

## THE INFLUENCE OF STORE ATMOSPHERE, DIGITAL MARKETING, AND BRAND IMAGE ON CONSUMER PURCHASING DECISIONS AT DINO THAI TEA JEPARA

Rissa Qurota Ayuni<sup>1</sup>, Suharti Suharti<sup>2</sup>

<sup>1,2</sup>Department of Management, University of Muhammadiyah Semarang  
Correspondence Email: [Rissaayuni29@gmail.com](mailto:Rissaayuni29@gmail.com)

### ARTICLE INFORMATION

#### Publication information

#### Research article

#### HOW TO CITE

Ayuni, Q.R., & Suharti, S. (2024) The Influence of Store Atmosphere, Digital Marketing, and Brand Image on Consumer Purchasing Decisions at Dino Thai Tea Jepara , Economics and Business International Conference Proceeding,1(2), 797-804.



This is an open-access article.  
License: Attribution-Noncommercial-Share Alike (CC BY-NC-SA)

Received: July 20, 2024  
Accepted: July 25, 2024  
Published: August 1, 2024

### ABSTRACT

This research aims to obtain empirical evidence and be able to analyze the influence of store atmosphere, digital marketing, and brand image on consumer purchasing decisions. The population in this research are consumers who visited and purchased Dino Thai Tea Jepara products during October-December 2023. The total sample used in this research was 100 respondents using accidental sampling technique. The data analysis technique used is multiple linear regression. So it can be partially concluded that all independent variables have a positive and significant effect on consumer purchasing decisions. The F value is 41.702 with F table of 2.699 and a significance value of 0.000. A significance value of less than 0.05 indicates that the regression model is significant and can be used to predict the dependent variable. The R Square value obtained is 0.552, which means that 55.2% of the variation in consumer purchasing decisions can be explained by the independent variables store atmosphere, digital marketing and brand image. Meanwhile, the remaining 44.8% is explained by other factors.

**Keywords:** Store Atmosphere, Digital Marketing, Brand Image, Consumer Purchasing Decisions.

## **INTRODUCTION**

Comfortable places supported by food and drinks to accompany gathering times with friends, such as cafes. The existence of cafes has spread in various areas, one of which is Jepara City. Based on data from the Central Java Central Statistics Agency, it is recorded that in 2022 there will be 49 cafes located in Jepara City.

This shows that competition in the cafe business in Jepara City is quite high, so this encourages business people to continue to innovate. One of the cafes in Jepara City is Dino Thai Tea Jepara. The level of number of transactions at the Dino Thai Tea Jepara cafe during 2021-2023 decreased successively in 2021 to 11,542 transactions, in 2022 to 8,662 transactions and in 2023 to 8,552 transactions. The decrease in the number of transactions was influenced by several factors. One of them is the level of consumer decision. According to Kotler & Armstrong (2018) The stages before deciding to purchase goods or services by customers are defined as purchasing decisions.

Several factors that can influence the level of purchasing decisions are store atmosphere, digital marketing and brand image. Kotler & Armstrong (2018) Store atmosphere refers to smells, music, color lighting, environmental design through a combination of visuals to provide consumer perceptual stimulation which will influence their behavior in making purchases. According to Fawaid (2017) Digital marketing activities are used to market products online using internet media. According to Thamrin & Hasyim (2023) Brand image is a way of thinking about a brand that is created and remains in the minds of consumers.

Store atmosphere variables, the public assesses that the room atmosphere, facilities and level of comfort at the Dino Thai Tea Jepara cafe are good. However, the digital marketing variables applied by the Dino Thai Tea Jepara cafe are felt to be less than optimal, such as information about Dino Thai Tea Jepara is not very easy to find on various social media and advertisements from Dino Thai Tea Jepara are felt to be less appropriate to the existing reality. Then for the brand image variable, the public considers that Dino Thai Tea Jepara is widely known and has a good reputation.

## **LITERATURE REVIEW**

### **Consumer Purchasing Decisions**

Consumer purchasing decisions are customer attitudes regarding how organizations, groups or individuals use, purchase and select products or services for customer satisfaction, expectations and needs (Kotler & Armstrong, 2018). According to Akbar et al., (2023) The stage when consumers find out about the problem and search for information about a particular item and evaluate the level of goodness of alternatives for solving the problem in order to reach a decision is defined as a purchasing decision. Based on several definitions from several experts, it can be concluded that consumer purchasing decisions are consumer knowledge regarding the need for goods and services through assessment and evaluation of alternatives for making purchasing decisions.

