



Increasing Consumer Purchasing Decisions: A Look At The Utilization Of Social Media Marketing And Servicescape At Ming Kopi

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ABSTRACT

This study aims to analyze the effect of social media marketing and servicescape on consumer purchasing decisions at Ming Kopi, Medan City. The method used is multiple linear regression analysis with data collection through questionnaires distributed to 130 respondents. The results showed that partially, social media marketing and servicescape have a significant effect on purchasing decisions. Simultaneously, these two variables also have a significant influence on consumer purchasing decisions at Ming Kopi. This research provides insight into the importance of social media utilization and coffee shop design in increasing consumer attractiveness and purchasing decisions.

INTRODUCTION

In the growing digital age, the use of social media has become an integral part of people's daily lives. According to Syulhasbiullah et al. (2024) Its influence is not only limited to social interaction, but has also entered the realm of business and commerce. One aspect that plays an important role in influencing consumer decisions is social media marketing.

Opinion from Kevinli & Gultom (2020) not only from the brand equity factor that a business can develop and benefit, but price and location also play an important role in the continuity of consumer purchasing decisions because price is the value of a good or service measured in money.

Purchasing decisions are an important part of what consumers do before making a purchase, making this purchase decision is made after evaluating the many choices of products or services offered. (Devi & Fadli, 2023). Another opinion on purchasing decisions according to Situmorang (2023) is defined as actions taken by consumers in deciding whether or not to buy a product.

The rapid development of the business world and technology has had a huge impact in influencing the lifestyle of thinking among the public according to Ricky et al. (2021). Digital marketing includes various activities carried out through digital platforms, including social media, search engines, and internet-based advertising. Insandi et al. (2024) stated with an integrated approach, digital marketing not only allows companies to reach a wider audience but also provides the ability to interact directly with customers in real-time.

Social media is not only a communication platform, but also a means for companies to introduce products and build closer relationships with consumers. Therefore, social media has become one of the most effective strategies in influencing consumer purchasing behavior, especially in the food and beverage industry.

The rapid development of information technology also supports the role of social media in the business world. This can be seen from the increasing percentage of the Indonesian population accessing the internet every year, as shown in Table 1.

Table 1. Percentage of Population of Information and Communication Technology Users in Indonesia in 2020-2023

| Year | Population accessing the internet (%) |
|------|---------------------------------------|
| 2020 | 53,73 |
| 2021 | 62,10 |
| 2022 | 66,48 |
| 2023 | 69,21 |

Source: Badan Pusat Statistik (2024)

Based on the results of table 1. above, it can be concluded that from 2020 to 2023 there was an increase in the population accessing the internet. Therefore, the increase in the number of internet users needs to be balanced with a targeted digital marketing strategy so that the large potential audience can be converted into loyal consumers. However, although social media marketing has become a common strategy in the digital era, not all companies are able to utilize the full potential of this platform. A deep understanding of social media algorithms, market trends, and consumer needs is required to create effective and attention-grabbing campaigns.

In today's digital era, marketing trends have evolved through the utilization of technology that leads to the use of social media for marketing purposes. Social media marketing is considered quite effective because it has a wider reach both inside and outside the country and does not incur large costs when compared to conventional promotions according to Danuwijaya & Tantra (2023). *Social media marketing is the activity of promoting products and services on social media platforms using special strategies to launch or promote products and establish communication relationships to improve service quality and sales.* (Saputra et al., 2020).

The impact on sales will be great if many consumers and customers visit the site and know the brand that is being offered. Nurmalasari (2021) stated that one of the goals of effective marketing is to introduce the existence of a product to become the choice of consumers to buy the products offered. Social media marketing also aims to introduce the brand to the public. This must be done by business owners, one of which is by setting a good strategy from the start when choosing to use social media for marketing.

One brand that uses social media as a marketing strategy is Ming Kopi located in Medan, a coffee shop that is popular among Indonesians. Marketing through platforms such as Instagram and TikTok allows Ming Kopi to reach a wider range of consumers, increase brand awareness, and strengthen relationships with consumers. In addition, the presence of social media also makes it easy for consumers to share their experiences and opinions about the products and services they receive.

Apart from social media, another factor that is no less important in influencing purchasing decisions is the service or atmosphere created by the company, which in this context is known as

servicescape. According to Farid (2024) The servicescape is the physical environment created or designed by humans to convey and interact with what has been produced in such a way as to attract and influence consumer interest. In this context, understanding the servicescape becomes increasingly important, especially when targeting consumers from Generation Z who have a high interest in experiences that are visual, interactive and technology-based.

Generation Z (Gen Z), which refers to individuals born between 1997 and 2012, grew up in a highly connected digital age. According to Singh & Dangmei (2016) Generation Z is the first generation that has been exposed to technology from an early age. These technologies are in the form of computers or other electronic media such as cell phones, internet networks, and even social media applications.

