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Effect of Viral Marketing, Store Atmosphere, and Location on Purchase Decisions at Loske Coffee Surakarta

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ABSTRACT

Purpose: This study investigates the partial and simultaneous effects of viral marketing (X_1), store atmosphere (X_2), and location (X_3) on consumer purchase decisions (Y) at Loske Coffee Service, Surakarta, Indonesia, in response to increasing competition in the coffee shop industry.

Methodology: A quantitative survey design was used with purposive sampling of 100 consumers who had purchased at least once. Data were collected using structured questionnaires and analysed using IBM SPSS. Analytical procedures included validity and reliability tests, classical assumption tests (normality, multicollinearity, heteroscedasticity), and multiple linear regression (t-test and F-test).

Results: All indicators were valid and reliable (Cronbach's Alpha: 0.602–0.774). Regression analysis produced $Y = 10.824 + 0.410X_1 + 0.243X_2 + 0.019X_3$. Viral marketing significantly influences purchase decisions ($t = 3.505$, $p = .001$), as does store atmosphere ($t = 2.348$, $p = .021$), while location is not significant ($t = 0.124$, $p = .901$). The model is jointly significant ($F = 7.502$, $p < .001$) with Adjusted $R^2 = 0.165$.

Conclusions: Viral marketing is the strongest determinant of purchase decisions, followed by store atmosphere, while location is not significant, reflecting the growing role of digital and experiential factors in urban coffee consumption.

Limitations: The sample is limited to 100 respondents in Surakarta, and the model explains only 16.5% of variance, indicating omitted variables such as price, service quality, and brand image.

Contributions: This study contributes to F&B marketing literature by highlighting the dominance of digital viral marketing and store atmosphere in shaping consumer purchase behaviour in urban coffee shop contexts.

Keywords: Coffee Shop, Location, Purchase Decision, Store Atmosphere, Viral Marketing

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1. Introduction

Indonesia's coffee industry has undergone remarkable expansion in recent decades, driven by growing domestic consumption, evolving café culture, and the increasing role of specialty and artisanal coffee in urban lifestyle identity ([Raniya, Lubis, & Kesuma, 2023](#)). Based on data from the Ministry of Agriculture national coffee consumption reached approximately 276,000 tons in 2016, reflecting 10.54% year-on-year growth, with projections of 370,000 tons by 2021. Research by [Dicki, James, and Willem \(2019\)](#), a hospitality industry analytics firm, documented over 2,950 coffee establishment outlets across Indonesia as of August 2019, representing a market value estimated at approximately IDR 4.8 trillion annually. This growth trajectory confirms that the coffeeshop industry remains one of Indonesia's most dynamic food and beverage business segments ([Sarpiana, Maszintudi, Hamid, Dewari, & Wardani, 2023](#)).

Surakarta, as a major Central Java commercial and cultural centre, has experienced proportionate growth in its coffeeshop sector. Loske Coffee Service, established in early 2020, entered this competitive market with a distinctive concept minimalist building architecture, unique store design, and an interactive barista experience that allows customers to observe coffee preparation directly ([Hendriyadi, Harjadi, & Gunawan, 2023](#)). These differentiation elements are designed to attract consumers for whom the visit is as much an experience purchase as a beverage purchase ([Aulia, Rudy, Ismail, Indriyani, & Arief, 2023](#)). Understanding which marketing and environmental factors most effectively drive consumer purchase decisions in this context is therefore of direct practical and theoretical importance for independent coffee operators seeking competitive advantage ([Setyawan & Rinova, 2025](#)).

