

THE INFLUENCE OF E-WOM, SERVICE QUALITY, CAFE ATMOSPHERE, AND PRICE ON PURCHASING DECISIONS

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ABSTRACT

Phenomena that occur at this time, such as E-WOM, service quality, cafe atmosphere, and price, have become the main topics in the marketing world because they can significantly contribute to sales to improve purchasing decisions. This research was conducted in Lima Sebelas Coffee And Eatery of Malang to analyze the effect of E-WOM, service quality, cafe atmosphere, and price on purchasing decisions partially or simultaneously; the variables used were E-WOM, service quality, cafe atmosphere, and price as independent variables while purchasing decisions as the dependent variable. The sample used was visitors to Lima Sebelas Coffee And Eatery of Malang, with 95 respondents using a survey method. The method used is a questionnaire. The analytical tools used are the test instrument, normality test, classic assumption test, multiple linear regression test, hypothesis test, and coefficient of determination test with the help of SPSS 25.0 software. The results showed that E-WOM (X1), service quality (X2), cafe atmosphere (X3), and price (X4) had a joint (simultaneous) effect on Purchasing Decisions (Y) in Lima Sebelas Coffee And Eatery of Malang.

Keywords: E-WOM, service quality, cafe atmosphere, price, and purchasing decisions

Introduction

As time goes by, the phenomenon of entrepreneurship is increasingly popular. There are new business units that have sprung up with their latest innovations and variations in all fields, one of which is the food and beverage industry. The growth in the performance of the food and beverage industry was the fourth largest compared to other management industry subsectors in the second quarter of 2020 (Mustajab, 2023). One of the industries engaged in food and beverage, namely cafes. In Indonesia, the café business is currently growing rapidly. many entrepreneurs have sprung up who open coffee shop businesses with various creative concepts to attract customers from various circles. Cafe entrepreneurs are required to continuously monitor changes in consumer tastes and adapt quickly, in line with the development of culinary trends and lifestyles. One of the cafes that is able to innovate creatively is Lima Sebelas Coffee and Eatery which is strategically located close to Kota Baru station. Another thing that makes this café interesting is that it

has interesting photo spots, varied food and drinks, has indoor and outdoor spaces, and has a life-style concept (Asteria, 2022).

There are several factors that can influence purchasing decisions, namely Electronic Word of Mouth (E-WOM), one of which consists of analysis and comments made by consumers about products that have been purchased, positive and negative reviews will affect emotions, trust, and also consumer purchasing decisions (Sari et al., 2017). Service quality or service quality is closely related to customer satisfaction where service quality will provide a special trigger or encouragement for consumers to establish a relationship that can be mutually beneficial in the long term with the company so that this allows the company to thoroughly understand the specific expectations and needs of consumers (Fernanda et al., 2023). Cafe Atmosphere or cafe atmosphere has an important role because the environment (all physical surroundings or some objects that have a form) can influence consumer behavior (Kurnain & Marlana, 2021). Then the last factor is price or price which has an important influence on a product that brings income or revenue to the company (Tjiptono, 2015). Appropriate pricing by adjusting to the value, benefits, product quality, and prices that are able to keep up with the competition will get attention that is in line with customer purchasing power.

Theoretical Basis and Hypothesis Development

Purchase Decision

According to Tjiptono (2015) purchasing decisions are a process where consumers. recognize the problem, seek information and evaluate certain brands or products, after that the purchasing decision process itself. Purchasing decisions are an integrating process that combines knowledge to evaluate and then choose one of them (Arfah, 2022). Purchasing decisions have several indicators including; According to needs, has benefits, accuracy in buying products, and repeated purchases.

Electronic Word Of Mouth (E-WOM)

Electronic word of mouth is a statement made by potential or former consumers based on positive, neutral or negative experiences about products, services, brands or companies made and spread via social media (Ayesha et al., 2022). E-WOM has several indicators including; intensity, valence of opinion, and content.

Service Quality

According to Utami (2017) service quality can be defined as the delivery of services. that are relatively special or superior to customer expectations. Service quality is an assessment of consumers regarding service for the products or services they receive with the level of service desired or expected. Service quality indicators include; Tangibles, responsiveness, reliability, assurance, empathy.