Generation Z grew up with the social web, they are digital-centric and technology is their identity. They have different characteristics and preferences compared to previous generations. Gen Z is known to be a more tech-savvy consumer, more informed, and more selective in the brands or products they buy. They are also very concerned about the overall experience they feel, both physically and digitally, when making a purchase. In this case, the two main factors that can influence their purchasing decisions are servicescape and store atmosphere.

Servicescape refers to the physical elements within the establishment that can influence the customer experience, such as interior design, lighting, layout, sound, temperature, and other factors that create an atmosphere within the store or establishment. According to Kusuma (2023) servicescape as an overall or total construction of environmental dimensions, into a single component.

The concept emphasizes on how the physical environment can influence consumers' perceptions, comfort, and emotional state while interacting with the establishment. Servicescape is particularly relevant for businesses that focus on direct-to-consumer service, such as restaurants, coffee shops, or hotels, where the physical ambience strongly influences purchasing decisions and customer satisfaction.

On the other hand, store atmosphere refers more to the general atmosphere created by the elements of the environment in a store or place of business. Although often used interchangeably with servicescape, store atmosphere has a broader approach, covering not only physical elements, store atmosphere will provide a pleasant buying environment and provide added value to the products being sold. (Arianty, 2022). In the context of Gen Z, store atmosphere encompasses an immersive multi-sensory experience, where they want a more immersive and authentic experience.

For Gen Z, their purchasing decisions are heavily influenced by the experience offered by the environment in which they shop, be it physical or virtual. They highly value attractive designs, friendly interactions, as well as the ability to share their experiences on social media. Therefore, it is important to understand the difference between servicescape and store atmosphere in influencing their consumption behavior.

The differences between servicescape and store atmosphere need to be explored more deeply to understand how both elements play a role in attracting attention and shaping purchasing decisions for Gen Z. While servicescape tends to focus more on the physical and functional aspects of a place of business, store atmosphere encompasses broader dimensions, including emotional and sensory elements that can create a lasting impression on consumers. The collaboration between social media marketing and servicescape is becoming an increasingly relevant strategy in the modern business world. Effective digital marketing can capture consumers' attention online, creating positive expectations before they visit a physical location. Meanwhile, an adequate servicescape reinforces that impression by providing a satisfying hands-on experience.

These two elements complement each other: a successful social media campaign can invite customers to a business location, while a positive on-site experience can encourage them to share positive reviews on social media, creating a continuous cycle of promotion. By

integrating these two strategies synergistically, companies can maximize their potential in influencing consumer purchasing decisions. In Medan City, the growing competition between café businesses requires companies to be more creative in utilizing social media as a key marketing tool.

Ming Kopi is a café business located in Medan City. The cafe is located at Jalan Berlian Sari No 95, Kedai Durian, Kec. Medan Johor, Medan City, North Sumatra. In the beginning, Ming Kopi did not have a cafe as it is now. In early 2018 Ming Kopi started by planting coffee seeds on its own land, then sold online and offline. The coffee is harvested twice a year, namely in April and October with a total yield of three to four tons. In early 2021, Ming Kopi started to open its own cafe and the coffee served is the coffee harvested by Ming Kopi.

Table 2 Ming Coffee Sales Data 2021-2024

| Year | Total Sales | Sales Target | Percentage of Achievement |
|------|----------------|--------------|---------------------------|
| 2021 | Rp 198.000.000 | 200.000.000 | 99,00% |
| 2022 | Rp 255.000.000 | 250.000.000 | 102,00% |
| 2023 | Rp 245.000.000 | 275.000.000 | 89,09% |
| 2024 | Rp 232.000.000 | 300.000.000 | 77,33% |

Source: Ming Kopi (2025)

Based on table 2. above, it can be seen that sales from 2021 to 2024 show a fluctuating trend. In 2021 the total sales were recorded at IDR 198,000,000. In 2022 there was an increase in sales of IDR 255,000,000, reflecting a fairly positive performance. However, in the following years, sales began to decline.

In 2023 sales decreased by Rp 245,000,000 and decreased again in 2024 by Rp 232,000,000. This fluctuation can reflect external and internal factors that affect sales performance, such as market conditions, marketing strategies, and consumer purchasing power.

In terms of achievement against the sales target, sales performance has also shifted from year to year. In 2021, the achievement was at 99.00%, slightly below the set target. The year 2022 showed the best results with an achievement of 102.00%, exceeding the target and reflecting optimal performance in that year.

However, 2023 saw a decline in achievement to 89.09%, and further declined in 2024 to only 77.33%. This shows that although sales targets tend to increase every year, sales realization actually decreases, so the gap between targets and achievements is getting bigger.

This was obtained from an interview with the owner of Ming Kopi, Mr. Ameng. He stated that the fluctuating sales in several years were caused by various factors, one of which may be a lack of consistency in promoting on social media platforms.