Three variables have been identified from the literature as potentially significant purchase decision drivers in the contemporary coffee shop market. First, viral marketing the electronic word-of-mouth mechanism through which information about a product or service spreads through social networks [Kotler and Armstrong \(2014\)](#) has become a primary discovery channel for new coffee establishments, particularly among the younger demographics that constitute the core coffee shop consumer segment. Second, store atmosphere the deliberate design of the in-store environment through visual, lighting, music, and sensory elements shapes the experiential dimension of the coffee shop visit that consumers increasingly prioritise over the beverage itself ([Indomora, & Sutanto, 2023](#); [Biantoro, 2021](#)). Third, location the strategic placement of a business to maximise accessibility, consumer reach, and competitive positioning has been a conventional retail success factor, though its relative importance may be evolving in an era of delivery-enabled and socially mediated coffee discovery ([Tjiptono, 2015](#)).

2. Literature Review and Hypothesis/es Development

2.1 Viral Marketing and Purchase Decisions

Viral marketing is defined as a technique and process of spreading electronic messages that serve as channels for communicating product information to society widely and expansively, leveraging social networks to replicate and distribute messages in a manner analogous to biological viral transmission ([Permana, Nurhadi, & Atasa, 2025](#)). Unlike traditional advertising which pushes messages from brand to consumer, viral marketing relies on consumer-to-consumer dissemination voluntary sharing of content, recommendations, and product experiences through social media

platforms (Instagram, WhatsApp, TikTok), email, and other digital channels ([DJ & Rosyad, 2022](#)). [Remiasa and Lukman \(2007\)](#) define viral marketing as a technique exploiting social network structure to achieve specific marketing objectives through chain communication processes that self-amplify.

In contemporary digital ecosystems, viral marketing effectiveness is strongly shaped by content attractiveness, emotional engagement, and perceived authenticity of user-generated messages ([Putri, Sukma, & Indriyani, 2026](#)). Content that is visually appealing, relatable, and entertaining tends to generate higher engagement rates, increasing the likelihood of sharing among users. Additionally, trust plays a central role, as consumers are more likely to respond positively to recommendations from peers or influencers they perceive as credible. The speed and scale of message diffusion are further amplified by algorithm-driven social media platforms that prioritize high-engagement content, thereby increasing visibility beyond initial audience networks. In the context of small and medium enterprises such as coffee shops, this creates a low-cost yet high-impact promotional mechanism that can rapidly enhance brand awareness and customer traffic ([Suprina, Rikzani, & Sihite, 2020](#)).

The mechanism through which viral marketing influences purchase decisions operates through information processing: shared content reduces consumer information search costs, increases product awareness among non-consumers, and leverages peer credibility to build purchase confidence more efficiently than branded advertising ([Wijaya, 2019](#)). For coffee shops specifically, viral marketing through user-generated photo and video content on Instagram documenting store aesthetics, beverage presentations, and customer experiences is a primary discovery channel for new establishments. [Ismail, Darmawan, Andini, and Iskandar \(2025\)](#) confirmed that viral marketing significantly influences purchase decisions through electronic message propagation mechanisms.

H₁: Viral marketing has a positive and significant effect on consumer purchase decisions at Loske Coffee Service Surakarta

2.2 Store Atmosphere and Purchase Decisions

Store atmosphere is defined as the deliberate design of a retail or service environment through visual communication, lighting, colour, music, and sensory elements, intended to influence customers' shopping behaviour and experience quality ([Arwani, Alfalisyado, Astuti, & Arofah, 2025](#)). In the coffee shop context, store atmosphere extends beyond functional considerations to encompass the experiential and social dimensions of the visit: the aesthetic environment that customers photograph and share, the ambient conditions that determine how long they stay, and the sensory profile that creates memorable brand associations. The theoretical mechanism connecting store atmosphere to purchase decisions operates through affective and cognitive channels. Affectively, pleasant atmospheric stimuli (comfortable seating, appealing music, warm lighting, attractive interior design) generate positive emotional responses that increase dwell time and purchase frequency. Cognitively, a distinctive and coherent store atmosphere differentiates the establishment from competitors and builds brand positioning in the consumer's memory ([Somantri, Syawal, & Wijaya, 2022](#)). [Praditya and Purwanto \(2024\)](#) confirmed that coffee shop customers frequently purchase the concept and atmosphere as much as the beverage itself. [Yoyo, Sutisna, and](#)

[Silaban \(2019\)](#) confirmed significant positive store atmosphere effects on purchase decisions in café contexts.

