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THE EFFECTS OF STORE ATMOSPHERE AND SOCIAL MEDIA MARKETING ON CONSUMER PURCHASE DECISIONS: A STUDY OF DAPOER MA'CIK

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ABSTRACT

The increasingly intense competition in the culinary business requires business owners not only to provide products that meet consumer needs but also to create an engaging in-store experience and build meaningful interactions through digital media. This study analyzes the effects of *store atmosphere* and *social media marketing* on consumer purchase decisions at Dapoer Ma'cik in Bungo Regency. The study used a quantitative approach, with 96 respondents selected through *purposive sampling*. The data were collected through questionnaires and analyzed using multiple linear regression with SPSS. The results indicate that both *store atmosphere* and *social media marketing* significantly influence consumer purchase decisions. Together, the variables in this research explain 86.3% of the variance in consumer purchase decisions, while factors outside the research model explain the remaining 13.7%. This study contributes to the literature by integrating consumers' physical in-store experiences and digital interactions facilitated by social media marketing to explain purchase decisions in the context of a local culinary business. Academically, the findings strengthen empirical evidence that consumer purchase decisions are influenced not only by product characteristics but also by consumers' experiences within the business environment and marketing communication through social media. Practically, the findings suggest that Dapoer Ma'cik should integrate improvements in its physical business environment with effective social media marketing to strengthen consumer purchase decisions.

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INTRODUCTION

The culinary industry has become increasingly competitive as consumers face a wider range of products, services, and dining alternatives, while digitalization has fundamentally changed how consumers search for information, evaluate alternatives, and make food-related decision (Köse & Çizer, 2023; Lau et al., 2024). A systematic review of 377 studies confirms that social media has become an integral part of food consumers' daily lives and is increasingly associated with food-related attitudes, intentions, and behaviors (Rini et al., 2024). This transformation has also changed the role of cafés and local culinary businesses, which increasingly compete not only through their products but also through the experiences and information they provide to consumers. Consumers may evaluate a culinary business through its physical environment while simultaneously obtaining information and interacting with the business through social media before making a purchase (Boen et al., 2025). Therefore, understanding consumer purchase decisions requires consideration of both physical and digital marketing stimuli (Hussain & Hussain, 2025; Nasution et al., 2025).

The Stimulus–Organism–Response (S-O-R) theory Mehrabian and Russell's 1974 provides a relevant theoretical foundation for explaining this relationship because it proposes that external stimuli influence consumers' internal cognitive and affective processes, which subsequently generate behavioral responses (Hochreiter et al., 2023; Sen, 2024; Wang et al., 2026). Recent consumer research has applied the S-O-R framework to explain how social media marketing activities function as external stimuli that influence consumers' internal evaluations and subsequent behavioral responses (Foxall & Greenley, 1999; Hochreiter et al., 2023). In the present study, *store atmosphere* represents the physical stimulus, *social media marketing* represents the digital stimulus, and consumer purchase decision represents the behavioral response.

Store atmosphere refers to the physical environment of a business created through elements such as lighting, layout, temperature, facilities, design, and color, which can shape consumers' perceptions and experiences (Almaz & Suryawardani, 2025; Mantratzis et al., 2023; Palinggi & Ingga, 2023; Prawira & Arif, 2024; Trijumansyah et al., 2019). Empirical studies in the culinary sector have found that *store atmosphere* positively influences purchase decisions, including research conducted in coffee-shop contexts in Surabaya and Jakarta (Kamila et al., 2024).

Social media marketing, meanwhile, enables businesses to communicate information, interact with consumers, present products, and develop relationships through digital platforms. Social media has increasingly become an important component of food-related consumer behavior, while social media marketing activities such as interactivity, informativeness, personalization, word-of-mouth, and trendiness can function as marketing stimuli that shape consumer responses (Kamila et al., 2024; Rini et al., 2024). Empirical research also indicates that *social media marketing* can positively influence purchase decisions in coffee-shop contexts, although its effects are not universally consistent across settings (Adjie Opa & Astuti, 2024; Frans Sudirjo et al., 2023).