According to Kotler & Armstrong (2018) Purchasing decisions have three influencing indicators:

1. Steadiness in a product.
2. Habits in purchasing products.
3. Speed of purchasing a product.

### **Store Atmosphere**

The atmosphere of the shop according to Afandi (2017) namely a combination of environmental design through fragrance, music, color, light and visuals as a design for

consumer thinking that influences product purchases. The arrangement of environmental design through smell, light and visual communication is very important and needs to be considered by entrepreneurs in order to influence customer behavior in making purchasing decisions (Haqiqi & Khuzaini, 2020). Store atmosphere according to Handika Nur Mathliyatul Aprilia et al., (2021) is the convenience of consumers from the shop atmosphere that can be seen so that they feel comfortable spending time there.

### **Digital Marketing**

According to Ayesha et al., (2022) Digital marketing is a technique for marketing products and services through digital media such as websites, social media, email and advertising. Digital marketing is a marketing activity in an effort to build a brand using various channels (Putri & Marlien, 2022).

### **Brand Image**

Product image is a collection of associations or perceptions that shape consumers' thoughts about a product (Bawono et al., 2018). Brand perception cannot be built only through one communication channel, instead it must be communicated through various platforms and spread consistently (Dema & Rokhman, 2021).

### **Relationship between variables**

- a. Store Atmosphere  
Research conducted by Rizkia & Madiawati (2021) states that store atmosphere has a positive and significant effect on purchasing decisions.
- b. Digital Marketing  
Based on research conducted by Putri & Marlien (2022) states that digital marketing has a positive and significant influence on purchasing decisions.
- c. Brand Image  
Lohonusa & Mandagie (2021) in his research stated that brand image has a positive and significant influence on purchasing decisions.
- d. Store Atmosphere, Digital Marketing, and Brand Image  
Based on research Saputra & Ardani (2020) states that digital marketing, word of mouth, and service quality simultaneously influence purchasing decisions.

## **RESEARCH METHOD**

### **Independent Variable**

Independent variables are factors that can influence other variables and cause the appearance of the dependent variable with the symbol (X). The independent variables in this research are store atmosphere (X1), digital marketing (X2), and brand image (X3).

### **Dependent Variable**

The dependent variable is a variable that is influenced or is a result of the existence of an independent variable and is symbolized by the letter (Y). The dependent variable used in this research is Consumer Purchasing Decisions (Y).

### **Population**

Population is a generalized area that has special characteristics determined by the researcher as well as qualities for drawing conclusions. The population of this research is all consumers of Dino Thai Tea Jepara during October-December 2023, amounting to 3000 people.

### **Samples**

The sample is part of the characteristics and size of the population. The sample must reflect or represent the population as a whole so this research uses the Slovin formula with the calculation result being 96.77 and rounded to 100 samples. The sample criteria for this research are all people who have visited and purchased products from the Dino

Thai Tea Jepara cafe.

### **Method of Collecting Data**

Data collection techniques are methods used to collect information or facts at the research site, such as through questionnaires, interviews, observations, tests, documentation, etc. In this research, researchers used the technique of distributing questionnaires to Dino Thai Tea Jepara consumers to obtain data regarding store atmosphere, digital marketing and brand image on consumer purchasing decisions.

### **Analysis Methods**

The analysis method used by researchers is the IBM SPSS Statistics 26 application. The data is processed into tables, graphs and conclusions which are used to determine the results of the analysis.

## **RESULTS**

### **Description of Research Objects**

Dino Thai Tea Jepara is a cafe that sells various kinds of food, snacks and drinks, located on Jalan Pemuda No. 69 Potroyudan Jepara City. Dino Thai Tea Jepara was founded in 2018 by Mr. Dino Alexander who was motivated by his hobby of trying various food and drink brands that were not available in Jepara City.

### **Frequency of Respondents' Answers**

Primary data were used in this study, which includes respondents' responses regarding store atmosphere, digital marketing and brand image their consumer purchasing decisions.

### **Answer Frequency Based on Age**

No	Age	Amount	Percentage (%)
1.	16-20	16	16%
2.	21-25	73	73%
3.	26-30	9	9%
4.	31-35	2	2%
	Total	100	100%

Source: processed primary data, 2024

The characteristics of respondents based on age in table 1 shows that the majority of research participants were 20-25 year olds with 73 respondents.