H₂: Store atmosphere has a positive and significant effect on consumer purchase decisions at Loske Coffee Service Surakarta

2.3 Location and Purchase Decisions

Location refers to the set of marketing activities that facilitate and streamline the delivery of goods and services from producer to consumer, encompassing place selection, accessibility, proximity to target markets, and distribution channel management ([Pamungkas & Pramesti, 2021](#)). For brick-and-mortar coffee establishments, location determines the size and composition of the potential consumer pool within walking or driving distance, affects the perceived convenience of a visit, and signals the establishment's market positioning within the competitive landscape. [Kasmas \(2022\)](#) note that even minor location differences can have strong effects on market share in dense retail environments.

Beyond physical accessibility, location also plays a strategic role in shaping consumer perception and brand positioning. A coffee shop situated in a high-traffic urban area, near educational institutions, business districts, or lifestyle hubs, is more likely to attract spontaneous visits and repeat purchases. Visibility and surrounding environmental context contribute to brand exposure, where consumers may perceive outlets in premium or strategic locations as more reputable and trustworthy. Additionally, accessibility factors such as parking availability, ease of entry, and proximity to public transportation further enhance convenience, which is a critical determinant in time-sensitive consumer decisions. In competitive urban coffee markets, location therefore functions not only as a logistical factor but also as a symbolic indicator of brand value and market competitiveness.

However, the relationship between location and purchase decisions is being moderated by several contemporary market developments. The growth of delivery platforms, social media discovery (where consumers visit establishments found online rather than through proximity), and the emergence of destination coffee shops where consumers travel specifically for unique experiences irrespective of distance means that location accessibility may be a less decisive purchase driver than in conventional retail contexts. [Hendarto, Ermaini, Fatmawati, Ismanto, Wibowo, and Tsai \(2023\)](#) found that location does not significantly influence purchase decisions in some service contexts.

H₃: Location has a positive and significant effect on consumer purchase decisions at Loske Coffee Service Surakarta

H₄: Viral marketing, store atmosphere, and location jointly and simultaneously have a significant effect on consumer purchase decisions at Loske Coffee Service Surakarta

2.4 Consumer Purchase Decision

Purchase decision is defined as a consumer decision-making process initiated by problem recognition, followed by information search, alternative evaluation, and final selection of the most suitable product to fulfil the identified need ([Solihin, Ahyani, & Setiawan, 2021](#)). The decision process involves three attitudinal dimensions: cognitive (knowledge and understanding of product

alternatives), affective (beliefs and preferences about alternatives), and behavioural (the actual purchase act). External influences including viral marketing information, store atmosphere stimuli, and location accessibility affect all three dimensions, shaping the consumer's ultimate purchase choice.

In addition, purchase decisions in the context of the food and beverage industry are highly dynamic and experience-driven. Consumers do not only evaluate functional benefits such as price and product quality, but also consider emotional gratification and social value derived from consumption experiences. In coffee shop settings, the decision to purchase is often influenced by visual appeal, ambiance, and social media representation of the outlet. These factors contribute to impulse buying behaviour, where consumers make spontaneous decisions based on sensory stimulation and perceived lifestyle alignment rather than structured evaluation. As a result, marketing stimuli that engage emotions and social identity tend to have a stronger influence compared to purely informational cues ([Puspita, Anggriani, & Abi, 2025](#)).

Furthermore, technological advancement and the rise of digital platforms have transformed the traditional purchase decision process into a more interactive and socially embedded phenomenon. Consumers are now continuously exposed to peer-generated content, online reviews, and influencer recommendations before and after purchase, creating a feedback loop that reinforces decision-making. This digital interaction reduces uncertainty and increases perceived trust toward a brand, particularly for new or unfamiliar coffee shop businesses. Consequently, purchase decisions are increasingly shaped by a combination of online engagement and offline experiential factors, making integrated marketing strategies essential for influencing consumer behaviour in competitive urban markets ([Jiang, Li, & Wu, 2023](#)).