Cafe Atmosphere

Cafe atmosphere is a planned atmosphere that suits the target market that can attract consumers to buy (Falah et al., 2022). According to Yulinda et al (2021) the store atmosphere aims to meet functional requirements while providing a pleasant shopping

experience that supports transactions. Some indicators in the café atmosphere include, Layout, cleanliness, and lighting.

Price

Price is any form of monetary cost sacrificed by consumers to obtain, own, utilize a number of combinations of goods and services from a product (Ashari et al., 2020). Price is the only element of the marketing mix that brings income or revenue to the company (Tjiptono, 2015). Some indicators in price include; Affordability of price, conformity of expectations to price, price competitiveness, and price conformity to benefits.

Conceptual Framework

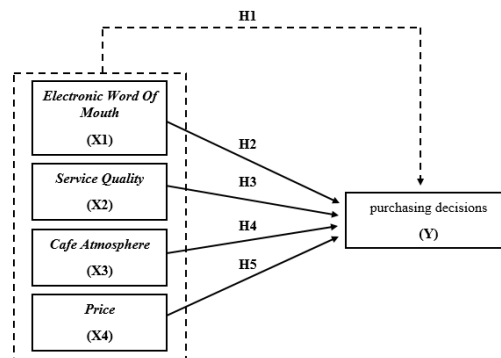


Figure 1. Conceptual Framework

Description:

- : Partial Effect
 - - - - -→ : Simultaneous Effect

H1: Electronic word of mouth (E-WOM), service quality, cafe atmosphere and price simultaneously influence purchasing decisions

H2: Electronic word of mouth (E-WOM) affects purchasing decisions

H3: Service quality affects purchasing decisions

H4: Cafe atmosphere affects purchasing decisions

H5: Price affects purchasing decisions

Research Methods

Research Type and Data Source

The type of research used is explanatory research using a quantitative approach. According to Sugiyono (2019) the quantitative approach is a research method based on the philosophy of positivism which is used to research on certain populations or samples, with the aim of testing predetermined hypotheses.

Population

Population is a generalization area consisting of objects or subjects that have certain qualities and characteristics set by researchers to study and then draw conclusions (Sugiyono, 2019). In this study, the population used is all consumers of Lima Sebelas Coffee and Eatery.

Sample

According to Sugiyono (2019) the sample is part of the total properties or characteristics of the population. In sampling, researchers use non-probability sampling techniques with accidental sampling. Accidental sampling according to Sugiyono (2019) is a sampling technique based on chance. In this study, the sample is anyone who happens to meet the researcher at the location of five eleven Coffee and Eatery, if it is deemed that the person who happened to be met is suitable as a data source.

Research Results and Discussion

Validity Test

According to Ghozali (2018) the validity test is used to measure whether a questionnaire is valid or not. It is said to be valid if the number r count $>$ r table. Conversely, it is said to be invalid if r count $<$ r table. The following are the results of this research validity test:

Table 1. Validity Test Results

Indikator Item	r count	r table	Valid/Invalid
Y _{1.1}	0,820	0,202	Valid
Y _{1.2}	0,898	0,202	Valid
Y _{1.3}	0,897	0,202	Valid
Y _{1.4}	0,826	0,202	Valid
X _{1.1}	0,789	0,202	Valid
X _{1.2}	0,821	0,202	Valid
X _{1.3}	0,776	0,202	Valid
X _{2.1}	0,798	0,202	Valid
X _{2.2}	0,793	0,202	Valid
X _{2.3}	0,762	0,202	Valid
X _{2.4}	0,755	0,202	Valid
X _{2.5}	0,700	0,202	Valid
X _{3.1}	0,854	0,202	Valid
X _{3.2}	0,855	0,202	Valid
X _{3.3}	0,773	0,202	Valid
X _{4.1}	0,756	0,202	Valid
X _{4.2}	0,655	0,202	Valid
X _{4.3}	0,742	0,202	Valid
X _{4.4}	0,757	0,202	Valid

Source: Primary data processed, 2024

From the table of validity test results above, it can be concluded that all statement items on each variable, both independent and dependent, are valid. This is indicated by the value of r count greater than r table of 0.202.