Ming Kopi strives to provide the best service for its customers by utilizing two key elements, namely social media marketing and servicescape. Through social media marketing, Ming Kopi seeks to reach more customers, introduce new products, and create more interactive and personalized communication with its audience. Social media is an important channel to build closer relationships with consumers, given that many consumers actively seek information or interact with brands on these platforms. A good combination of effective social media marketing and a café environment that supports convenience will increase consumer purchasing decisions. To illustrate this point, here is a look at Ming Kopi's social media accounts, which are one of the main means of reaching and interacting with its consumers.

Social media has now become a very effective platform for marketing strategies for various businesses including cafes. However, based on figure 1.1 above, it can be seen that Ming Kopi's Instagram and TikTok accounts tend to be less active in creating engaging content and advertisements. Limited content, both in quantity and quality, makes interaction with the audience not optimal. In addition, communication between the café and customers on social

media is also seen to be rare, even though this is an important aspect in building closer relationships and increasing consumer engagement. The absence of active communication can make customers feel less valued or less connected to the brand, which ultimately affects purchasing decisions.

Based on the results of in-depth interviews with 15 customers, it was found that there are still some shortcomings in the implementation of social media marketing strategies at Ming Kopi which have an impact on consumer purchasing decisions. Some respondents revealed that Ming Kopi's social media accounts have not been fully active in building interactions with customers. Some customers also feel that the content shared is inconsistent and not interesting enough to create brand engagement.

In addition to the digital aspect, some notes also emerged from the servicescape side which also affected customer satisfaction when visiting the cafe directly. Cleanliness is one of the important factors that greatly affects the comfort of visitors in a cafe. Ming Kopi still has some shortcomings in terms of environmental cleanliness. Poorly maintained areas can reduce the quality of the customer experience, such as dirty tables or unclean floors.

In addition, hot temperatures, especially in semi-outdoor areas, can also reduce the comfort of visitors who want to relax. Service that is less than prompt or slow in responding to customer requests is also an obstacle, as customers may feel that they are not being cared for or that they are waiting too long. All of these factors are interconnected and can influence a customer's decision whether or not to return to Ming Kopi in the future.

This is reinforced by statements from interviewed customers that there are still some shortcomings in the management of servicescape at Ming Kopi which have an impact on consumer purchasing decisions. Some respondents revealed that the comfort of the room temperature, environmental cleanliness, and clarity of symbols or directions were still considered less than optimal. Some customers admitted that the atmosphere of the cafe had not fully created the expected comfort, especially in terms of decoration and seating arrangements.

Based on interviews with Ming Kopi's owner, Pak Ameng, as well as responses from 15 random customers, there is a match in the data that indicates that the main obstacle in increasing sales lies in the lack of consistency in promotional strategies, particularly through social media platforms. Pak Ameng directly admits that sales fluctuations in recent years are most likely due to irregularity in creating content and building digital interactions. This statement was reinforced by the majority of respondents who said that Ming Kopi's social media accounts have not been fully active and have lacked interest in conveying information and establishing communication with customers.

Not only from the digital side, the congruence of views is also seen in the aspect of servicescape. Customers consider that some important elements such as cleanliness, temperature comfort, as well as decoration and supporting facilities are not optimal in creating a satisfying experience. This is in line with the manager's observation that improvements to the physical atmosphere of the cafe are still a homework to be addressed. With the alignment between the manager's views and customer experience, these findings have strong enough validity to serve as the basis for research. This data not only reflects the real conditions in the field, but also opens up opportunities for developing more effective strategies in improving consumer purchasing decisions through optimizing social media marketing and servicescape.

Based on research results Enrico et al. (2021) in his research entitled *The Influence of Social Media Marketing and Store Atmosphere on Purchase Decision Mediated by Consumer Trust in Millennial Coffee Shops in Banda Aceh*, it can be concluded that there is an influence of social media marketing on purchasing decisions. This is supported by research Wikantari (2022) entitled *The Impact of Store Atmosphere, Service Quality, and Social Media Marketing on Purchase Decisions: Insights from the Coffee Shop Market* can be concluded that there is an influence of social media marketing on purchasing decisions. To strengthen the two previous

researchers above, a study from Silalahi et al. (2023) entitled The Effect of Servicescape, Location and Promotion on Purchasing Decisions at Café Richeese Factory Rantauprapat, it can be concluded that there is an influence of servicescape on purchasing decisions.

