

# The Influence Of Social Media Marketing And Electronic Word Of Mouth On Purchase Decisions At Vill Garden Moderated By Store Atmosphere

Author : Ida Jaya<sup>1</sup>, Raihani  
Vinada<sup>1</sup>

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Email: [idajaya@krakatau.ac.id](mailto:idajaya@krakatau.ac.id),  
[rayhaniwinanda22@gmail.com](mailto:rayhaniwinanda22@gmail.com)

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## Abstract

This study aims to analyze the influence of social media marketing and *Electronic word of mouth* on purchase decisions at Vill Garden moderated by *store atmosphere*. This study uses a quantitative approach with data obtained through a questionnaire distributed to visitors who make purchases directly to Vill Garden Bandar Lampung with a total of 102 respondents. Data analysis includes validity tests, reliability tests, classical assumption tests, and path analysis processed using PLS software. The results show that Purchase Decision (Z) is influenced by Social Media Marketing (X1), *Electronic Word of Mouth* (X2), and Store Atmosphere (Y), the Store Atmosphere (Y) variable is influenced by Social Media Marketing (X1) and *Electronic Word of Mouth* (X2). However, *Social Media Marketing* has no effect on purchase decisions, *Electronic Word of Mouth* has a significant positive effect on Purchase Decisions, *social media marketing* directly through *Store atmosphere* as an *intervening* variable affects purchase decisions at Vill Garden, *Electronic word of mouth* indirectly through *Store atmosphere* as an *intervening* variable has no effect on purchase decisions at Vill Garden. This research is expected to provide strategic insights for marketers in designing effective marketing strategies for Vill Garden consumers.

**Keywords:** Social Media Marketing, *Electronic Word Of Mouth*, Purchase Decisions and *Store Atmosphere*

## Introduction

In this modern era, many businesses are growing very rapidly, one of which is a form of business in the culinary field. This business in the culinary field shows a very rapid development, it is characterized by the many types of places to eat established by business entrepreneurs. The growth of culinary businesses is increasing with the passage of time and changes in lifestyles in society. The need for food and beverages is a basic human need that must be met, so that it becomes a business opportunity for entrepreneurs (Kadir, 2022).

The success rate of a business is that a business has increased sales from previous results, where purchasing decisions from consumers will later affect the development of a business. Kotler & Armstrong (2004), stated that a purchase decision is a stage in the buyer's decision-making process where the consumer actually buys. Decision-making is an individual activity that is directly involved in obtaining and using the goods offered (Ragatirta, 2022).

Purchase decisions are part of consumer behavior, which is the study of how individuals, groups, and organizations choose, buy, use, and how goods, services, ideas or experiences to satisfy their needs and desires. Purchase decisions can be influenced by several factors, namely price perception, product quality, social media advertising, *social media marketing*, *electronic word of mouth*, *desain produk*, *brand image*, *brand awareness*, *lifestyle*, quality of service, promotions and so on. Purchase decisions are individual consumer activities to identify needs, make choices, and make purchases on certain products or brands. A purchase decision is an effort to assess and select from a number of alternatives according to interests or needs by determining an option that is considered the most satisfactory. So the purchase decision is where the consumer is already in the stage of actually making a purchase on a product or brand. The need requires consumers to choose existing alternatives (Pranandha & Kusumadewi, 2022).

<sup>1</sup>Special description of the title. (dispensable)

The decision of consumers to buy or not to buy a product is a challenge and problem faced by restaurants. This concerns the sustainability of the business being run, thus encouraging managers to be able to improve their marketing strategies and observe their consumer behavior so that later consumers will get good service and consumer confidence in the restaurant will emerge (Putri, 2024).

Understanding consumer behavior is not an easy matter, moreover, every consumer has a variety of tastes, expectations about the products to be purchased, the atmosphere obtained, and the reasons for choosing a retail store as a place to shop until finally making a purchase decision. Modern restaurants must dare to appear different and have a competitive advantage compared to other restaurants. To attract consumers to make purchases can be done by providing a pleasant atmosphere for consumers while in the store, because happy consumers are expected to make purchases inside the store (Kurniasih, 2022).

In the planning and design process, you must pay attention to elements such as *exterior, general interior, store layout, and interior display*. Proper planning can create an attractive feel, atmosphere and aesthetics for consumers. Product development to create product diversity is also a challenge for every company. Product development can be done by developing existing products. In addition, research can be carried out to create new products with appropriate models. Companies that are unable to create or offer new products will face risks such as a decrease in sales volume, due to the emergence of more creative competitors, changes in consumer tastes, and the emergence of new technologies in the production process (Kamil et al., 2024).

One of the factors that can attract consumers' attention is the store atmosphere. Store atmosphere is the atmosphere of a café, the right choice of furniture, the choice of light, and many other things in the store atmosphere. According to Sujana (2012), store atmosphere can be interpreted as all aspects of the interior (room in the store) that affect the sales atmosphere, especially including lighting, *color*, music, and fragrance.

Vill Garden, located on Jl. Gatot Subroto No.105, Pahoman, East Tanjungkarang District, Bandar Lampung City, provides seating in the open area, as well as providing live music. Previously, Vill Garden was named Santara which means "archipelago cuisine" but the lack of concept made Santara unable to compete and slumped. Then the owner looked for other ideas so that he could rise and compete and establish Vill House and Vill Garden. What is more conceptual and liked by many people Vill garden was established on December 26, 2023, the meaning of vill itself means wild and the garden is taken from the concept of a place that is like a garden because there are many beautiful plants, therefore it was named Vill Garden.