### **Frequency of Answers Based on Gender**

No	Gender	Amount	Percentage (%)
1.	Male	30	30%
2.	Female	70	70%
	Total	100	100%

Source: processed primary data, 2024

It is evident from the preceding table that there were 30 male respondents, and 70 female respondents or 70%.

**Answer Frequency Based on Occupation**

**Table 3. Respondent's Job Category**

No	Type of Education	Amount	Percentage (%)
1.	Student	13	13%
2.	Collage Student	24	24%
3.	PNS/POLRI/TNI	2	2%
4.	Private sector employee	48	48%
5.	Self-employed	13	13%
	Total	100	100%

Source: processed primary data, 2024

From the table above, it shows that the most common jobs are self-employed, with 48 respondents or 48%.

**Validity Tes**

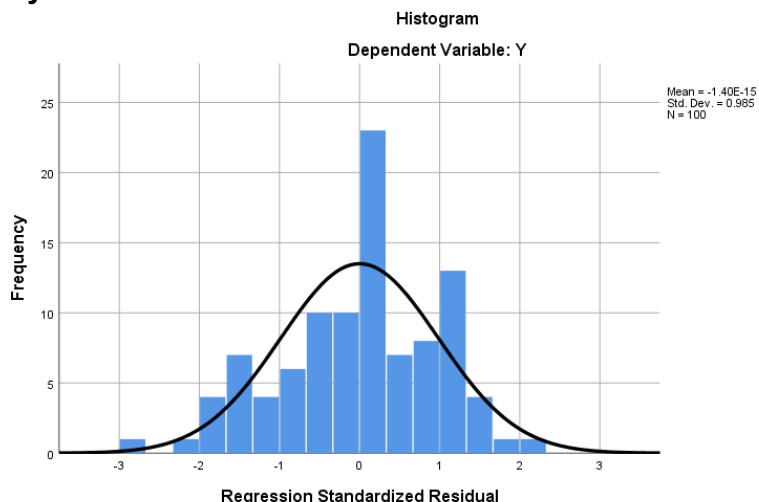
The validity test can be carried out by comparing the r table obtained from the degree of freedom (df) = n-2, in this case the number of samples and searches on the r table with a two-sided test alpha = 0.05. The results obtained from the r table for the value n = 100 and df = 100-2 = 98 with a significance of 0.05 (5%) is 0.196. If the calculated r is greater than the table r and the value is positive then the question item or statement is declared valid. All indicators of store atmosphere, digital marketing, brand image, and consumer purchasing in this study have a calculated r value greater than 0.196 so that all of these indicators are declared valid and can be used as variable measuring tools.

**Reliability Tests**

A reliability test can be said to be reliable if all variables have a Cronbach's alpha value greater than 0.70. In this study, the Cronbach's alpha coefficient for store atmosphere was 0.858, digital marketing 0.790, brand image 0.851 and consumer purchasing decisions 0.715. So it can be said that the whole concept of measuring each variable in a linear questionnaire is real.

**Normality Testing**

**Graph Normality Test**



**Figure 1. Histogram graph**

Figure 1 above shows the histogram graphic display which shows that the distribution does not deviate much to the right or left with a normal shaped curve so it can be said that the regression in this research pattern is normally distributed.

**Hypothesis Testing  
 Test T**

**Table 6.T test results**

		<b>Coefficients<sup>a</sup></b>				
		Unstandardized		Standarrdized		
		Coefficients		Coefficients		
Model		B	Std Error	Beta	t	Sig.
1	(Constant)	1.750	.940		1.862	.066
	X1	.087	.034	.242	2.558	.012
	X2	.205	.071	.241	2.898	.005
	X3	.293	.076	.390	3.853	.000

Source: processed primary data, 2024

- a. Store atmosphere has a calculated t of 2.558 > t table of 1.660 and a significant value of 0.012 < 0.05. So H<sub>1</sub> is accepted so that store atmosphere has a positive and significant effect on consumer purchasing decisions.
- b. Digital marketing has a t count of 2.898 > t table 1.660 and a significant value of 0.005 < 0.05. So H<sub>2</sub> is accepted so that digital marketing has a positive and significant effect on consumer purchasing decisions.
- c. Brand Image has a t count of 3.853 > t table 1.660 and a significant value of 0.000 < 0.05. So H<sub>3</sub> is accepted so that store atmosphere has a positive and significant effect on consumer purchasing decisions.