LITERATURE REVIEW

Purchase Decision

Purchasing decisions are an important process in the business world where individuals or consumers decide to buy a product or service that they feel is able to meet their needs, wants and expectations. This process is not only influenced by need factors alone, but also includes product quality, the experience received, and consumer perceptions of the value offered. Situmorang (2023) states that purchasing decisions are the act of buying from clients for a product, while Gunawan et al. (2022) emphasize that this decision is an individual activity that is directly involved in making purchasing decisions. Samsiyah et al. (2023) sees purchasing decisions as the result of an assessment process of a product that is considered capable of meeting consumer expectations. In line with this, Istanti and Daengs (2023) explain that purchasing decisions are a problem-solving process by consumers regarding products or services through certain stages before deciding to buy. Akbar et al. (2022) also emphasized that purchasing decisions reflect consumer attitudes in determining whether they will buy the product or not. Based on the views of these experts, it can be concluded that purchasing decisions are an evaluative and selective process carried out by individuals in determining products or services that suit their needs, through rational and emotional considerations.

Social Media Marketing

Social media marketing is a digital marketing strategy that utilizes social media platforms to promote products, build brands, and expand market share through audience engagement and relevant content. Irvan & Erdiansyah (2022) call it a new medium for companies to sell products, while Adam et al. (2023) see it as an effective tool for MSMEs in maintaining and expanding markets. Heinze et al. (2017) emphasized the importance of buyer persona involvement in this strategy, and Rao & Nagaraj (2024) added that social media can increase sales and site traffic. Herianthusonfri (2019) also stated that social media marketing involves creating and sharing content to achieve promotional and branding goals.

Servicescape

Servicescape is an important element in creating a positive customer experience, especially in the context of cafes, where the physical environment such as interior design, layout, lighting and comfort greatly influence customer satisfaction and loyalty. Farid (2024) refers to servicescape as the physical environment designed to attract and influence consumer interest, while Kusuma (2023) sees it as the total construction of environmental dimensions. Zheng et al. (2024) explained that servicescape is where interactions between sellers and customers occur, facilitated by tangible elements. Rohman (2022) also emphasized that the servicescape includes all the physical facilities where service providers interact with consumers. Adhikari (2020) adds that servicescape serves as a proxy for intangible service quality and helps create a differentiating image from competitors.

METHODS

This research was conducted at Ming Kopi, which is located at Jalan Berlian Sari No. 95, Kedai Durian, Medan Johor District, Medan City, North Sumatra, from February to April 2025. The type of data used is quantitative data which is analyzed statistically, while data sources are obtained through primary and secondary data. The population in this study were all Ming Kopi

consumers whose numbers were not known with certainty, so sampling was carried out based on the formula of Hair et al. (2021), which is 10 times the number of indicators used, so that a sample of 130 people was obtained. The variables studied include social media marketing (X1), servicescape (X2), and purchasing decisions (Y), each of which is measured by relevant indicators and analyzed using a Likert scale. Data collection was carried out through direct observation and distributing questionnaires to respondents to obtain in-depth and relevant data according to research needs.

RESULTS

Ming Kopi is a local coffee shop established in Medan City since 2021 with a modern and aesthetic concept, especially aimed at young people. The shop offers a variety of coffee and tea-based drinks and snacks, which are served in a cozy and Instagramable atmosphere, attracting students and millennials. Ming Kopi's vision is to be the leading local coffee shop serving quality coffee with the best service and a pleasant atmosphere, while its mission includes serving drinks with consistent flavors, creating an aesthetic and comfortable atmosphere, friendly service, and supporting local coffee. The characteristics of respondents in this study include individual attributes such as age, gender, education, and occupation that can influence their perceptions and responses to research questions.

The characteristics of respondents in this study include several aspects, namely gender, age, profession, and frequency of visits to Ming Kopi in a month. Based on gender, the majority of respondents were female (62.31%) compared to male (37.69%). In terms of age, respondents were dominated by the 20-40 age group at 50%, which indicates that Ming Kopi's main consumers are young adults.

In terms of profession, most respondents are students (51.53%), followed by private employees (26.92%), and other professions (21.55%). Meanwhile, based on the frequency of visits, the majority of respondents (72.30%) only visit once a month, indicating that visits to Ming Kopi are still irregular or occasional. This finding illustrates that Ming Kopi is mostly visited by young people, especially students, but with limited frequency.

Validity Test

The validity test aims to test whether the questionnaire is suitable for use as a research instrument. Validity testing uses a comparison of the r_{count} value and the r_{table} value, and if the r_{count} value \geq the r_{table} value, the question item is declared valid, while if the r_{count} value $<$ r_{table} value, the question item is declared invalid. The known r_{table} value is 0.361 with a degree of freedom of 30 respondents ($df = n - 2 = 30 - 2 = 28$). The r_{count} value can be seen in the pearson correlation column.