In addition to Vill Garden, there are several restaurants that carry almost the same concept, and are located on Jl Gatot Subroto, including Marley's Signature, The Heaven, Djawara.idn, Kelana Resto, Aimo by Daja, Warunk Basian and Nudi Eat Drink Leisure. So a good marketing strategy is needed to attract visitors.

As one of the restaurants that carries the theme of Authentic Restaurant where the physical aspects of the restaurant, both exterior and interior, play an important role in creating an authentic impression. Restaurant designs often take inspiration from the traditional architectural styles of a particular area. Authentic restaurants are more than just places to eat. Authentic restaurants become a cultural bridge that connects customers with the rich traditions of the region. Through food, design, ambiance and service, authentic restaurants provide a unique dining experience. With the growing interest in local cultural exploration, authentic restaurants have great potential to continue to grow and become an important part of the tourism and culinary industry.

In addition, social media has a direct impact on consumer purchasing decisions. According to (Swastha & Handoko, 2012) In the consumer purchase process, there is a phase of searching for consumer information. This information can be provided by marketers or sought by consumers through social media. Many companies have used social media in their business activities, the goal is to market products and establish relationships with customers. Now more and more consumers are connected to social media. So, companies must connect with consumers and potential consumers through social media every second, and if not, every second of the company will be wasted. So, companies must strive to always be connected to social media.

By using social media, companies can spread ads in the form of photos to other social media users, this will play a very important role because photos can illustrate many things and with social media entrepreneurs can have two-way communication with consumers. Social media can effectively influence people to make a purchase if the images displayed are attractive, the captions or writings conveyed contain an invitation to buy the product and maintain its existence (Hakim & Nurkamid, 2017).

Another factor that can influence purchase decisions is *electronic word of mouth*, EWOM is a marketing communication that is carried out by conveying information by word of mouth through social networks. In social media marketing, EWOM is used as a marketing strategy in influencing purchase decisions. The study states that the EWOM

message is very important for consumers to get information related to product quality and service quality. Some of the studies with EWOM include research on the influence of EWOM on purchase decisions, revealing that EWOM variables have a positive and significant effect on purchase decisions. Akbar (2018) in his research stated that EWOM has a significant effect on the variables of purchase decisions (Fajriyah & Karnowati, 2022).

From the customer's side, communication helps them in making purchase decisions, because without adequate information, it is certainly very difficult for a customer to make a decision to make a purchase of a product or service. One of the commonly carried out communications is word-of-mouth communication (*Word of Mouth*) Although considered a traditional marketing strategy, this method is quite effective to convince customers. Based on a survey, more than 80% of Indonesian consumers trust recommendations from friends and family rather than advertisements when deciding to buy a product (Adiningtias & Fadili, 2022).

Quoting from research conducted by (Padmadikara et al., 2021), "Social media marketing has a positive and significant influence on purchasing decisions". In addition, in other research conducted by (Yuyuk Liana, 2021) and (Ardiansyah & Sarwoko, 2020) citing that "social media marketing has a significant influence on purchasing decisions". *Word of mouth* It is a form of marketing to be able to provide detailed explanations to other individuals or groups to describe brands, products or services so that they are easier to understand. "Where the opinions or recommendations given to customers are based on the experience they have received so far so that they have a significant impact on decision-making" (Erianto & Mashariono, 2018). Research (Dewi et al., 2020) stated that "word of mouth has a positive and significant effect" on purchase decisions stated in a study conducted by (Dewi et al., 2020) and research that has been conducted by (Ibrahim et al., 2020) results that "*word of mouth* have a significant effect on purchase decisions". But on the other hand, the research that has been carried out by (Stefanny et al., 2022) have research results "*word of mouth* are not significant to the purchase decision".

In the fierce competition in the culinary business world that has been explained in the phenomenon above, to upload consumer interest in making purchases by creating *store atmosphere* that are different and comfortable for consumers. "*Store atmosphere* can create a good image in the minds of consumers" (Amanda & Suprihhadi, 2018). Therefore, to encourage consumers to come to the store and make purchases and return again to make repurchases, the management needs to understand and consider *store atmosphere* a store.

In a study conducted by (Ningrum, 2020) shows the result that "*store atmosphere* have a positive and significant effect on purchase decisions" and research that has been conducted by (Pratiwi & Yasa, 2019) has a result "*store atmosphere* have a significant effect on purchase decisions". But on the other hand, quoting from research conducted by (Khrisna & Gama, 2022) The results of the study show that "the variable *Store atmosphere* have an insignificant and positive effect on purchase decisions" So from the research gap found and the phenomenon of café fever.

Based on the description above, the author is interested in conducting research with the variable "The Influence Of Social Media Marketing And *Electronic Word Of Mouth* On Purchase Decisions At Vill Garden Moderated By *Store Atmosphere*"

## Literatur Review

### *Social Media Marketing*

*Social media marketing* is a process that encourages individuals to promote their website, products, or services through online social channels and to communicate by leveraging a much larger community that has a greater likelihood of marketing than through traditional advertising channels (Anggalia Wibasuri et al., 2020).