Reliability Test

Reliability test is used to measure the questionnaire as an indicator of each variable. Whether an indicator is reliable or not determines whether the indicator can be trusted or not and is said to be reliable if a person's answer to a statement is consistent or stable over time (Ghozali, 2018). If the alpha coefficient > 0.7 significance rate, it is declared reliable, otherwise if the alpha coefficient < 0.7 significance rate, it is not reliable. The following is the reliability test in this study.

Table 2. Reliability Test Results

Variables	Cronbach Alpha	Significance Rate	Reliable/Not
Purchase Decision	0,883	0,700	Reliable
<i>Electronic Word Of Mouth</i>	0,706	0,700	Reliable
<i>Service Quality</i>	0,817	0,700	Reliable
<i>Cafe Atmosphere</i>	0,764	0,700	Reliable
<i>Price</i>	0,705	0,700	Reliable

Source: Primary data processed, 2024

Based on the reliability test data analysis, it can be concluded that the five research variables, namely purchasing decisions, electronic word of mouth (E-WOM), service quality, cafe atmosphere, and price, have a Cronbach alpha coefficient value greater than the significance rate of 0.700, which means they are reliable or reliable.

Normality Test

The normality test aims to test the regression model, where the regression model is whether the residual or confounding variables have a normal distribution. There are two criteria in this normality test, among others; if the sig value > 0.05 then the distribution is normal, if the value < 0.05 then it is not normally distributed. The following is the normality test in this study.

Table 3. Normality Test Results

One-Sample Kolmogorov-Smirnov Test

		Standardized Residual
N		95
Normal Parameters ^{a,b}	Mean	0.0000000
	Std. Deviation	0.97849211
Most Extreme Differences	Absolute	0.046

	Positive	0.046
	Negative	-0.034
Test Statistic		0.046
Asymp. Sig. (2-tailed)		.200 ^{c,d}

a. Test distribution is Normal.

b. Calculated from data.

c. Lilliefors Significance Correction.

Source: Primary data processed, 2024

The results of the normality test show that the data used are normally distributed. This can be seen from the Kolmogorov-smirnov test where the Asymp.sig (2-tailed) value is 0.200. The data can be said to be normally distributed because the Asymp.sig (2-tailed) value is 0.200, which is greater than 0.05.

Multicollinearity Test

The multicollinearity test is to test the regression model whether there is a relationship or correlation between the independent variables. The following is a multicollinearity test in this study:

Table 4. Multicollinearity Test Results

Coefficients ^a							
Model	Unstandardized Coefficients		Standardized Coefficients	t	Sig.	Collinearity Statistics	
	B	Std. Error	Beta			Tolerance	VIF
1 (Constant)	5.880	1.793		3.279	0.001		
X1	0.899	0.110	0.585	8.135	0.000	0.744	1.343
X2	-0.151	0.056	-0.168	-2.707	0.008	0.997	1.003
X3	-0.337	0.087	-0.255	-3.862	0.000	0.886	1.129
X4	0.390	0.078	0.371	5.009	0.000	0.703	1.423

a. Dependent Variable: Y

Source: Primary data processed, 2024

Based on the multicollinearity test above, it can be concluded that there is no similarity between the independent variables. From the data above, it shows that variable X1 has a VIF value of 1.343 < 10, variable X2 has a VIF value of 1.003 < 10, variable X3 has a VIF value of 1.129 < 10, variable X4 has a VIF value of 1.423 < 10.

Heteroscedasticity Test

The heteroscedasticity test aims to test whether in the regression model there is an inequality of variance from the residuals of one observation to another. The following is the heteroscedasticity test in this study:

Table 5. Heteroscedasticity Test Results

Coefficients ^a				
Model	Unstandardized	Standardized	t	Sig.

	Coefficients		Coefficients Beta		
	B	Std. Error			
1 (Constant)	0.443	0.727		0.609	0.544
X1	-0.044	0.045	-0.119	-0.986	0.327
X2	0.017	0.023	0.079	0.759	0.450
X3	-0.012	0.035	-0.038	-0.345	0.731
X4	0.042	0.032	0.164	1.322	0.190

Source: Primary data processed, 2024

From the results of the heteroscedasticity test shown in the table above, it can be concluded that there are no symptoms of heteroscedasticity. Where the sig value of each variable > 0.05 so that the data is said to be homogeneous.