**F Test**

**Table 7. F Test Results**

<b>ANOVA<sup>a</sup></b>					
Model	Sum of Squares	df	Mean Square	F	Sig.
Regression	128.661	3	42.887	41.702	.000 <sup>b</sup>
Residual	98.729	96	1.028		
Total	227.390	99			

a. Dependent Variable: Consumer Purchasing Decisions

b. Predictors: (Constant), Store Atmosphere, Digital Marketing, Brand Image

Source: processed primary data, 2024

The F statistical test results obtained a calculated F value of 41.702, meaning that there is a significant influence the relationship between the dependent and independent variables.

**DISCUSSION**

**H<sub>1</sub> = The Influence of Store Atmosphere on Consumer Purchasing Decisions**

The research results show that store atmosphere has a positive and significant effect on consumer purchasing decisions. The calculated t value is 2.558 with a significance of 0.012. This shows that store atmosphere partially has a significant influence on consumer purchasing decisions. The shop atmosphere implemented by Dino Thai Tea Jepara can be assumed to be attractive and comfortable for customers. The better the store atmosphere implemented by Dino Thai Tea Jepara, the more it will improve customer purchasing decisions. This is in accordance with the research conducted Siagian & Adlina (2023) that store atmosphere has a positive and significant influence on purchasing decisions.

### **H<sub>2</sub> = The Influence of Digital Marketing on Consumer Purchasing Decisions**

The research results show that digital marketing has a positive and significant effect on consumer purchasing decisions. The calculated t value is 2.898 with a significance of 0.005. This shows that digital marketing partially has a significant influence on consumer purchasing decisions. The digital marketing implemented by Dino Thai Tea Jepara is defined as having easy access, interaction and full trust from consumers. The better the digital marketing implemented by Dino Thai Tea Jepara, the more influence it will have on increasing purchasing decisions. This is in accordance with research Rompis & Wenas (2024) which states that digital marketing has a positive and significant influence on purchasing decisions.

### **H<sub>3</sub> = The Influence of Brand Image on Consumer Purchasing Decisions**

The research results show that brand image has a positive and significant effect on consumer purchasing decisions. The calculated t value is 3.853 with a significance of 0.000. This shows that brand image partially has a significant influence on consumer purchasing decisions. The brand owned by Dino Thai Tea Jepara is defined as having a good reputation, trust and image from consumers. The better the brand image that Dino Thai Tea Jepara has, the more influence it will have on increasing purchasing decisions. This is in accordance with research Fachrudin & Taufiqurahman (2022) which states that brand image has a positive and significant influence on purchasing decisions.

### **H<sub>4</sub> = The Influence of Store Atmosphere, Digital Marketing, and Brand Image on Consumer Purchasing Decisions**

The research results show that the calculated F is 41.702 and the significant value is  $0.000 < 0.05$ , so it can be concluded that store atmosphere, digital marketing and brand image simultaneously have a positive and significant influence on consumer purchasing decisions. The better the store atmosphere, the digital marketing, and brand image that is implemented well, and the reputation of a good image, the more it will increase consumer purchasing decisions at Dino Thai Tea Jepara. This is in accordance with research from Fatmawaty & Halim (2024) states that simultaneously there is a positive and significant influence between all independent variables on the dependent variable.

## **CONCLUSION**

Based on the results of the analysis that has been carried out, the following conclusions can be drawn:

1. The store atmosphere variable has a positive and significant influence on consumer purchasing decisions. This means that the better the store atmosphere implemented by Dino Thai Tea Jepara, the more it will improve consumer purchasing decisions.
2. Digital marketing variables have a positive and significant influence on consumer purchasing decisions. This means that the better the digital marketing implemented by Dino Thai Tea Jepara, the more it will improve consumer purchasing decisions.
3. The brand image variable has a positive and significant influence on consumer purchasing decisions. This means that the better the brand image that Dino Thai Tea Jepara has, the more it will improve consumer purchasing decisions.
4. Store atmosphere, digital marketing and brand image variables simultaneously influence consumer purchasing decisions.

## **REFERENCES**

- Afandi, mohammad yusuf. (2017). Pengaruh Kualitas Pelayanan, Atmosfer Toko, Dan Harga Terhadap Keputusan Pembelian Di Ria Mart Campurdarat Kabupaten Tulungagung Pada Tahun 2017. *Ekonomi Akuntansi*, 01(08), 1–13.
- Akbar, A. A., Imran, U. D., & Ngandoh, A. M. (2023). Pengaruh Lokasi Dan Kualitas Makanan Terhadap Keputusan Pembelian Pada Warung Cotomangkasara Di Makassar. *Jurnal Malomo: Manajemen Dan Akuntansi*, 1(3), 326–337.