There are several indicators in measuring *social media marketing*, according to (Anggalia Wibasuri et al., 2020) There are 4 components that can be used as indicators *social media marketing* that is:

- a. *Content Creation*, Interesting content is the cornerstone of a strategy in conducting social media marketing. The content created must be interesting and must represent the personality of a business in order to be trusted by target consumers.
- b. *Content Sharing*: Sharing content with social communities can help expand a business's network and expand its online audience. Sharing content can lead to indirect and direct sales depending on the type of content being shared.
- c. *Connecting*, Social networks allow one to meet more people who share the same interests. A wide network can build relationships that can generate more business. Honest and careful communication must be considered when doing social networking.
- d. *Community Building*, The social web is a large online community of individuals where there is interaction between people living around the world using technology. Building a community on the internet that has similar interests can

occur with *social networking*.

### **Word of Mouth (WOM)**

According to (Adiningtias & Fadili, 2022) stated that *word of mouth* directly coming from someone else who personally describes his or her own experience, then this is much clearer to the customer than the information contained in the ad. WOM (*word of mouth*) is communication that is carried out by word of mouth which is part of the communication process in the form of giving recommendations or references either individually or in groups to a product or service that aims to provide personal information to others (Pranandha & Kusumadewi, 2022).

According to (Zulkiffli et al., 2017) *electronic word of mouth* is a positive or negative statement made by a potential, actual, or previous customer about a product or company made available to many people and institutions over the internet. E-WoM has three dimensions or indicators, including:

1. *Electronic Word of Mouth Quality* (E-WoM quality). E-WoM quality refers to the persuasive power of comments from other consumers regarding the product, can give rise to the perception of consumers through the quality of the information they get, so that the potential for purchase of the product will increase.
2. *Electronic Word of Mouth Quantity* (E-WoM quantity). The popularity of a product is determined by the quantity of comments online because it is considered to represent the performance of a product. Consumers also need references to reduce mistakes or risks when shopping, and the quantity of online comments can represent the popularity of a product. In other words, consumers have more reviews about the product that reflect the popularity of the product. The quantity of E-WoM refers to the number of reviews given by consumers.
3. *Sender's expertise*. Sender expertise When the sender makes a review in the form of comments about products that have or have not been used, so that it can attract users to get information and make a decision to buy. Thus consumers will buy a product after getting a review of the product they need, through comments that have been sent by previous consumers.

### **Store Atmospheres**

Now *store atmosphere* Or the atmosphere of the store is the most popular factor by customers because apart from comfort, customers are also looking for interesting places to be used as photo spots. Currently, Indonesian people are more interested in aesthetic and attractive places to share on their social media, so many new places continue to develop the atmosphere of the store, design, and layout of the store. According to Kotler and Armstrong (2018: 402) who explain that *store's atmosphere* or the atmosphere of the store is an important factor in the product warehouse in *reseller* (Febriyanti & Anggrainie, 2023).

Suppliers who want to create unique and engaging experiences, which include targeting and influencing consumers to buy. Therefore, many suppliers mention *experiential retailing*. In other words, a company that has been selling its products and services for a long time, but the company wants to create a unique and interesting experience so that consumers have their attraction in buying, have a sense of curiosity about the new products offered so that it becomes an attraction for consumers to make purchases. In addition to marketers creating unique and interesting experiences, marketers first segment or distribute consumers into market segmentation which is often called *psychographic segmentation*.

According to the book Kotler and Armstrong (2018: 215) explain that psychographic segmentation will divide or group consumers into different segments based on their lifestyle or personality characteristics. Based on this theory, in other words these marketers group consumers into smaller segments such as consumers who pay attention to unique and interesting experiences, store atmospheres that influence consumers to buy. If the atmosphere of the store makes consumers comfortable, it will affect consumers to intend to buy products or services. According to the book Kotler and Armstrong (2018: 402) explains that the success of a company is related to the consumer experience in shopping. Consumers will listen to music, check colors, catch smells or smells, layout, lighting, music, colors and smells will help to shape the consumer experience in shopping and purchase intent.

### **Purchase Decision**

Purchasing decisions are part of consumer behavior, which is the study of how individuals, groups or organizations choose, buy, wear and how goods, services, ideas or experiences can satisfy their needs and desires (Adiningtias & Fadili, 2022). A purchase decision is a consumer decision that will occur if the consumer's desire to buy an item is unanimous, which includes the product to be purchased, when and where to buy the desired product and how to pay for it (Kambali & Masitoh, 2021).

According to Kotler and Keller (2016:195) there are six indicators of purchase decisions made by consumers, namely:

1. *Product Choice*

Consumers can make a decision to buy a product or use their money for other purposes. This encourages companies to focus their attention on people who are interested in buying a product they want.

2. *Brand Choice*

Consumers have to make decisions about what brands to buy. In this case, the company must know how consumers choose a trusted brand.

3. *Dealer Choice*

Consumers are required to be careful in making decisions about the distributor or distributor to visit. Each consumer in choosing a distributor varies depending on the factors of close location, complete inventory, low prices, and convenience when shopping.

4. *Purchase Amount*

Consumers can determine how many products they will buy at the time of purchase. The possibility of making purchases of more than one type of product. In this case, the company must prepare a large number of products according to the different desires of buyers.

5. *Purchase Timing*

Consumer decisions in choosing a purchase time can vary. For example, there are consumers who buy every day, every week, or once a month. There are also consumers who buy every morning, every afternoon, or night depending on the consumer's choice in shopping time.

6. *Payment Method*

Consumers can make decisions regarding the payment method to be carried out such as cash, credit and other payment methods

## Methods

The type of research used is quantitative research, This research uses an associative approach method, which is a research method that tries to describe a phenomenon or symptom that occurs in real circumstances at the time the research is conducted. The associative method is a study that looks for a causal relationship between independent variables (independent variables), namely *social media marketing (X1)*, *electronic word of mouth (X2)* and *store atmosphere (Y)* with dependent variables (bound variables) of purchase decisions (Z). The population in this study is visitors who make purchases directly to Vill Garden Bandar Lampung with a sample of 102 respondents. The research hypothesis testing was carried out using the Structural Equation Model (SEM) approach based on Partial Least Square (PLS).