Table 3. Social Media Marketing Variable Validity Test Results (X1)

| Item Statement | r_{count} | r_{table} | Criteria | Description |
|----------------|-------------|-------------|-------------------------|-------------|
| 1 | 0,729 | 0,361 | $r_{count} > r_{table}$ | Valid |
| 2 | 0,906 | 0,361 | $r_{count} > r_{table}$ | Valid |
| 3 | 0,683 | 0,361 | $r_{count} > r_{table}$ | Valid |
| 4 | 0,699 | 0,361 | $r_{count} > r_{table}$ | Valid |
| 5 | 0,696 | 0,361 | $r_{count} > r_{table}$ | Valid |
| 6 | 0,797 | 0,361 | $r_{count} > r_{table}$ | Valid |
| 7 | 0,729 | 0,361 | $r_{count} > r_{table}$ | Valid |
| 8 | 0,729 | 0,361 | $r_{count} > r_{table}$ | Valid |

Source: Research Results, 2025 (Data Processed)

Based on Table 3. it is obtained that all statement instruments from the social media marketing variable used are valid because the results of the validity test of the social media marketing variable have a r_{count} value greater than the r_{table} value of 0.361.

Table 4. Servicescape Variable Validity Test Results (X2)

| Item Statement | r_{count} | r_{table} | Criteria | Description |
|----------------|-------------|-------------|-------------------------|-------------|
| 1 | 0,627 | 0,361 | $r_{count} > r_{table}$ | Valid |
| 2 | 0,745 | 0,361 | $r_{count} > r_{table}$ | Valid |
| 3 | 0,869 | 0,361 | $r_{count} > r_{table}$ | Valid |
| 4 | 0,791 | 0,361 | $r_{count} > r_{table}$ | Valid |
| 5 | 0,837 | 0,361 | $r_{count} > r_{table}$ | Valid |
| 6 | 0,790 | 0,361 | $r_{count} > r_{table}$ | Valid |
| 7 | 0,712 | 0,361 | $r_{count} > r_{table}$ | Valid |
| 8 | 0,837 | 0,361 | $r_{count} > r_{table}$ | Valid |
| 9 | 0,790 | 0,361 | $r_{count} > r_{table}$ | Valid |
| 10 | 0,712 | 0,361 | $r_{count} > r_{table}$ | Valid |

Source: Research Results, 2025 (Data Processed)

Based on Table 4. it is obtained that all statement instruments from the servicescape variable used are valid because the results of the validity test of the servicescape variable have a r_{count} value greater than the r_{table} value of 0.361.

Table 5. Purchasing Decision Variable Validity Test Results (Y)

| Item Statement | r_{count} | r_{table} | Criteria | Description |
|----------------|-------------|-------------|-------------------------|-------------|
| 1 | 0,652 | 0,361 | $r_{count} > r_{table}$ | Valid |
| 2 | 0,888 | 0,361 | $r_{count} > r_{table}$ | Valid |
| 3 | 0,839 | 0,361 | $r_{count} > r_{table}$ | Valid |
| 4 | 0,827 | 0,361 | $r_{count} > r_{table}$ | Valid |
| 5 | 0,817 | 0,361 | $r_{count} > r_{table}$ | Valid |
| 6 | 0,870 | 0,361 | $r_{count} > r_{table}$ | Valid |
| 7 | 0,799 | 0,361 | $r_{count} > r_{table}$ | Valid |
| 8 | 0,799 | 0,361 | $r_{count} > r_{table}$ | Valid |

Source: Research Results, 2025 (Data Processed)

Based on Table 5. it is found that all statement instruments from the purchasing decision variable used are valid because the results of testing the validity of the purchasing decision variable have a r_{count} value greater than the r_{table} value of 0.361.

Reliability Test

The reliability test aims to measure the consistency of respondents' responses to questionnaire statement items. The reliability test was carried out using the Cronbach alpha method. A variable is said to be reliable if the Cronbach alpha value is > 0.70 . The results of the reliability test calculation can be seen in the following table:

Table 6. Reliability Test Results

| Variables | Cronbach's Alpha | Number of Questionnaires | Description |
|------------------------------------|------------------|--------------------------|-------------|
| <i>Social Media Marketing (X1)</i> | 0,885 | 8 | Reliable |
| <i>Servicescape (X2)</i> | 0,922 | 10 | Reliable |
| Purchase Decision (<i>Y</i>) | 0,926 | 8 | Reliable |

Source: Research Results, 2025 (Data Processed)

The reliability test results seen in Cronbach's alpha for social media marketing variables, servicescape and purchasing decisions are obtained above 0.70 so that this research is said to be reliable.

Descriptive Statistics

These descriptive statistics provide an overview of the minimum value, maximum value, average value, and standard deviation of the data used in the study. The following are descriptive statistics that describe the research variables.

Table 7. Descriptive Statistics

| Variable | N | Minimum | Maximum | Mean | Std. Deviation |
|-------------------------------|-----|---------|---------|-------|----------------|
| <i>Social Media Marketing</i> | 130 | 17 | 36 | 29.06 | 4.425 |
| <i>Servicescape</i> | 130 | 11 | 50 | 36.99 | 7.122 |
| Purchase Decision | 130 | 9 | 40 | 27.45 | 5.997 |

Source: Research Results, 2025

The social media marketing variable has a minimum or smallest value of 17. Maximum or largest value of 36. Mean or average value obtained is 29.06 and a standard deviation of 4.425 with the amount of data used as many as 130 respondents at Ming Kopi in 2024.