Recent Indonesian studies have increasingly examined *store atmosphere* and *social media marketing* in relation to purchase decisions, including studies of Silol Kopi and Eatery, coffee shops in Surabaya, and other culinary businesses. Several studies report significant positive effects of both variables, whereas other studies report nonsignificant effects for one of the variables, indicating that the empirical relationship remains context dependent. This inconsistency suggests that the effectiveness of physical and digital marketing stimuli may vary according to business characteristics, consumer perceptions, and market context. Moreover, existing evidence has largely focused on cafés and coffee shops in urban or relatively established culinary markets, such as Surabaya, Jakarta, Jepara, and Pekanbaru. Evidence from smaller local culinary businesses operating in regional or nonmetropolitan markets remains comparatively limited, making contextual investigation important because consumer characteristics, business scale, competitive conditions, and digital adoption may differ across markets.

This study addresses this gap by integrating physical consumer experience, represented by *store atmosphere*, and digital consumer interaction, represented by *social media marketing*, within an S-O-R framework to explain consumer purchase decisions in a local culinary business. Rather than claiming that the two variables have never been studied together, the novelty lies in examining their complementary roles within a local, nonmetropolitan culinary context and interpreting them as two forms of external stimuli within the S-O-R framework. This positioning extends existing empirical evidence by examining whether findings established primarily in urban café and coffee-shop settings remain applicable to a local culinary business in Bungo Regency.

The urgency of this study arises from the need for local culinary businesses to create consistency between consumers' offline experiences and their online interactions. An attractive physical environment may strengthen consumers' direct experience, while social media can shape awareness, expectations, and evaluations before consumers visit the establishment (Rini et al., 2024). Therefore, examining both stimuli simultaneously can provide a more integrated understanding of consumer purchase decisions and offer practical guidance for local businesses seeking to compete in an increasingly digital culinary market.

Accordingly, this study aims to examine the effects of *store atmosphere* and *social media marketing* on consumer purchase decisions at Dapoer Ma'cik, Pasar Lubuk Landai, Bungo Regency. The study contributes theoretically by strengthening the application of the S-O-R framework to consumer behavior through the integration of physical and digital marketing stimuli, empirically by providing evidence from a local nonmetropolitan culinary context, and practically by providing a basis for Dapoer Ma'cik to integrate improvements in its physical business environment with more effective social media marketing strategies.

RESEARCH METHOD

This study employed a quantitative approach using a survey method to examine the effects of *store atmosphere* and *social media marketing* on consumer purchase decisions at Dapoer Ma'cik. The respondents were selected using a *purposive sampling* technique, resulting in a total of 96 respondents who met the predetermined sampling criteria. Data were collected

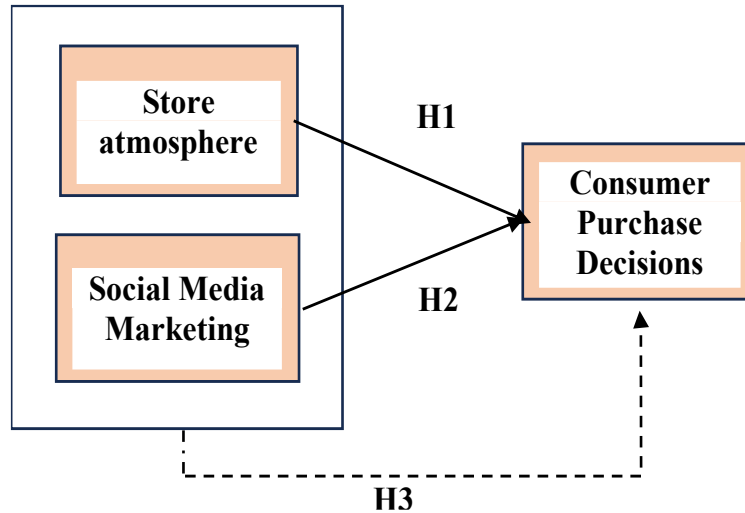
through a structured questionnaire administered directly to the selected respondents. The research instrument was developed based on indicators for each research variable adopted and adapted from previous studies. All measurement items were assessed using a five-point Likert scale, ranging from 1 (*strongly disagree*) to 5 (*strongly agree*). Before conducting the main statistical analysis, the instrument was evaluated to ensure its validity and reliability.

The data analysis was conducted using the *Statistical Package for the Social Sciences* (SPSS). The analysis consisted of several stages. First, validity and reliability tests were performed to assess the quality and consistency of the measurement instruments. Second, classical assumption tests were conducted, including normality, multicollinearity, and heteroscedasticity tests, to determine whether the data met the assumptions required for multiple linear regression analysis (Sugiyono, 2022). Third, multiple linear regression analysis was employed to examine the effects of *store atmosphere* and *social media marketing* on consumer purchase decisions. Finally, hypothesis testing was conducted using the t-test to assess the partial effect of each independent variable and the F-test to assess their simultaneous effect on consumer purchase decisions. The independent variables in this study are *store atmosphere* (X_1) and *social media marketing* (X_2), while consumer purchase decision is the dependent variable (Y). The operational definitions, indicators, and measurement scales for each research variable are presented in Table 1.