2.5 Prior Empirical Studies

Table 1. Summary of prior studies on viral marketing, store atmosphere, location, and purchase decisions

Author(s) & Year	Setting	Method	Key Finding on Viral Marketing, Store Atmosphere, Location, and Purchase Decision
Nurlela & Sri Wilujeng (2013)	PT. X, consumer goods	Regression	Viral marketing significantly influences purchase decisions; information spread through electronic networks directly activates consumer purchase intent
Fure (2013)	Pasar Tradisional Bersehati Calaca	Regression	Location significantly influences consumer purchase intention; proximity, accessibility, and ease of transportation are primary location satisfaction drivers
Hamdani & Mawardi (2018)	Consumer trust, viral marketing	Survey	Viral marketing through social network diffusion positively and significantly influences consumer trust, which in turn activates purchase decisions
Glennardo (2018)	Celebrity endorser, non-profit	Regression	Electronic viral marketing messages amplify brand/cause awareness exponentially; message authenticity and source credibility determine viral reach effectiveness

Author(s) & Year	Setting	Method	Key Finding on Viral Marketing, Store Atmosphere, Location, and Purchase Decision
Dicki, James & Willem (2019)	Consumer purchase decision	MLR	Viral marketing has a positive and significant effect on purchase decisions; social media-based word-of-mouth is the primary mechanism activating consumer information processing leading to purchase
Sufie (2017)	Café/coffee shop, Indonesia	Regression	Store atmosphere positively and significantly influences customer purchase decisions in café contexts; interior design, lighting, and music are the strongest atmosphere contributors
Nuril (2017)	Retail/food service	Regression	Location does not significantly influence purchase decision; in highly digital and delivery-enabled markets, physical location accessibility becomes less decisive relative to product and experiential factors
Remiasa et al. (2007)	Coffee shops, Indonesia	Survey	Customers perceive coffee shops as social and business gathering spaces; store atmosphere and experiential dimensions are primary quality drivers in local vs. international coffee shop comparison
Present Study (2021)	Loske Coffee Service, Surakarta (n=100)	MLR, SPSS, purposive sampling	Viral marketing ($t=3.505$, $p=.001$) and store atmosphere ($t=2.348$, $p=.021$) are significant; location is not significant ($t=0.124$, $p=.901$); $F=7.502$, $p=.000$; Adjusted $R^2=16.5\%$

Table 1 shows that viral marketing and store atmosphere have a positive and significant influence on consumer purchase decisions, particularly in the context of consumer goods and coffee shop industries. Viral marketing is proven to be effective in increasing awareness, trust, and purchase intention through the dissemination of information via social media and electronic word-of-mouth communication. Store atmosphere is also consistently found to have a significant impact, as it shapes emotional experiences, comfort, and consumer perceptions of service quality.

In contrast, the effect of location on purchase decisions is inconsistent across studies. Some studies find location to be significant, particularly in traditional retail and accessibility-based consumption contexts, while others report no significant effect in digitally driven and experience-oriented markets. Overall, the literature suggests that digital factors (viral marketing) and experiential factors (store atmosphere) are increasingly dominant compared to physical factors such as location in influencing modern consumer purchase decisions.

3. Methodology

3.1 Research Design

A quantitative correlational survey design was adopted, appropriate for testing the directional hypothesis relationships between viral marketing, store atmosphere, location, and purchase decisions in a defined consumer population. Multiple linear regression enables simultaneous assessment of each predictor's independent contribution to the dependent variable while controlling for the other predictors ([Sugiyono, 2018](#)).