The servicescape variable has a minimum or smallest value of 11. Maximum or largest value of 50. The mean or average value obtained is 36.99 and a standard deviation of 7.122 with the amount of data used as many as 130 respondents at Ming Kopi in 2024.

The purchasing decision variable has a minimum or smallest value of 9. Maximum or largest value of 40. The mean or average value obtained is 27.45 and a standard deviation of 5.997 with the amount of data used as many as 130 respondents at Ming Kopi in 2024.

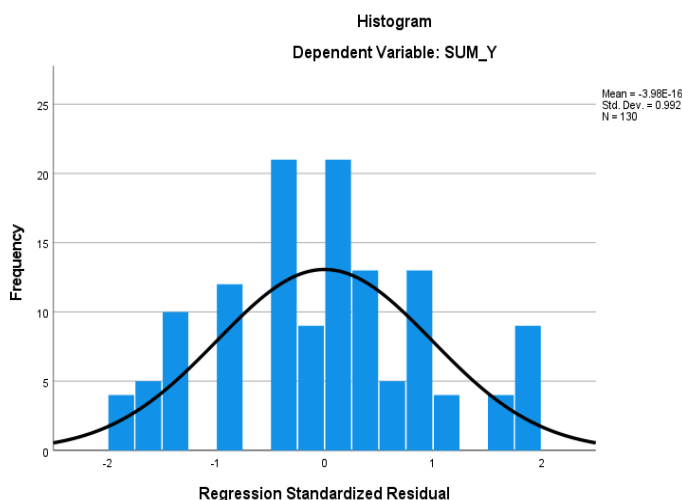
Classical Assumption Test

Classical assumption testing is used to see whether the regression model used is suitable for use or not, by looking at normality, multicollinearity and heteroscedasticity.

Normality Test

The normality test aims to determine whether the distribution of a data follows or approaches a normal distribution. The following is a normality test with histogram graph analysis and normality probability plot graph:

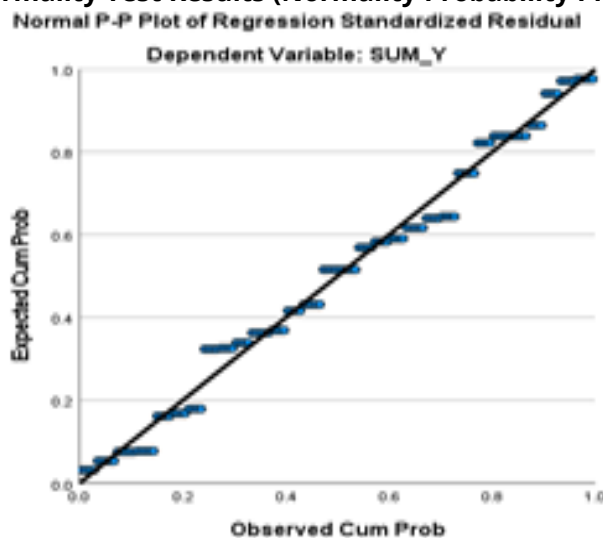
Figure 1 Normality Test Results (Histogram Graph)



Source: Research Results, 2025

Based on Figure 1. This, the results of the histogram graph show that the data that forms a data pattern image that almost follows the bell-shaped curve line so that it is concluded that the data is normally distributed.

Figure 2 Normality Test Results (Normality Probability Plot Graph)



Source: Research Results, 2025 (Data Processed)

Based on Figure 2., the results of this normality probability plot graph show that the data pattern has spread around the diagonal line and follows the direction of the diagonal line so that it can be said that the data is normally distributed.

To clarify the results of these two graphs, it can be strengthened with statistical analysis, namely Kolmogorov Smirnov.

1. If the significance value is > 0.05 , then the data is normally distributed
2. If the significance value < 0.05 , then the data is not normally distributed

The results of the One Sample Kolmogorv-Smirnov statistical test can be seen in the table below

Figure 3. One Sample Kolmogorov-Smirnov Test Results
One-Sample Kolmogorov-Smirnov Test

| | | Unstandardized Residual | |
|--|-------------------------|-------------------------|------|
| N | | 130 | |
| Normal Parameters ^{a,b} | Mean | .0000000 | |
| | Std. Deviation | 3.8233141 | |
| Most Extreme Differences | Absolute | .086 | |
| | Positive | .086 | |
| | Negative | -.084 | |
| Test Statistic | | .086 | |
| Asymp. Sig. (2-tailed) ^c | | .020 | |
| Monte Carlo Sig. (2-tailed) ^d | Sig. | .020 | |
| | 99% Confidence Interval | Lower Bound | .017 |
| | | Upper Bound | .024 |

a. Test distribution is Normal.

b. Calculated from data.

c. Lilliefors Significance Correction.

d. Lilliefors' method based on 10000 Monte Carlo samples with starting seed 2000000.