Table 1. Operational Definitions of Variables

Research Variable	Operational Definition	Indicators	Scale
Store Atmosphere (X_1)	The overall emotional effect created by the physical attributes of a store, which is expected to satisfy both retailers and consumers (Levy & Weitz, as cited in (Trijumansyah et al., 2019).	1. Lighting 2. Store layout 3. Temperature 4. Facilities 5. Store design and color	Five Scale Likert
Social Media Marketing (X_2)	A branch of digital marketing that utilizes various social media platforms to reach and interact with consumers more effectively and efficiently (Mauliza & Fadhillah, 2025).	1. Message frequency 2. Message feedback 3. Message attractiveness 4. Message clarity and completeness	Five Scale Likert
Purchase Decision (Y)	A situational factor that may be influenced by unexpected circumstances. Consumers may form purchase intentions based on factors such as income, price, and the expected benefits of a product (Sari, 2021).	1. Problem recognition 2. Information search 3. Evaluation of alternatives 4. Purchase decision 5. Post-purchase behavior	Five Scale Likert

Based on the theoretical perspective and empirical findings discussed above, this study proposes that *store atmosphere* and *social media marketing* individually have a positive and significant effect on consumer purchase decisions. Furthermore, these two variables are expected to jointly influence consumer purchase decisions. Accordingly, the conceptual framework of this study is presented in Figure 2.



Picture 2. Concetual Framework

Hypotheses

H1: Store atmosphere has a significant effect on consumer purchase decisions.

H2: Social media marketing has a significant effect on consumer purchase decisions.

H3: Store atmosphere and social media marketing have a significant simultaneous effect on consumer purchase decisions.

RESULT AND DISCUSSION

Respondent Characteristics

The characteristics of the respondents were examined to provide a descriptive profile of the consumers involved in this study. The respondent characteristics include age, gender, educational background, and occupation. A total of 96 respondents who met the predetermined criteria participated in the study. The characteristics of the respondents were examined to provide a descriptive profile of the consumers involved in this study. The respondent characteristics include age, gender, educational background, and occupation. A total of 96 respondents who met the predetermined criteria participated in the study. The results show that respondents were predominantly aged 26–35 years (39.6%), followed by those aged 36–45 years (28.1%), indicating that the sample was largely composed of consumers within the productive-age group. Female respondents accounted for 56.3%, slightly exceeding male respondents (43.7%). In terms of education, respondents with a bachelor's degree dominated the sample (53.1%), while private-sector employees represented the largest occupational group (39.6%). Overall, the respondent profile indicates that the sample was predominantly composed of young-to-middle-aged, female, university-educated, and private-sector consumers. These characteristics provide a descriptive

context for interpreting the subsequent analysis of *store atmosphere*, *social media marketing*, and consumer purchase decisions. The distribution of respondents is presented in Table 2.

Tabel 2. Respondent Characteristics

Characteristics	Category	Frequency	Percentage (%)
Age	15-25 Year	22	22,9
	26-35 Year	38	39,6
	36-45 Year	27	28,1
	>46 Year	9	9,4
Marital	Female	54	56,3
	Man	42	43,7
Education	Junior HighSchool	4	4,2
	Senior High School	30	31,3
	Bachelor's Degree	51	53,1
	Postgraduate Degree	11	11,4
	Student	9	9,4
Occupation	Homemaker	14	14,6
	PNS	13	13,5
	Civil Servant	38	39,6
	Private-sectorEmployee	17	17,7
	Entrepreneur	5	5,2
Total		96	100,0

Source: Processed primary data, 2026.

Classical Assumption Test Results

Classical assumption tests were conducted to ensure that the regression model met the required statistical assumptions and could therefore be appropriately used for hypothesis testing. The tests included normality, multicollinearity, and heteroscedasticity tests. The normality test was performed using the *One-Sample Kolmogorov-Smirnov Test*. The results showed an *Asymp. Sig. (2-tailed)* value of $0.069 > 0.05$ (significance level of). This finding indicates that the residuals were normally distributed. The results are presented in **Tables 3**.