- Ayesha, I., Pratama, I. W. A., Hasan, S., Amaliyah, Effendi, N. I., Yusnanto, T., Diwyarthi, N. D. M. S., Utami, R. D., Firdaus, A., Mulyana, M., Fitriana, Norhidayati, & Egim, A. S. (2022). Digital Marketing (Tinjauan Konseptual). In *Pt. Global Eksekutif Teknologi*.
- Bawono, A., Isanawikrama, I., Arif, K., & Kurniawan, Y. J. (2018). Pengaruh Perilaku Konsumen, Brand Image Dan Promosi Terhadap Keputusan Pembelian Online Pada Situs Belanja Online (Studi Kasus pada Situs Belanja Online XYZ).
- Dema, F. U., & Rokhman, N. (2021). Pengaruh. Harga, Promosi, dan Citra Merek terhadap Keputusan Pembelian Produk Blush On Emina di Yogyakarta. *Cakrawangsa Bisnis : Jurnal Ilmiah Mahasiswa*.
- Fachrudin, F. M., & Taufiqurahman, E. (2022). Pengaruh Brand Ambassador dan Brand Image terhadap Keputusan Pembelian Kosmetik MS GLOW di Distributor Karawang tahun 2021.
- Fatmawaty, A., & Halim, A. (2024). The Influence Of Digital Marketing, Price, Consumer Perception, Store Atmosphere And Word Of Mouth On Purchasing Decisions At Cafe Halona Coffee Rantauprapat.
- Fawaid. (2017). Pengaruh Digital Marketing System, Terhadap Daya Saing Penjualan Susu Kambing Etawa. *Jurnal Ekonomi Dan Perbankan Syariah*, 4(1).
- Handika Nur Mathliyatul Aprilia, Untung Lasiyono, & Tri Ariprowo. (2021). Pengaruh Inovasi Produk, Kualitas Pelayanan dan Store Atmosphere terhadap Keputusan Pembelian pada Dapur Roti & Dapur Kopi by Lyly di Lamongan.
- Haqiqi, F., & Khuzaini. (2020). Pengaruh Citra Merek, Kualitas Pelayanan, Atmosfir Toko dan Harga Terhadap Keputusan Pembelian.
- Imron. (2019). Analisa Pengaruh Kualitas Produk Terhadap Kepuasan Konsumen Menggunakan Metode Kuantitatif Pada CV. Meubele Berkah Tangerang. *Indonesian Journal on Software Engineering*, Vol. 5(1), pp19-28.
- Kotler, P., & Armstrong, G. (2018). Principles of Marketing, Seventeenth Edition. In *Pearson*.
- Lohonusa, A. I., & Mandagie, Y. (2021). Analisis Pengaruh Brand Image, Brand Trust dan Viral Marketing Terhadap Keputusan Pembelian Produk Sepatu “ Converse” Pada Mahasiswa Fakultas Ekonomi dan Bisnis Universitas SAM Ratulangi Manado.
- Putri, P. M., & Marlien, R. (2022). Pengaruh Digital Marketing terhadap Keputusan Pembelian Online.
- Rizkia, D., & Madiawati, P. N. (2021). Pengaruh Perilaku Konsumen, Store Atmosphere, dan Harga Terhadap Keputusan Pembelian Pada Aditi Coffe House & Space di Era Pandemi Covid-19. *Jurnal Manajemen Dan Bisnis: Performa*, 18(1), 71–86.
- Rompis, Z. F., & Wenas, R. S. (2024). the Influence of Digital Marketing and Competitive Advantage on Purchasing Decisions for Culinary Msmes in Sonder District, Minahasa District. *Moniharapon 760 Jurnal EMBA*, 12(01), 760–769.
- Saputra, G. W., & Ardani, I. G. A. K. S. (2020). Pengaruh Digital Marketing, Word of Mouth, Dan Kualitas Pelayanan Terhadap Keputusan Pembelian. *E-Jurnal Manajemen Universitas Udayana*, 9(7), 2596.
- Siagian, S. N., & Adlina, H. (2023). Pengaruh Harga Dan Store Atmosphere Terhadap Keputusan Pembelian Konsumen Pada Gramedia Gajah Mada Medan.
- Thamrin, P. B., & Hasyim, I. (2023). Pengaruh Word of Mouth dan Personal Selling terhadap Niat pakai melalui Brand Image (Studi Kasus pada Bank Digital Jenius).