3.2 Population and Sample

The study population comprised consumers of Loske Coffee Service in Surakarta, specifically individuals residing in or around Surakarta aged 10–40 years who had purchased from Loske Coffee Service on at least one prior occasion. Non-probability purposive sampling was applied, consistent with the study's eligibility criteria for respondent selection ([Sugiyono, 2018](#)). Because the population size is unknown, the Riduwan unknown population formula was applied:

$$n = Z^2/4(Moe)^2 = (1.96)^2/4(0.10)^2 = 3.8416/0.04 = 96.04 \approx 100 \text{ respondents} \quad (1)$$

Based on population formula (1) using a 95% confidence level ($Z=1.96$) and a maximum margin of error of 10% ($Moe=0.10$), the required minimum sample is 96.04, rounded to 100 respondents for computational convenience.

3.3 Data Collection

Primary data were collected through structured Likert-scale questionnaires distributed directly to Loske Coffee Service consumers during the study period. Secondary data were obtained from academic journals, government statistical reports and industry research.

3.4 Variables and Instruments

Four constructs were measured. Viral marketing (X_1) was measured by 3 items assessing electronic message dissemination, social media sharing, and peer recommendation behaviour, adapted from [Kotler and Armstrong \(2014\)](#). Store Atmosphere (X_2) was measured by 4 items assessing visual communication, lighting/colour, music, and overall store comfort, adapted from [Ashadi and Sukaris \(2022\)](#). Location (X_3) was measured by 3 items assessing accessibility, proximity to transportation, and strategic positioning, adapted from [Dewobroto and Wijaya \(2022\)](#). Purchase Decision (Y) was measured by 5 items assessing problem recognition, information search, alternative evaluation, and purchase intent, adapted [Kotler and Armstrong \(2014\)](#). All items used a five-point Likert scale (1=Strongly Disagree to 5=Strongly Agree).

3.5 Analytical Procedures

Instrument validity was assessed by Pearson item-total correlation; items with $r\text{-count} > r\text{-table}$ (0.1966 for $n=100$, $\alpha=.05$) were declared valid. Reliability was assessed by Cronbach's Alpha; constructs with $\alpha \geq 0.60$ were declared reliable. Classical assumption tests included: Kolmogorov-Smirnov normality (Asymp. Sig. > 0.05 =normal); multicollinearity via Tolerance (≥ 0.10) and VIF (≤ 10); and Glejser heteroscedasticity (Sig. > 0.0 =homoscedastic). Partial effects were tested using the t-test (significant if $p < .05$). The simultaneous effect was tested using the F-test (significant if $p < .05$). The coefficient of determination (Adjusted R^2) measured collective predictive power.

4. Results and Discussion

4.1 Validity and Reliability Tests

Table 2. Validity test results

Variables	Item	r-count	r-table (n=100)	Status
Viral Marketing (X_1)	$X_{1.1}$	0.887	0.1966	Valid
	$X_{1.2}$	0.864	0.1966	Valid
	$X_{1.3}$	0.723	0.1966	Valid

Variables	Item	r-count	r-table (n=100)	Status
Store Atmosphere (X_2)	$X_{2.1}$	0.655	0.1966	Valid
	$X_{2.2}$	0.780	0.1966	Valid
	$X_{2.3}$	0.831	0.1966	Valid
	$X_{2.4}$	0.685	0.1966	Valid
Location (X_3)	$X_{3.1}$	0.719	0.1966	Valid
	$X_{3.2}$	0.803	0.1966	Valid
	$X_{3.3}$	0.722	0.1966	Valid
Purchase Decision (Y)	Y_1	0.646	0.1966	Valid
	Y_2	0.742	0.1966	Valid
	Y_3	0.768	0.1966	Valid
	Y_4	0.712	0.1966	Valid
	Y_5	0.763	0.1966	Valid

Table 2 presented in the table, all indicators across the research variables are confirmed to be valid, as the r-count values for all items (X_1 , X_2 , X_3 , and Y) are higher than the r-table value of 0.1966 (n=100). Each variable viral marketing (X_1), store atmosphere (X_2), location (X_3), and purchase decision (Y) shows item correlation values above the minimum threshold, ranging from 0.646 to 0.887. These findings indicate that all questionnaire items consistently measure their respective constructs and are appropriate for further statistical analysis.

