satisfaction, as evidenced by the rejection of H_0 and acceptance of H_5 . This finding is in line with Ramdan & Purwanti, (2024), which shows that attracting consumers to make purchases will result in consumer satisfaction.

Hypothesis 6: Purchase Decision Mediates Social Media Marketing on Consumer Satisfaction

Based on the coefficient value of $0.129 > 0.000$ and t-statistic $(2.539) > t$ -table (1.983) with p-value $0.011 < 0.05$. As a result, H_0 is rejected and H_6 is



accepted, indicating that there is a positive and significant impact. It has been proven that purchasing decisions are able to mediate social media marketing on consumer satisfaction. These results are supported Ervinna et al., (2023), where social media marketing with interconnected consumer satisfaction can build purchasing decisions.

Hypothesis 7: Purchase Decision Mediates Store Atmosphere on Consumer Satisfaction

Showing a coefficient of $0.158 > 0.000$ and t-statistic ($2.062 > t\text{-table}$ (1.983)) with a p-value of $0.039 < 0.05$. As a result, H_0 is rejected and H_7 is accepted, so it has a positive and significant impact. It has been proven that purchasing decisions are able to mediate store atmosphere on consumer satisfaction. This finding is supported Huda et al., (2024) that store atmosphere can shape consumer views on purchasing decisions. Companies feel the need to improve store atmosphere, because a good and effective store atmosphere can increase sales.

CONCLUSION AND SUGGESTIONS

The results of the study indicate that social media marketing positively and significantly influences purchasing decisions, with the second most influential level on the direct effect. Store atmosphere influences purchasing decisions positively and significantly, with the first most influential level on the direct effect. Social media marketing influences consumer satisfaction positively and significantly, with the fifth most influential level on the direct effect. Store atmosphere influences consumer satisfaction positively and significantly, with the third most influential level on the direct effect. Purchasing decisions influence consumer satisfaction positively and significantly, with the fourth most influential level on the direct effect. Purchasing decisions are able to mediate social media marketing on consumer satisfaction, with the first most influential level of relationship on the indirect effect. Purchasing decisions are able to mediate store atmosphere on consumer satisfaction positively and significantly, with the second most influential level of relationship on the indirect effect.

The suggestions given to Lingkar Coffee & Idea Tembalang Semarang based on the results of the analysis and conclusions, namely as a consideration for improving social media marketing, such as paying attention to collaboration with influencers and local communities, which are promoted through social media marketing. The company can improve the exterior, interior display and layout so that customers feel at home and want to come back, this includes improving the arrangement of tables and chairs that can provide a comfortable store atmosphere for customers. Further researchers can use other methods and add independent variables such as service quality.

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