## Results

### Variable Description

Descriptive variables are intended to analyze data based on the results obtained from respondents' answers to each variable measurement indicator. The results of the respondents' answers are presented in the following table:

### *Social Media Marketing (X1)*

Table 1. Description of *Social Media Marketing Research Variables (X1)*

Indicator	No Questions	Answer					Jml Resp	Shoes	Average score
		1	2	3	4	5			
Accounts	1	0	4	19	58	21	102	402	3.94
	2	1	3	19	56	23	102	403	3.95
	3	2	0	23	46	31	102	410	4.02
<b>Average Content Indicators</b>									<b>3.97</b>
Content dissemination	1	1	4	13	60	24	102	408	4
	2	1	3	23	47	28	102	404	3.96
	3	0	1	27	54	20	102	399	3.91
<b>Average Content Deployment Indicator</b>									<b>3.96</b>

<b>Connection</b>	1	1	2	19	52	28	102	410	4.02
	2	2	1	24	42	33	102	409	4.01
	3	0	6	14	50	32	102	414	4.06
<b>Average Connection Indicator</b>									<b>4.03</b>
<b>Community</b>	1	0	6	13	59	24	102	407	3.99
	2	0	5	23	43	31	102	406	3.98
	3	0	6	13	55	28	102	411	4.03
<b>Average Community Indicators</b>									<b>4</b>
<b>Rerata Variabel Social Media Marketing (X1)</b>									<b>3,99</b>

Source: Primary data processed with SPSS 26, 2025

Based on table 1. above, it can be stated as follows: The indicator that has the highest average score in the *connection* indicator is 4.03. An indicator that has a lower average score compared to the overall average score is the distribution of the content of 3.96.

### Electronic Word Of Mouth (X2)

Table 2. Description of *Electronic Word Of Mouth* Research Variables (X2)

<b>Indicator</b>	<b>No Questions</b>	<b>Answer</b>					<b>Jml Resp</b>	<b>Shoes</b>	<b>Average score</b>
		<b>1</b>	<b>2</b>	<b>3</b>	<b>4</b>	<b>5</b>			
<b>Consumers obtain information about the company</b>	1	0	10	14	33	45	102	419	4.11
	2	0	12	14	41	35	102	405	3.97
	3	0	9	17	37	39	102	412	4.04
<b>Average Consumer Indicators obtain information about the company</b>									<b>3.97</b>
<b>Consumers are interested in buying products</b>	1	0	14	21	37	30	102	389	3.81
	2	0	9	14	56	23	102	399	3.91
	3	0	8	25	40	29	102	396	3.88
<b>Average Consumer Indicator is interested in buying a product</b>									<b>3.87</b>
<b>Consumers get recommendations from others</b>	1	0	11	16	48	27	102	397	3.89
	2	0	9	19	47	27	102	398	3.9
	3	0	9	10	37	46	102	426	4.18
<b>Average Consumer Indicators get recommendations from others</b>									<b>3.99</b>
<b>Rerata Variabel Electronic Word Of Mouth (X2)</b>									<b>3,97</b>

Source: Primary data processed with SPSS 26, 2025

Based on table 2. above can be stated as follows: The indicator that has the highest average score in the Consumer indicator gets recommendations from others, which is 3.99. An indicator that has a lower average score compared to the overall average score is 3.87 for consumers interested in buying products.

### Store atmosphere (Y)

Table 3. Description of Research Variables *Store atmosphere (Y)*

<b>Indicator</b>	<b>No Questions</b>	<b>Answer</b>					<b>Jml Resp</b>	<b>Shoes</b>	<b>Average score</b>
		<b>1</b>	<b>2</b>	<b>3</b>	<b>4</b>	<b>5</b>			
<b>Music</b>	1	0	2	10	46	44	102	438	4.29
	2	0	8	17	38	39	102	414	4.06
	3	0	10	19	45	28	102	397	3.89
<b>Rerata Indicator Music</b>									<b>4.08</b>
<b>Color</b>	1	0	3	10	62	27	102	419	4.11
	2	0	3	9	55	35	102	428	4.2

<b>Average Color indicator 4.13</b>									
<b>Aroma</b>	1	0	2	8	59	33	102	429	4.21
	2	0	1	26	45	30	102	410	4.02
<b>Rerata Aroma Indikator 4.12</b>									
<b>Layout</b>	3	1	4	13	60	24	102	408	4
<b>Average Layout Indikator 4</b>									
<b>Lighting</b>	1	1	3	23	47	28	102	404	3.96
	2	0	1	27	54	20	102	399	3.91
	3	1	2	19	52	28	102	410	4.02
<b>Average Lighting Indikator 3.96</b>									
<b>Rerata Variabel Store atmosphere (Y)</b>									4.06

Source: Primary data processed with SPSS 26, 2025

Based on table 3. above can be stated as follows: The indicator that has the highest average score on the color indicator is 4.13. The indicator that has a lower average score compared to the overall average score is lighting at 3.96.