Table 3. Reliability test results

Variables	Cronbach Alpha	Criterion	Status
Viral Marketing (X_1)	0.769	> 0.60	Reliable
Store Atmosphere (X_2)	0.724	> 0.60	Reliable
Location (X_3)	0.602	> 0.60	Reliable
Purchase Decision (Y)	0.774	> 0.60	Reliable

Table 3 shows all constructs in this study demonstrate acceptable internal consistency. The Cronbach's Alpha values for viral marketing (0.769), store atmosphere (0.724), location (0.602), and purchase decision (0.774) are all above the minimum threshold of 0.60, indicating that all measurement instruments are reliable. These results confirm that each variable is measured consistently and is suitable for further statistical analysis in this study. All 15 questionnaire items demonstrated validity, with r-count values ranging from 0.646 (Y_1) to 0.887 ($X_{1.1}$), all exceeding the r-table threshold of 0.1966. All four constructs demonstrated adequate reliability: viral marketing ($\alpha=0.769$), store atmosphere ($\alpha=0.724$), purchase decision ($\alpha=0.774$), and location ($\alpha=0.602$ marginally above threshold). The low alpha for Location reflects the construct's three-item measurement limitation and suggests that future research should develop a broader Location indicator set.

4.2 Classical Assumption Tests

Table 4. Classical assumption test results summary

Test	Variables	Statistic	Threshold	Result	Interpretation
Normality (K-S)	Unstandardized Residual	Asymp. Sig. = 0.769	> 0.05	0.769 > 0.05	Normal distribution
Multicollinearity	Viral Marketing (X_1)	VIF = 1.051	< 10	No issue	OK
	Store Atmosphere (X_2)	VIF = 1.051	< 10	No issue	OK
	Location (X_3)	VIF = 1.000	< 10	No issue	OK
Heteroscedasticity (Glejser)	Viral Marketing (X_1)	Sig. = .105	> 0.05	OK	No heteroscedasticity
	Store Atmosphere (X_2)	Sig. = .070	> 0.05	OK	No heteroscedasticity
	Location (X_3)	Sig. = .873	> 0.05	OK	No heteroscedasticity

Table 4 shows all classical assumptions are satisfied. The Kolmogorov-Smirnov test confirms normally distributed residuals (Asymp. Sig. = 0.769 > 0.05). All VIF values are well below 10 (range: 1.000–1.051), confirming no multicollinearity. All Glejser significance values exceed 0.05 (range: 0.070–0.873), confirming homoscedastic residual variance. The model is therefore eligible for multiple linear regression analysis.

4.3 Multiple Linear Regression Results

Table 5. Multiple linear regression coefficients: Effects on purchase decision (Y)

Variables	B (Unstandardised)	t-count	Sig.
(Constant)	10.824	—	—
Viral Marketing (X_1)	0.410	3.505	.001**
Store Atmosphere (X_2)	0.243	2.348	.021*
Location (X_3)	0.019	0.124	.901 ns

Note: * $p < .05$; ** $p < .01$; ns = not significant.

$$Y = 10.824 + 0.410X_1 + 0.243X_2 + 0.019X_3 \quad (2)$$

Table 5 and Formula (2) shows the constant (10.824) indicates the predicted purchase decision level when all three predictors are zero. All three coefficients are positive, indicating that improvements in viral marketing, store atmosphere, and location are each directionally associated with higher purchase decisions consistent with theoretical expectations. The relative magnitude of coefficients confirms that viral marketing (B=0.410) generates the largest unit purchase decision improvement per unit increase, followed by store atmosphere (B=0.243), while location (B=0.019) has a negligible practical effect despite its positive sign

4.4 Simultaneous F-Test

Table 6. F-test results: Simultaneous effect on purchase decision (H4)