Tabel 3. Normality Test of *One-Sample Kolmogorov-Smirnov*

N	96
Mean	.0000000
Std. Deviation	1.55389397
Test Statistic	.092
Asymp. Sig. (2-tailed) ^c	.069

Source: Processed primary data, 2026

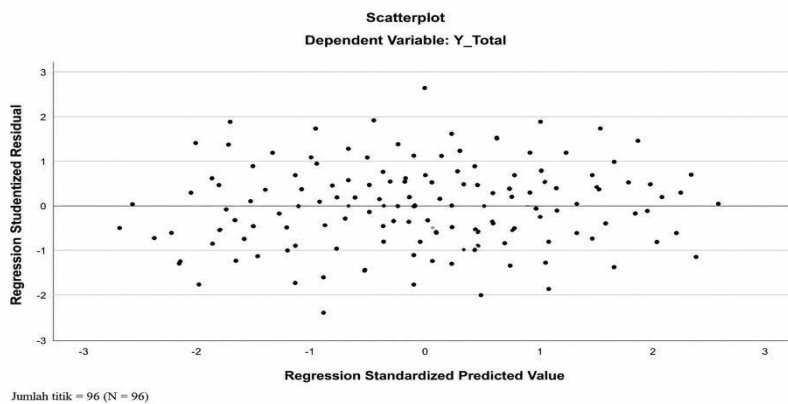
Table 4. Multikolinieritas Test

Model	Unstandardized Coefficients		Std Coef.		t	Sig.	CollinearityStatistic	
	B	Std. Error	Beta				Tolerance	VIF
1	Constant	4.235	2.014		2.102	.039		
	X1_Total	.665	.099	.612	6.689	.000	.875	1.143
	X2_Total	.378	.102	.340	3.717	.000	.395	2.530

Source: Processed primary data, 2026

The multicollinearity test results **table 4** indicated that the *Tolerance* values for the independent variables, namely *Store Atmosphere* (X1) and *Social Media Marketing* (X2), were 0.875 and 0.395, respectively. Both values exceeded the minimum threshold of 0.10. Furthermore, the *Variance Inflation Factor* (VIF) values were 1.143 for *Store Atmosphere* and 2.530 for *Social Media Marketing*, both of which were below the threshold of 10. These results indicate that there was no evidence of multicollinearity among the independent variables.

The heteroscedasticity test was assessed using a *scatterplot*. The results showed that the residual points were randomly distributed above and below zero on the Y-axis and did not form any discernible pattern **Picture 1**. This indicates that the regression model did not exhibit heteroscedasticity. Overall, the classical assumption tests demonstrate that the regression model satisfied the normality assumption and was free from multicollinearity and heteroscedasticity. Therefore, the regression model was considered appropriate for examining the effects of *Store Atmosphere* and *Social Media Marketing* on Consumer Purchase Decision.

**Picture 2.** Heteroscedasticity Test

Hyphotesis Test

Based on the hypothesis testing results presented in Table 1, *store atmosphere* has a positive and significant effect on consumer purchase decisions. This is indicated by the calculated t-value of 6.689, which exceeds the critical t-value of 1.985. Therefore, H1 is supported, indicating that a more favorable *store atmosphere* is associated with higher consumer purchase decisions at Dapoer Ma'cik. Similarly, *social media marketing* has a positive and significant effect on consumer purchase decisions. The calculated t-value of 3.717 is greater than the critical t-value of 1.985, indicating that H2 is supported. This finding suggests that more effective *social media marketing* is associated with stronger consumer purchase decisions at Dapoer Ma'cik, **Table 5**.

Table 5. Parsial Test

Model	Unstandardized Coefficients		Std Coef.	t	Sig.	Decision
	B	Std. Error	Beta			
1	(Constant)	4.235	2.014	2.102	.039	
	X1_Total	.665	.099	.612	6.689	Accepted
	X2_Total	.378	.102	.340	3.717	Accepted

a. Dependent Variable: Y_Total

Source: Processed primary data, 2026

Furthermore, the F-test results show that the calculated F-value was 292.396, which was higher than the critical F-value of 3.09, with a significance value of 0.000 (< 0.05). These results indicate that *Store Atmosphere* and *Social Media Marketing* simultaneously have a positive and significant effect on consumer purchase decisions at Dapoer Ma'cik. Therefore, the regression model is statistically significant, indicating that the two independent variables jointly contribute to explaining variations in consumer purchase decisions, **Table 6**.