### Purchase Decision (Z)

Table 4. Description of Purchase Decision Research Variables (Z)

<b>Indicator</b>	<b>No Questions</b>	<b>Answer</b>					<b>Jml Resp</b>	<b>Shoes</b>	<b>Average score</b>
		<b>1</b>	<b>2</b>	<b>3</b>	<b>4</b>	<b>5</b>			
<b>Requirement recognition</b>	1	1	7	8	48	37	102	420	4.12
	2	0	10	15	45	32	102	405	3.97
	3	2	3	26	46	25	102	395	3.87
<b>Average Needs Recognition Indicator 3.99</b>									
<b>Information search</b>	1	1	0	20	59	22	102	407	4
	1	1	2	20	52	27	102	408	3.94
	2	2	3	20	51	26	102	402	3.98
<b>Average Information Search Indicator 3.93</b>									
<b>Evaluation of alternatives</b>	1	0	2	27	49	24	102	401	3.9
	1	1	5	20	53	23	102	398	3.98
	2	1	1	27	43	30	102	406	3.94
<b>Average Alternative Evaluation Indicators 3.94</b>									
<b>Buying decision</b>	1	0	3	22	55	22	102	402	3.94
	1	1	5	20	51	25	102	400	3.92
	3	2	2	26	42	30	102	402	3.94
<b>Average Indicators of Buying Decision 3.93</b>									
<b>Post-purchase behavior</b>	1	0	6	21	57	18	102	393	3.85
	2	0	6	24	48	24	102	396	3.88
	3	0	5	20	56	21	102	399	3.91
<b>Average Post-Purchase Behavior Indicator 3.88</b>									
<b>Average Purchase Decision Variable (Z)</b>									3.94

Source: Primary data processed with SPSS 26, 2025

Based on table 4. above can be stated as follows: The indicator that has the highest average score in the Needs recognition indicator is 3.99. The indicator that has a lower average score compared to the overall average score is Post-purchase behavior of 3.88.

Descriptive statistical analysis for each variable can be seen in table 5. next:

Table 5. Descriptive Statistics

Variable	N	Min	Max	Sum	Mean	Median	Std. Deviation
<i>Social Media Marketing (X1)</i>	102	19	60	4883	47.87	48.0	8,113
<i>Electronic Word Of Mouth (X2)</i>	102	18	45	3641	35.7	36.5	6,906
<i>Store atmosphere (Y)</i>	102	21	55	4556	44,67	45	6,745
Purchase Decision (Z)	102	38	74	6034	59,16	60,00	7,183

Source: Data processing with SPSS 26, 2025

Based on this data, it can be shown that the *Social Media Marketing (X1)* variable has a theoretical range between 19 to 60 with an average value of 47.87 and a standard deviation of 8,113. By looking at the average score of 47.87 which is less than the median value (48.00), it can be said that visitors to Vill Garden generally have a high rating of *Social Media Marketing (X1)*. The standard deviation value showed a deviation of 8.113 from the average value of respondents' answers to statements about *Social Media Marketing (X1)* which was 47.87.

Based on the data, it can be shown that the *Electronic Word Of Mouth (X2)* variable has a theoretical range between 18 to 45 with an average value of 35.7 and a standard deviation of 6.906. By looking at the average score of 35.7 which exceeds the median value (36.5), it can be said that visitors to the vill garden generally have a high rating of *Electronic Word Of Mouth (X2)*. The standard deviation value showed a deviation of 6.906 from the average value of the respondents' answers to statements about *Electronic Word Of Mouth (X2)* which was 35.7.

Based on the data, it can be shown that the *Store atmosphere (Y)* variable has a theoretical range between 21 to 55 with an average value of 44.67 and a standard deviation of 6.745. By looking at the average score of 44.67 which is less than the median value (45.0), it can be said that visitors to the vill garden generally have a high rating of *Store atmosphere (Y)*. The standard deviation value showed a deviation of 6.745 from the average value of the respondents' answer to the statement about *Store atmosphere (Y)* which was 44.67.

Based on the data, it can be shown that the Purchase Decision (Z) variable has a theoretical range between 38 to 74 with an average value of 59.16 and a standard deviation of 7.183. Looking at the average score of 59.16 which is less than the median value (60.0), it can be said that visitors to vill garden generally have a high rating of Purchase Decision (Z). The standard deviation value showed a deviation of 7.183 from the average value of the respondents' answers to the statement about the Purchase Decision (Z) which was 59.16.

### Data Analysis

The data processing technique with *Partial Least Square (PLS)* requires 2 stages to assess *the Fit Model* of a research model. These stages are:

#### Judge Outer Model or Measurement Model

There are three criteria in the use of data analysis techniques with *SmartPLS* to assess *the outer model*, namely *convergent validity*, *discriminant validity* and *composite reliability*.

#### Convergent Validity

The *convergent validity assessment* is based on the correlation between *the estimated score/component score* items and *the PLS software*. Individual reflex measures are said to be high if they correlate more than 0.70 with the constructed being measured. However, for the initial stage of research from the development of the loading value measurement scale, 0.5 to 0.6 is considered quite adequate. In this study, a loading factor limit of 0.60 will be used.