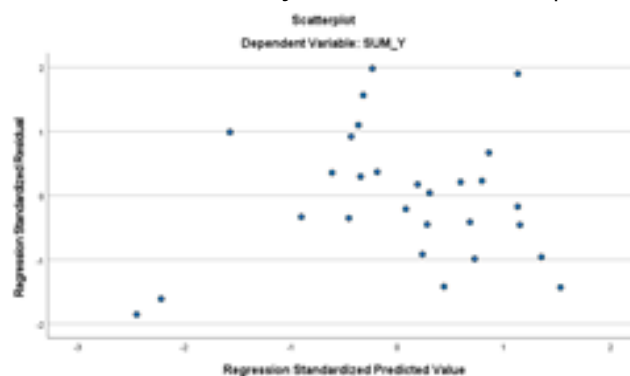
Source: Research Results, 2025 (Data Processed)

The results of the Kolmogorov Smirnov test which can be seen from the table above show that the significance value of 0.020 is greater than 0.05 (asyp. sig. (2-tailed) > 5%), so it can be concluded that the data tested is normally distributed.

Heteroscedasticity Test

The heteroscedasticity test aims to test whether in the regression model there is an inequality of residual values from one observation to another. To detect the presence or absence of heteroscedasticity can be done by looking at the scatterplot graph. The results of the heteroscedasticity test can be seen in Figure 4. below:

Figure 4. Heteroscedasticity Test Results (Scatterplot Graph)



Source: Research Results, 2025

Based on the results of the scatterplot graph, the points spread randomly by not forming a clear pattern and the data pattern is spread both above and below the number 0 on the Y axis, so it can be concluded that there is no heteroscedasticity.

Multicollinearity Test

Multicollinearity test is conducted to determine whether there is a linear relationship between the independent variables. To determine the presence or absence of multicollinearity symptoms, it can be seen from the amount of tolerance value and VIF (variance inflation factor). The following multicollinearity calculation results can be seen in Table 5. below:

Table 8. Multicollinearity Test Results

| Variables | Collinearity Statistics | |
|------------------------------------|-------------------------|-------|
| | Tolerance | VIF |
| <i>Social Media Marketing (X1)</i> | .990 | 1.010 |
| <i>Servicescape (X2)</i> | .990 | 1.010 |

Source: Research Results, 2025 (Data Processed)

Based on Table 8 above, it shows that the tolerance value for social media marketing (0.990) and servicescape (0.990) has a value greater than 0.10 and the variance inflation factor (VIF) value for social media marketing (1.010), and servicescape (1.010) has a value smaller than 10. Based on the results of the tolerance value and VIF value, it shows that this regression model does not experience multicollinearity.

Multiple Linear Regression Analysis

Multiple linear regression analysis aims to determine how much the regression coefficient of the relationship between the independent variable and the dependent variable is. This study discusses the effect of increasing consumer purchasing decisions: seen from utilization at Ming Kopi.

Table 9. Multiple Linear Regression Analysis Results

| Variables | B |
|-------------------------------|---------|
| (Constant) | -12,582 |
| <i>Social Media Marketing</i> | 0,721 |
| <i>Servicescape</i> | 0,516 |

Source: Research Results, 2025 (Data Processed)

Based on the multiple linear regression equation, it can be concluded that if the social media marketing (X_1) and servicescape (X_2) variables do not increase, then the purchasing decision (Y) will decrease by 12.582 units. Every one unit increase in social media marketing (X_1), with X_2 constant, will increase purchasing decisions by 0.721 units. Meanwhile, a one-unit increase in servicescape (X_2), with X_1 fixed, will increase purchasing decisions by 0.516 units.

Test t (Partial Test)

The t test or partial test basically shows how far the influence of one independent variable individually (partially) in explaining the variation in the dependent variable. The t statistical test is carried out by comparing the tcount value with the ttable value and the Sig value with 0.05. The t table value of 1.97867 is obtained by looking at $df = n - k = 130 - 2 = 128$ and 0.05.

Table 10. t Test Results

| X to Y relationship | t | Sig. |
|--|--------|-------|
| Social media marketing - Purchase decision | 9,352 | 0,001 |
| Servicescape - Purchase decision | 10,778 | 0,001 |

Source: Research Results, 2025

Based on Table 10, the t test results show that social media marketing and servicescape have a significant effect on purchasing decisions at Ming Kopi. This is evidenced by the tcount value of social media marketing of 9.352 and servicescape of 10.778, both of which are greater than the t table (1.97867), as well as a significance value of 0.001 <0.05 respectively. Thus, H1 is accepted for both variables.