Multiple Linear Regression Test

Multiple linear analysis is an analysis to determine the level of influence caused by the independent variable on the dependent variable. The following are the results of multiple linear regression tests in this study:

**Table 6. Multiple Linear Regression Analysis
Coefficients^a**

Model	Unstandardized Coefficients		Standardized Coefficients	t	Sig.
	B	Std. Error	Beta		
1 (Constant)	5.880	1.793		3.279	0.001
X1	0.899	0.110	0.585	8.135	0.000
X2	-0.151	0.056	-0.168	-2.707	0.008
X3	-0.337	0.087	-0.255	-3.862	0.000
X4	0.390	0.078	0.371	5.009	0.000

Source: Primary data processed, 2024

From the linear regression test data in the table above shows that the constant value is 5.880, the regression coefficient value of the electronic word of mouth (E-WOM) variable is 0.899, the regression coefficient value of the service quality variable is -0.151, the regression coefficient value of the cafe atmosphere variable is -0.337, and the regression coefficient value of the price variable is 0.390.

F Test (Simultaneous)

The F test is to show whether all the independent variables in the model have a joint influence on the dependent variable. The criteria for this test are: If the prob F-statistic value < 0.05, it means that the independent variables jointly affect the related variable. Conversely, if the prob F-statistic value 0.05, it means that the independent variables together do not affect the related variable. The following are the results of the F test in this study:

**Table 7. F Test Results
ANOVA^a**

Model	Sum of Squares	Df	Mean Square	F	Sig.
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1	Regression	409.454	4	102.363	42.474	.000b
	Residual	216.904	90	2.410		
	Total	626.358	94			

a. Dependent Variable: Y

b. Predictors: (Constant), X4, X2, X3, X1

Source: Primary data processed, 2024

Based on the F test above, it shows that there is a simultaneous influence between the variables of electronic word of mouth (E-WOM), service quality, cafe atmosphere, and price on purchasing decisions for Lima Sebelas Coffee and Eatery with a sig value of 0.000 < 0.05.

Test t (Partial)

The t statistical test basically shows how far the influence of one independent variable is in influencing the variation of the dependent variable. The benchmark of the t statistical test if the significance value is < 0.05 then partially the independent variable has an effect on the dependent variable, otherwise if the significance value is > 0.05 then partially the independent variable has no effect on the dependent variable. From the t test the following results are obtained:

Table 8. Results of the t-test

Model	Unstandardized Coefficients		Standardized Coefficients	t	Sig.
	B	Std. Error	Beta		
1 (Constant)	5.880	1.793		3.279	0.001
X1	0.899	0.110	0.585	8.135	0.000
X2	-0.151	0.056	-0.168	-2.707	0.008
X3	-0.337	0.087	-0.255	-3.862	0.000
X4	0.390	0.078	0.371	5.009	0.000

Source: Primary data processed, 2024

Based on the t test above, the electronic word of mouth (E-WOM) variable Has a positive and significant effect on purchasing decisions, service quality has No positive and significant effect on purchasing decisions, cafe atmosphere has no Positive and significant effect on purchasing decisions, and price has a positive and Significant effect on purchasing decisions.

Determination Coefficient Test

The coefficient of determination aims to determine how much and how far The percentage of the influence of the independent variable is in explaining the Variation in the dependent variable. The following is the coefficient of Determination test from this study:

Table 9. Test Coefficient of Determination

Model Summaryb

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.809a	0.654	0.638	1.552

a. Predictors: (Constant), X4, X2, X3, X1

b. Dependent Variable: Y

Source: Primary data processed, 2024

Based on the table above, the value of Adjusted R Square is 0.638. This means that the existing independent variables have a joint contribution to the purchase decision (Y) of 0.638. Meanwhile, 0.362 is another influence variable that is not included in the study.

Conclusion, Limitations and Suggestions

Implications of Research Results

From the results of the discussion described above, it is explained that the variables of electronic word of mouth (E-WOM) (X1), service quality (X2), café atmosphere (X3), and price (X4) on purchasing decisions (Y) can be described as follows.