Table 6. Outer Loadings (Measurement Model)

Variable	Indicator	Loading Factor
<i>Social Media Marketing (X1)</i>	a. Accounts	0,962
	b. Content dissemination	0,950
	c. Connection	0,974
	d. Community	0,882
<i>Electronic Word Of Mouth (X2)</i>	a. Consumers obtain information about the company	0,839
	b. Consumers are interested in buying products	0,898

Variable	Indicator	Loading Factor
	c. Consumers get recommendations from others	0,947
Store atmosphere (Y)	a. Music	0,932
	b. Color	0,866
	c. Aroma	0,877
	d. Layout	0,830
	e. Lighting	0,825
Purchase Decision (Z)	a. Requirement recognition	0,801
	b. Information search	0,644
	c. Evaluation of alternatives	0,739
	d. Buying decision	0,678
	e. Post-purchase behavior	0,592

Source: Data processing with *SmartPLS*, 2025

The results of processing using *SmartPLS* can be seen in table 6. The value of *the outer model* or the correlation between constructs and variables has met *convergen validity* because it has a loading factor value of  $> 0.70$ , *Convergent validity* of the indicator reflexive measurement model is assessed based on the correlation between the item score/component score and *the construct score* which is calculated by PLS. An individual reflexive measure is said to be high if it correlates more than 0.70 with the construct to be measured. However, for the initial stage of research from the development of a loading factor measurement scale, 0.50 to 0.60 is considered sufficient (Chin, 2018). In conclusion, the construct for all variables can be used to test hypotheses.

#### **Discriminant Validity**

*The discriminant validity* of a model is considered good if each *loading* value of each indicator of a latent variable has *the largest loading* value with the other *loading* values against other latent variables. The results of *the discriminant validity* test were obtained as follows:

Tabel 7. Nilai Discriminant Validity (Cross Loading)

	EWOM	Purchase Decision	Social Media Marketing	Store Atmosphere
X1A	0.686	0.672	<b>0.962</b>	0.834
X1B	0.699	0.713	<b>0.950</b>	0.905
X1C	0.693	0.660	<b>0.974</b>	0.850
X1D	0.804	0.701	<b>0.882</b>	0.830
X2A	<b>0.839</b>	0.569	0.574	0.662
X2B	<b>0.898</b>	0.725	0.710	0.680
X2C	<b>0.947</b>	0.741	0.758	0.719
Y1	0.696	0.689	0.801	<b>0.932</b>
Y2	0.670	0.637	0.676	<b>0.866</b>
Y3	0.654	0.636	0.664	<b>0.877</b>
Y4	0.667	0.681	0.844	<b>0.830</b>
Y5	0.632	0.636	0.912	<b>0.825</b>
Z1	0.728	<b>0.803</b>	0.698	0.810
Z2	0.453	<b>0.644</b>	0.233	0.314
Z3	0.472	<b>0.739</b>	0.458	0.460
Z4	0.484	<b>0.678</b>	0.654	0.531
Z5	0.494	<b>0.592</b>	0.477	0.509

Source: Data processing with *SmartPLS*, 2025

Based on table 7, it is known that the *loading factor* value for indicators of latent variables has a *greater loading factor* value than the *loading value* of other latent variables. This means that the latent variable has *good discriminant validity*.

#### **Evaluate Reliability and Average Variance Extracted (AVE)**

The *validity* and reliability criteria can also be seen from the reliability value of a construct and *the Average Variance Extracted (AVE)* value of each construct. The construct is said to have high reliability if the value is 0.70 and the

AVE is above 0.50. The recommended minimum AVE value is 0.5 but 0.4 is acceptable because if the AVE is less than 0.5, but the composite reliability is higher than 0.6, and the convergence validity is qualified (Huang, Chun-Che et al., 2013). In table 8. *Composite Reliability* and AVE values for all variables will be presented.

Tabel 8. *Composite Reliability dan Average Variance Extracted*

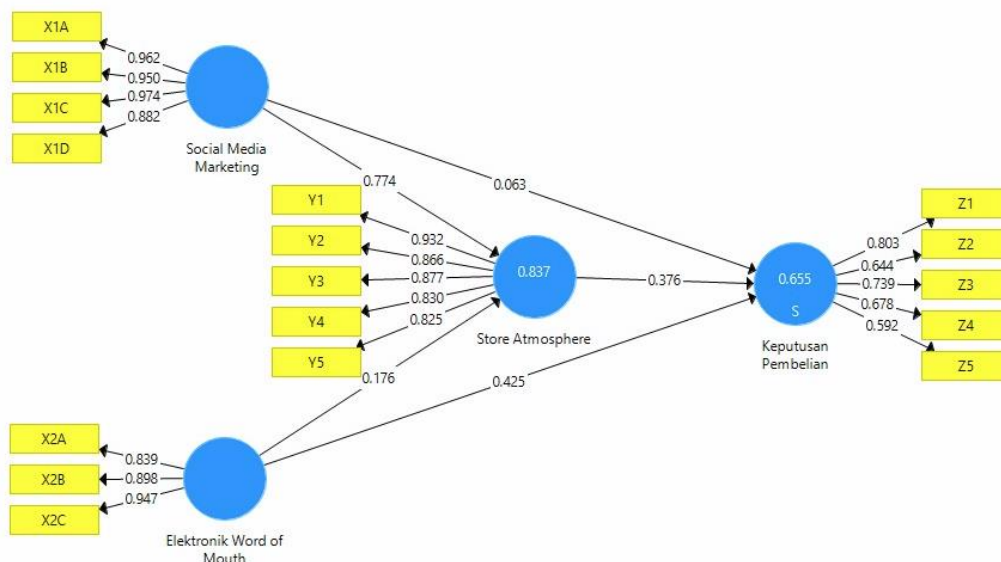
Variable	Composite Reliability	Average Variance Extracted
Elektronik Word of Mouth	0.924	0.802
Purchase Decision	0.822	0.483
Social Media Marketing	0.970	0.889
Store Atmosphere	0.938	0.751

Source: Data processing with *SmartPLS*, 2025

Based on table 8, it can be concluded that all constructs meet the reliable criteria, this is shown by *the composite reliability value > 0.70 and AVE > 0.50 as recommended criteria.*

**Structural Model Testing (Inner Model)**

The structural model or inner model is evaluated by looking at the percentage of variants described, i.e. by looking at R2 for the dependent latent construct using the *Stone-Geisser Q Square test* measures and also looking at the coefficient of the structural path. The stability of the estimate is tested with tstatistics using *the bootstrapping* procedure.