Model	Sum of Squares	df	Mean Square	F (Sig.)
Regression	93.622	3	31.207	7.502 (.000)
Residual	399.368	96	4.160	—
Total	492.990	99	—	—

Table 6 shows $F=7.502$ ($p=.000$) confirms that the three predictors jointly and simultaneously exert a significant effect on purchase decisions at Loske Coffee Service, supporting H4. The Adjusted R^2 of 0.165 indicates that viral marketing, store atmosphere, and location together explain 16.5% of purchase decision variance, with the remaining 83.5% attributable to factors outside the model.

4.5 Hypothesis Testing Summary and Discussion

Table 7. Hypothesis testing results summary

H	Hypothesis Statement	t/F	Sig.	α	Result
H1	Viral marketing has a positive and significant effect on purchase decision at Loske Coffee Service Surakarta	3.505	.001	.05	Supported
H2	Store atmosphere has a positive and significant effect on purchase decision at Loske Coffee Service Surakarta	2.348	.021	.05	Supported
H3	Location has a positive and significant effect on purchase decision at Loske Coffee Service Surakarta	0.124	.901	.05	Not Supported
H4	Viral marketing, store atmosphere, and location jointly and simultaneously influence purchase decision at Loske Coffee Service Surakarta	7.502	.000	.05	Supported

Based on Table 7, it can be concluded that H_1 is supported: viral marketing exerts a positive and statistically significant partial effect on purchase decisions ($B=0.410$, $t=3.505$, $p=.001$). This is the strongest individual predictor in the model. The result confirms that social media-based information sharing about Loske Coffee Service including customer photo posts, Instagram stories, WhatsApp recommendations, and influencer content constitutes the primary marketing channel through which new consumers discover and decide to visit the establishment. The finding aligns with (Sarpiana, Maszintudi, Hamid, Dewari, & Wardani, 2023) and (Remiasa & Lukman, 2007), all of whom documented significant positive viral marketing effects on purchase decisions. For Loske Coffee Service management, the implication is clear: investing in shareable store design, distinctive beverage presentation, and social media engagement are the highest-return consumer acquisition activities available.

H_2 is supported: store atmosphere exerts a positive and statistically significant partial effect on purchase decisions ($B=0.243$, $t=2.348$, $p=.021$). The finding confirms that Loske Coffee Service's minimalist building concept, unique spatial design, and interactive barista experience generate positive atmospheric evaluations that translate into purchase decisions. Contemporary coffeeshop consumers do not visit primarily for beverage consumption they purchase an experience, and the store atmosphere is the primary vehicle through which that experience is delivered (Hendriyadi, Harjadi, & Gunawan, 2023). The result is consistent with Pamungkas and Pramesti (2021). The practical implication for

Loske Coffee Service is that ongoing investment in store atmosphere quality maintaining interior design freshness, ensuring consistent cleanliness and aesthetic standards, and managing ambient elements such as music and lighting is a critical customer attraction and retention investment with documented purchase decision returns.

H_3 is not supported: location does not have a statistically significant effect on purchase decisions ($B=0.019$, $t=0.124$, $p=.901$). This finding contradicts conventional retail location theory but is contextually explicable in the contemporary urban coffee market. Several factors may account for the non-significant location effect. First, the social media discovery mechanism: if consumers discover Loske Coffee Service primarily through viral marketing content (Instagram posts, recommendations from friends), they may be willing to travel specifically to visit the establishment regardless of its physical proximity making location a less decisive criterion than the social media-generated appeal. Second, the delivery platform effect: the availability of food delivery services (Gojek, Grab) in Surakarta reduces the importance of physical proximity for repeat purchases. Third, the destination coffee concept: Loske Coffee Service's unique design and barista interaction concept positions it as an experience destination rather than a convenience stop, attracting consumers motivated by the concept rather than by proximity. This result is consistent with [Biantoro \(2021\)](#) and suggests that for concept-driven coffee establishments, experiential differentiation is a more effective competitive strategy than location optimisation.