Tabel 6. Simultaneous Test

Model		Sum of	df	Mean Square	F	Sig.
1	Regression	1305.748	2	652.874	292.396	.000 ^b
	Residual	207.654	93	2.472		
	Total	1513.402	95			

Source: Processed primary data, 2026

CONCLUSION

The Effect of Store Atmosphere on Consumer Purchase Decisions

The results indicate that *store atmosphere* has a positive and significant effect on consumer purchase decisions at Dapoer Ma'cik. The finding indicates that a comfortable, clean, well-organized, and adequately equipped store environment can strengthen consumers' purchase decisions. In other words, improvements in the physical atmosphere of Dapoer Ma'cik are associated with a greater likelihood of consumers deciding to make a purchase. This finding is consistent with (Adjie Opa & Astuti, 2024; Palinggi & Ingga, 2023), who reported a positive and significant relationship between *store atmosphere* and purchase decisions. The consistency of these findings suggests that the physical environment can function as an important external stimulus in shaping consumers' perceptions and behavioral responses. From the Stimulus–Organism–Response (S-O-R) perspective, elements such as cleanliness, layout, comfort, and facilities constitute environmental stimuli that consumers perceive and evaluate before making behavioral decisions. Thus, a favorable *store atmosphere* may strengthen the consumer experience and contribute to the decision to purchase.

The Effect of Social Media Marketing on Consumer Purchase Decisions

The results also demonstrate that *social media marketing* has a positive and significant effect on consumer purchase decisions at Dapoer Ma'cik. This finding suggests that more effective social media marketing is associated with stronger consumer purchase decisions. Attractive and informative content, consistent promotional communication, and opportunities for interaction can facilitate consumers' access to information and strengthen their engagement with the business. This finding is consistent with (Frans Sudirjo et al., 2023)(Kamila et al.,

2024), who found that *social media marketing* has a positive and significant effect on purchase decisions. The similarity of the findings indicates that social media can function beyond a promotional channel by providing information and facilitating interaction between businesses and consumers. From the S-O-R perspective, social media content represents a digital stimulus that can shape consumers' perceptions and evaluations before generating a behavioral response in the form of a purchase decision. Therefore, informative, attractive, and interactive social media communication can strengthen consumers' consideration of Dapoer Ma'cik as a place to purchase culinary products.

The Simultaneous Effect of Store Atmosphere and Social Media Marketing

The simultaneous test indicates that *store atmosphere* and *social media marketing* jointly have a significant effect on consumer purchase decisions at Dapoer Ma'cik. This finding indicates that consumers' purchase decisions are not shaped exclusively by the physical environment or digital marketing activities in isolation but may be influenced by the combination of both forms of consumer experience. This finding is consistent with (Adjie Opa & Astuti, 2024). Conceptually, this finding strengthens the application of the S-O-R framework in the context of local culinary businesses. *Store atmosphere* represents a physical stimulus, while *social media marketing* represents a digital stimulus that can influence consumers before and during their interaction with the business. When an attractive social media presence creates positive expectations and these expectations are supported by a comfortable and well-managed physical environment, the two forms of stimulus can work together to strengthen consumers' purchase decisions. This finding therefore supports the view that local culinary businesses need to manage their offline customer experience and online communication as complementary components of the consumer journey.

CONCLUSION AND IMPLICATIONS

This study concludes that *store atmosphere* and *social media marketing* have positive and significant effects on consumer purchase decisions at Dapoer Ma'cik, both individually and simultaneously. The findings indicate that a comfortable and well-managed physical environment, supported by effective and engaging social media communication, can strengthen consumers' purchase decisions. The model explains 86.3% of the variance in consumer purchase decisions, while the remaining 13.7% is attributable to factors outside the research model.

Theoretically, this study provides empirical support for the Stimulus–Organism–Response (S-O-R) framework by positioning *store atmosphere* and *social media marketing* as complementary physical and digital stimuli associated with consumer behavioral responses. The study therefore contributes to the literature by integrating offline consumer experience and online marketing interaction in the context of a local culinary business. Practically, Dapoer Ma'cik should maintain a clean, comfortable, attractive, and well-organized physical environment while simultaneously strengthening its social media presence through informative content, consistent promotion, and interactive communication. The integration of offline and online customer experiences is important to ensure that expectations formed through social media are consistent with the actual experience at the establishment.

Future research should consider additional variables such as *customer experience*, *e-WOM*, *brand image*, *customer trust*, or perceived value, while expanding the sample, research settings, and methodological approaches to improve the generalizability of the findings.

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