The result of PLS *R-Squares* presents the amount of variance of the construct described by the model. The following is the result of calculating *the value of R-Squares*:

Table 9. *R-Square Value*

No.	Variable	R-square
1.	Purchase Decision	0.655
2.	Store Atmosphere	0.837

Source: Data processing with *SmartPLS*, 2025

This study uses 2 variables that are influenced by other variables, namely the Purchase Decision (Z) variable which is influenced by *Social Media Marketing* (X1), *Electronic Word of Mouth* (X2), and Store Atmosphere (Y), the *Store Atmosphere* (Y) variable is influenced by *Social Media Marketing* (X1) and *Electronic Word of Mouth* (X2). Table 4.7 shows that the *R-square* value for the Purchase Decision (Z) variable is obtained at 0.655 and for the Store Atmosphere variable (Y) is obtained at 0.837. These results show that 65.5% of the Purchase Decision (Z) variables are influenced by *Social Media Marketing* (X1), *Electronic Word of Mouth* (X2), and *Store Atmosphere* (Y), and 83.7% of the Purchase Decision variables (Z) are influenced by *Social Media Marketing* (X1) and *Electronic Word of Mouth* (X2).

**Testing the Direct Influence Hypothesis**

The basis for hypothesis testing in this study is the value contained in the *output result for inner weight*. The estimated *output* results for structural model testing can be seen in the following table:

Tabel 10. Result For Inner Weights

	Original Sample (O)	Sample Mean (M)	Standard Deviation (STDEV)	T Statistics ( O/STDEV )	P Values
Electronic Word of Mouth -> Purchase Decision	0.425	0.418	0.110	3.859	0.000
Elektronik Word of Mouth -> Store Atmosphere	0.176	0.184	0.079	2.232	0.028
Social Media Marketing -> Purchase Decisions	0.063	0.068	0.110	0.573	0.568
Social Media Marketing -> Store Atmosphere	0.774	0.764	0.064	12.026	0.000
Store Atmosphere -> Purchase Decision	0.376	0.384	0.128	2.937	0.004

Source: Data processing with *SmartPLS*, 2025

The results of the bootstrapping test in this study from the PLS analysis are as follows:

Hypothesis 1: *Social Media Marketing* has a significant effect on purchasing decisions

The influence of *Social Media Marketing* on Purchase Decisions shows a path coefficient value of 0.063 with a tstatistic value of 0.573. The value is smaller than the ttable (1.98010), which means that **Hypothesis 1 is rejected**. This result means that *Social Media Marketing* has no effect on Purchase Decisions, which means that it does not fit with the second hypothesis where *Social Media Marketing* is not able to be a driving factor for purchase decisions.

Hypothesis Testing 2: *Electronic Word of Mouth* has a Significant Effect on Purchase Decisions

The effect of *Electronic Word of Mouth* on purchase decisions shows a path coefficient value of 0.425 with a tstatistic value of 3.859. The value is greater than the ttable (1.98010) which means **Hypothesis 2 is accepted**. Based on these results, it can be interpreted that *Electronic Word of Mouth* has a significant positive effect on Purchase Decisions, which means that in accordance with the first hypothesis where *Electronic Word of Mouth* is able to be a driving factor for purchase decisions.

**Testing the Indirect Influence Hypothesis**

The results of the indirect influence hypothesis test through commitment as an *intervening variable* using the Sobel test Calculator *auxiliary program* can be presented in the following table:

Tabel 11. Result For Sobel Test

	Original Sample (O)	Sample Mean (M)	Standard Deviation (STDEV)	T Statistics ( O/STDEV )	P Values
Social Media Marketing -> Store Atmosphere -> Keputusan Pembelian	0.291	0.289	0.087	3.355	0.001
Electronic Word of Mouth -> Store Atmosphere -> Purchase Decision	0.066	0.075	0.051	1.288	0.201

Source: Data processing with *Sobel Test Calculator*, 2025

Testing Hypothesis 3: *Store atmosphere* strengthens the relationship between *social media marketing* and purchase decisions at Vill Garden

The influence of *social media marketing* on purchase decisions at Vill Garden through *Store atmosphere* as an *intervening* variable was shown with a p value of 0.001. This means that **Hypothesis 3 is accepted**. It means that *social media marketing* directly through *Store atmosphere* as an *intervening* variable affects purchase decisions at Vill Garden which means that *social media marketing* is able to encourage purchase decisions through *Store atmosphere* as an *intervening variable*.

Testing Hypothesis 4: *Store atmosphere* reinforces the relationship between *electronic word of mouth* and purchase decisions at Vill Garden

The influence of *electronic word of mouth* on purchase decisions in Vill Garden through *Store atmosphere* as an *intervening* variable was shown with a p value of 0.201. This means that **Hypothesis 3 is rejected**. This means that *the electronic word of mouth* indirectly through *the Store atmosphere* as an *intervening variable* has no effect on the purchase decision at Vill Garden which means that *the Electronic word of mouth* is not able to encourage the purchase decision through *the Store atmosphere* as an *intervening variable*.