The Effect of Electronic Word Of Mouth (E-WOM), Service Quality, Cafe Atmosphere, and Price on Purchasing Decisions Simultaneously

In the answer distribution table with the largest mean value, namely the café atmosphere variable. So that it illustrates that the café atmosphere is something important and very well implemented in the sale of Lima Sebelas Coffee and Eatery products. So it can be concluded that related to the variables in this study simultaneously that electronic word of mouth (E-WOM), service quality, café atmosphere, and price simultaneously influence purchasing decisions at Lima Sebelas Coffee and Eatery. This is in line with research from Fernanda et al (2023)

The influence of Electronic word of mouth (E-WOM) on Purchasing Decisions

From the results of this study, positive results were obtained, which means That the more electronic word of mouth (E-WOM) increases, the purchasing decision will increase and further increase the added value of Lima Sebelas Coffee and Eatery products. If the café has good E-WOM, consumers will make purchases. E-WOM is also a factor in purchasing decisions where consumers are more likely to look for information on social media (Instagram) first by looking at reviews from previous consumers. This is in line with the research of Rahayu and Kusnanto (2023).

The Effect of Service Quality on Purchasing Decisions

From the results of this study, negative results were obtained, which means that the more service quality increases, the purchasing decision will decrease. This phenomenon occurs because the findings in the field show that the waiter from Lima Sebelas Coffee And Eatery in giving his attention to consumers is not right, one example is choosing the wrong time to clean the consumer's table when there are many empty plates, while at that time it is not certain that the consumer has finished eating the dish, it will make the

impression that the consumer is subtly kicked out. The results of this study reject research from Nasution and Safina (2023) where the service quality variable has a positive effect on purchasing decisions.

The Influence of Cafe Atmosphere on Purchasing Decisions

From the results of this study, negative results were obtained, which means that the more the café atmosphere increases, the purchasing decision will decrease. This phenomenon occurs because the facts that occur in the field show that one of them is a café area that is not too large (interior), where the distance between places to cat (chairs and tables) from one another is close together, the average distance is no more than 1 meter, creating a tight and cramped atmosphere, this results in comfort between consumers being disturbed due to noise and limited space for movement. The results of this study reject research from Falah et al (2022) where the cafe atmosphere variable has a positive effect on purchasing decisions.

The Effect of Price on Purchasing Decisions

From the results of this study, positive results were obtained, which means That the more the price increases, the purchasing decision will increase and the Price will further increase the added value of Lima Sebelas Coffee and Eatery Products. Price is also a factor in purchasing decisions, consumers feel that the Price offered is in accordance with what is expected and obtained when visiting The café. The results of this study are in line with Oktaviani and Hanafiah's research (2022).

Limitations

This research has attempted and carried out research according to scientific procedures, however, it still has limitations, as follows:

- a. There are limitations in research time, energy, and researcher's ability.
- b. In this study, the sample used was only 95 respondents.
- c. The use of questionnaires is a limitation in this research, because sometimes the answers given by respondents do not show the actual situation, in other words, respondents give answers seriously or are not influenced by the respondent's own situation, whether they are in a hurry or do have free time To fill out the questionnaire that has been given.

Advice

Based on the results of the research that has been done, there are several Suggestions that can be proposed among others:

- a. For the Company
 - 1) Researchers hope that Lima Sebelas Coffee and Eatery can be more aggressive in promoting on social media, especially through tiktok social media.
 - 2) Researchers hope that Lima Sebelas Coffee and Eatery will pay more attention to service quality so that consumers feel more comfortable.

- 3) Researchers hope that Lima Sebelas Coffee and Eatery will pay more attention to or improve its cafe atmosphere. By paying attention to the layout of furniture, arrangement of objects, providing space for movement, providing a barrier between smoking areas so that consumers are more comfortable.
 - 4) Researchers hope that Lima Sebelas Coffee and Eatery will readjust the existing prices, so that consumers will be more interested in café products
- b. For Future Researchers
- 1) Expand and increase the population and sample size
 - 2) Adding research variables
 - 3) Updating the statements and indicators in this study
 - 4) Digging deeper into the latest phenomena in the cafe business

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