H_4 is supported: the three predictors jointly explain a statistically significant portion of purchase decision variance ($F=7.502$, $p=.000$). However, the relatively low Adjusted R^2 (0.165) indicates that the three-variable model captures only 16.5% of the total purchase decision variance, with 83.5% explained by factors outside the model. This finding points to the importance of additional purchase decision determinants product quality, pricing, service quality, brand image, consumer demographics, and prior experience that warrant investigation in future research.

5. Conclusions

5.1 Conclusion

This study examined the partial and simultaneous effects of viral marketing, store atmosphere, and location on consumer purchase decisions at Loske Coffee Service Surakarta ($n=100$). Three conclusions are supported. First, viral marketing positively and significantly influences purchase decisions ($B=0.410$, $t=3.505$, $p=.001$; H_1 supported) it is the dominant marketing driver for this establishment and reflects the critical role of social media content sharing in contemporary urban coffee shop consumer discovery. Second, store atmosphere positively and significantly influences purchase decisions ($B=0.243$, $t=2.348$, $p=.021$; H_2 supported) confirming the experience-driven nature of coffeshop consumer behaviour where ambient, aesthetic, and sensory elements are primary purchase motivators. Third, location does not significantly influence purchase decisions ($B=0.019$, $t=0.124$, $p=.901$; H_3 not supported) reflecting the destination concept positioning of Loske Coffee Service and the diminishing role of physical proximity in socially mediated coffee establishment discovery.

Three practical recommendations follow for Loske Coffee Service management. First, viral marketing investment should be sustained and expanded specifically through content creation that showcases the barista interaction experience, the distinctive store design, and seasonal product

innovations, as these elements are most shareable and most likely to activate new consumer discovery. Second, store atmosphere quality should be systematically maintained and periodically refreshed monitoring customer feedback on atmosphere elements and ensuring that the store maintains the aesthetic standards that drove its viral marketing visibility in the first place. Third, future research and management planning should investigate additional purchase decision determinants (product quality, service quality, price) to develop a more comprehensive consumer attraction and retention model.

5.2 Research Limitations

Three limitations qualify this study. First, the low Adjusted R^2 (16.5%) confirms that viral marketing, store atmosphere, and location collectively capture a small proportion of purchase decision variance; numerous other determinants are not represented in the model, limiting its explanatory completeness. Second, the sample of 100 Loske Coffee Service consumers in Surakarta limits generalisability to other coffee establishments, other cities, or consumers with different demographic profiles. Third, the cross-sectional design prevents temporal or causal inference; the study documents associations at a single point in time rather than the directional causal relationships between marketing investments and purchase decision outcomes over time.

5.3 Suggestions and Directions for Future Research

Future research should address these limitations through three avenues. First, a more comprehensive model should incorporate product quality, service quality, price perception, brand image, and consumer satisfaction as additional predictors, enabling determination of which combination of marketing and service variables generates the strongest purchase decision influence and highest explanatory power for coffee shop consumer behaviour. Second, comparative multi-establishment research across Surakarta or across Indonesian cities would enable identification of whether the viral marketing dominance and location non-significance findings at Loske Coffee Service reflect a general pattern in destination-concept coffee establishments or are establishment-specific outcomes. Third, a longitudinal study tracking purchase decisions before and after specific viral marketing campaigns and store atmosphere changes would provide causal evidence on the actual commercial return on viral marketing and atmosphere investment supporting evidence-based budget allocation decisions for coffee shop operators.

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Author Contributions

KAN contributed to the conceptualization of the study, data collection, statistical analysis using SPSS, interpretation of the results, and preparation of the original manuscript draft. AS contributed to research supervision, validation of the methodological design, critical review and editing of the manuscript, and provided overall academic guidance throughout the research process. Both authors have read and approved the final version of the manuscript and agree to be fully responsible for all aspects of the work.

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