## Discussion

### Social media marketing influences purchase decisions

Based on the results of the hypothesis test, it can be concluded that *social media marketing* has no effect on purchase decisions.

Purchase decisions can be influenced by marketing stimuli or marketing stimuli in the form of social media (Tuten and Solomon, 2018:57). Nowadays people rely on social media at various levels of the purchase decision stage. Although not directly, Tuten and Solomon's statement shows that social media has a positive influence on purchase decisions.

Social media is a useful tool for marketers to be seen with consumers during their journey in making purchase decisions (Ramsunder, 2011:94). According to Kotler (2016:240), advertising in the mass media has a very important role in purchasing decisions, especially in the early stages of this decision-making is one of the processes in building brand awareness. Social Media Marketing carried out by a business can influence a person's thinking before making a purchase decision, this is because a person is more easily influenced by other people's opinions (Gunelius, 2011:144-145).

The results of research conducted by Kurniasari and Budiarmo (2018) and Upadana (2020) show that social media marketing has a positive and significant effect on Purchase Decisions.

### Electronic word of mouth influences purchase decisions

Based on the results of the hypothesis test, it can be concluded that *Electronic word of mouth* has an effect on purchase decisions.

*Word Of Mouth* is part of communication that has a positive influence on purchasing decisions (Kotler and Keller, 2016). Richins and Shaffer in Thurau et al., (2004) state that *word of mouth* has been shown to play a major role in a customer's purchase decision. According to Buttle (1998) *word of mouth* has a more decisive and dominant influence on purchase decisions. This is because *word of mouth* is the act of consumers providing information to other consumers from someone to another person about commercial, whether brands, products or services (Hasan 2010). The results of research conducted by Kusnadi et al., (2021) and Sulaiman et al., (2022) show that word of mouth has a positive and significant effect on purchase decisions.

### Store atmosphere strengthens the relationship between social media marketing and purchase decisions at Vill Garden

The influence of *social media marketing* on purchase decisions at Vill Garden through *Store atmosphere* as an *intervening* variable was shown with a p value of 0.001. This means that **Hypothesis 3 is accepted**. It means that *social media marketing* directly through *Store atmosphere* as an *intervening* variable affects purchase decisions at Vill Garden which means that *social media marketing* is able to encourage purchase decisions through *Store atmosphere* as an *intervening variable*.

The atmosphere of the café, the use of music, lighting, the form of serving drinks and interesting food can make consumers who were previously stressed due to busy activities become relaxed, relaxed and entertained by the nuances of the café. Promotion is one way to introduce a business or product to consumers. Promotion nowadays is not done by distributing brochures but by uploading interesting photos, videos, and captions on social media. Technological advances

in the use of social media in the field of business marketing have not escaped the attention of business people. The current trending social media is Instagram and Facebook. Instagram and Facebook were chosen as the most reliable promotional media because they have no limit on the number of written characters, can contain photos, videos and have a wide reach. *Store atmosphere* and promotions on social media are important factors in determining purchase decisions.

Results (Sembiring, 2023) showed that there was a positive influence of social media marketing on purchase decisions, there was a positive influence of store atmosphere on purchase decisions and tests conducted simultaneously showed that social media marketing and store atmosphere variables had an effect on purchase decisions

### **Store atmosphere reinforces the relationship between electronic word of mouth and purchase decisions at Vill Garden**

The influence of *electronic word of mouth* on purchase decisions in Vill Garden through *Store atmosphere* as an *intervening* variable was shown with a p value of 0.201. This means that **Hypothesis 3 is rejected**. This means that *the electronic word of mouth* indirectly through *the Store atmosphere* as an *intervening variable* has no effect on the purchase decision at Vill Garden which means that *the Electronic word of mouth* is not able to encourage the purchase decision through *the Store atmosphere* as an *intervening variable*.

Many factors can influence a purchase decision such as *store atmosphere*, *social media promotion* and *word of mouth*. However, there are also promotions that are indirectly carried out by consumers when consumers feel a satisfaction from *store atmosphere* and promotion on social media, consumers do a promotion called *Word of Mouth* (word of mouth). *Word of mouth* is a form of promotion carried out by consumers to other potential consumers and is carried out by telling a story of satisfaction about a product. *Store atmosphere*, promotion on social media and *word of mouth* is part of marketing strategy and has an important role that can influence purchase decisions. Research (Diputra et al., 2021) showed that Store Atmosphere and EWOM simultaneously played a significant role in the variables of Purchase Decision in Waroeng Raden Haurgeulis in Indramayu. This is based on the tabulation of F-Test data with the acquisition of a calculated F value greater than the Ftable which is  $62.560 > 3.09$ .

## **Conclusion, Limitation And Future Research**

### **Conclusion**

1. *Social Media Marketing* has no effect on Vill Garden Consumers' Purchase Decisions.
2. *Electronic Word of Mouth* affects Purchase Decisions in Vill Garden Consumers.
3. *The store atmosphere* strengthens the relationship between *Social Media Marketing* and purchase decisions at Vill Garden.
4. *The store atmosphere* does not reinforce the relationship between *electronic word of mouth* and purchase decisions at Vill Garden.

### **Research Limitations**

This research only focuses on one place, namely Vill Garden in Bandar Lampung City.

The sample size processed in this study is limited, which is only 102 respondents, so it does not describe the overall number of Vill Garden customers.

### **Upcoming research**

The next research is expected to be able to evaluate variables other than *Social Media Marketing*, *Electronic Word Of Mouth* and *Store Atmosphere* on Purchase Decisions to be able to know the influence and improve the results of the research.

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