F Test (Simultaneous Test)

The F test (simultaneous test) basically shows whether all independent or independent variables included in the model have a joint influence on the dependent / dependent variable. This F statistical test is carried out by comparing Fcount and Ftable with an α level of 5%. The Ftable value of 3.07 is obtained with $df_1 = 2$ and $df_2 = n - k$ (number of independent variables) - 1 = 130 - 2 - 1 = 127.

Table 11. F Test Results

| Relationship between X1 and X2 to Y | F | Sig. |
|--|--------|-------|
| <i>Social Media Marketing and Servicescape - Purchase Decision</i> | 92,755 | 0,001 |

Source: Research Results, 2025

Based on Table 11. above, it can be seen that the Fcount value is 92.755 with a significant value of 0.001, so the criteria for the results of this F test are the Fcount > Ftable value, namely with a value of 92.755 > 3.07 and a significant value <0.05, namely with a value of 0.001 <0.05. The test results show that H3 is accepted, which means that social media marketing and servicescape variables have a significant effect on purchasing decisions at Ming Kopi.

Determination Coefficient Test

This test of the coefficient of determination is carried out with the intention of measuring the model's ability to explain how the independent variable affects the dependent variable. The coefficient of determination in this study can be seen from the adjusted r square. The following are the results of the coefficient of determination test:

Table 12. Test Results of the Coefficient of Determination

| Model | R Square | Adjusted R Square |
|------------|----------|-------------------|
| Regression | 0,094 | 0,080 |

Source: Research Results, 2025

Based on table 12 above, it can be seen that the coefficient of determination R Square is 0.094, meaning that only 9.4% of purchasing decision variables can be clarified through social media marketing and servicescape variables and the remaining 90.6% of other variables not included in the study such as Product Quality, Service Quality, Word Of Mouth, Location, Promotion, and Brand Image.

DISCUSSION

The Effect of Social Media Marketing on Purchasing Decisions

Based on the partial test results on the effect of social media marketing on purchasing decisions, the $t_{count} > t_{table}$ value is obtained, namely with a value of $9.352 > 1.97867$ and a significant value < 0.05 , namely with a value of $0.001 < 0.05$, which means that social media marketing has a significant effect on purchasing decisions at Ming Kopio. Based on this, hypothesis 1 (H1) in this study is accepted. The results of this test are in line with the research of Enrico et al. (2021) and Wikantari (2022) which state that social media marketing has a significant effect on purchasing decisions.

The Effect of Servicescape on Purchasing Decisions

Based on the partial test results on the effect of electronic service quality on customer loyalty, the $t_{count} > t_{table}$ value is obtained, namely the $t_{count} > t_{table}$ value, namely the value of $10.778 > 1.97867$ and a significant value < 0.05 , namely the value of $0.001 < 0.05$, which means that servicescape has a significant effect on purchasing decisions at Ming Kopi. Based on this, hypothesis 2 (H2) in this study is accepted. The results of this test are in line with previous research, namely research by Hasibuan et al. (2023) and Silalahi et al. (2023) which states that servicescape has a significant effect on purchasing decisions.

The Effect of Social Media Marketing and Servicescape on Purchasing Decisions

Based on the results of the simultaneous test on the effect of the social media marketing relationship on purchasing decisions, the $F_{count} > F_{table}$ value is obtained, namely with a value of $92.755 > 3.07$ and a significant value < 0.05 , namely with a value of $0.001 < 0.05$, which means that social media marketing and servicescape have a significant effect on purchasing decisions at Ming Kopi. Based on this, hypothesis 3 (H3) in this study is accepted.

From the results of the coefficient of determination test, it is known that social media marketing and servicescape explain their relationship with purchasing decisions by 9.4%. Apart from the variables studied, it can also be influenced by other variables not examined in this study by 90.6%, such as product quality, service quality, word of mouth, location, promotion, and brand image.

CONCLUSION

The conclusion of this study shows that both partially and simultaneously, social media marketing and servicescape have a significant effect on purchasing decisions at Ming Kopi. Based on these findings, it is recommended for future researchers to add research variables such as product quality, service, word of mouth, location, promotion, or brand image to enrich the analysis results. In addition, the geographical scope of the research should also be expanded by involving consumers from other coffee shops in Medan City so that the data obtained is more representative and the research findings become more comprehensive.

Based on the research results, it is recommended that future research add other variables such as product quality, service, promotion, or brand image to broaden the perspective on factors that influence purchasing decisions. In addition, geographic coverage also needs to be expanded by involving respondents from various other coffee shops in Medan City so that the research results become more representative and can be compared between brands that have similar market segments.

ADVICE

It is likely that there are other elements that influence customer loyalty other than those examined in this study. Therefore, the authors hope that this research can be used as a basis for

further research looking at other factors that might influence customer loyalty. By expanding the scope of the research, future results are expected to provide a better understanding of the components that support customer loyalty.

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