

**THE INFLUENCE OF STORE ATMOSPHERE AND VIRAL
MARKETING ON BUYING DECISION**
(Study on Seis Café & Public Space Consumers on Sei Silau Street, Medan City)

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Abstract

This study aims to analyze the influence of Store Atmosphere on Buying Decisions on Seis Café & Public Space consumers, analyze the effect of Viral Marketing on Buying Decisions on Seis Café & Public Space consumers, analyze the influence of Store Atmosphere and Viral Marketing on Buying Decisions on Seis Café & Public Space consumers. The research method used in this research is quantitative approach. The population in this study was Seis Café & Public Space consumers, the sample set was 100 consumers (respondents) with a sampling technique using purposive sampling. Data collection techniques in this study used primary data obtained from distributing questionnaires google form, for secondary data obtained through books and articles related to this study. The data analysis method used is validity test, reliability test, classical assumption test, multiple linear analysis, partial test, simultaneous test and determination test. The results of the research conducted indicate that the Store Atmosphere (X1) and Viral Marketing (X2) variables have a significant effect on Buying Decisions (Y). Store Atmosphere and Viral Marketing variables simultaneously affect Buying Decisions (Y). The coefficient of determination test shows that there is a very close relationship between Store Atmosphere and Viral Marketing, towards Buying Decisions with an R value of 0.797 through an adjusted R square value, it is revealed that Store Atmosphere and Viral Marketing variables contribute 63.8%, to Buying Decisions, while 36,2% is influenced by other variables beyond the study.

Keywords: Buying Decisions, Store Atmosphere, Viral Marketing

1. INTRODUCTION

The rapid development of business has an impact on the demands of business actors in presenting products, services, goods and services that can retain and attract consumers. Business actors are expected to be able to develop their business in terms of marketing management in order to survive in a competitive and rapidly changing trading situation (Alawi & Rahardjo, 2022). Based on business development data according to Bank Indonesia (2015), businesses in Indonesia are dominated by large businesses (40,92%), medium enterprises (13,59%), small enterprises (9,68%), and micro enterprises (38,81. %) (Holy, 2017). The existence of these various types of businesses needs to be maintained and even increased in order to contribute to the improvement of the Indonesian economy.

One way that must be met so that the business that is run wants to grow and gain a competitive advantage is to create superior products that can satisfy consumers. So what needs to be considered in business competition is how to retain old customers and attract new customers when making purchasing decisions. The competitive environment in business requires entrepreneurs to be able to survive in all situations, because many are competing to get customer satisfaction. Of course, there must be Differentiation.

Differentiation is necessary because each company must produce the same product for different prices. One way to win the competition is to create something unique. As is the case in recent times, a phenomenon that is becoming the attention of the Indonesian people is relaxing in a café with more and more café outlets starting to appear around the city of Medan.

Table 1. Most Used Social Media Platform

No	Social Media Platforms	Total (%)
1	Youtube	93.8%
2	Whatsapp	87.7%
3	Instagram	86.6%
4	Facebook	85.5%
5	TikTok	63.6%

According to the data above, one of the social media that is widely used today is Instagram. Instagram is in third position after Youtube and WhatsApp. Instagram is an internet-networked social media that displays the main features in the form of posting photos, videos with a duration of 60 seconds, and stories. Instagram has now been downloaded on the Playstore and Appstore for more than 1 billion users. Instagram provides features for business accounts and store features that are very easy for users. In the profile section there is also a biography feature and a website description of the business and in particular has insight from Instagram visit data which is very easy to access, making it easy for business users to see the level of reach and business development.

Currently, those who use social media as a means to promote their business are not only online store players, but also offline business people such as the Café business. Many Café businesses apply digital marketing as a means of promoting their business. This method is carried out due to the amount of competition and the current growth of the Café business. This development can be seen from the number of new Cafés that have started operating in Medan City. One of these Cafés is Seis Café & Public Space which is located at Jalan Sei Silau no. 89c.

One of the internal factors that influence consumer purchasing decisions is lifestyle which is part of consumer behaviour. Another factor that needs to be considered in purchasing decisions at the Café is the store atmosphere. Store atmosphere focuses on stimulating the five senses with environmental design. At present the atmosphere is the most important factor for consumers in choosing a café, with the right store atmosphere, there will be an atmosphere and aesthetic nuance that will attract visitors to make their choices and make purchasing decisions. By creating a store atmosphere (café atmosphere) that is comfortable, fun, and following trends, ultimately creates an impression that attracts consumers to visit and buy. The role of store atmosphere can shape the characteristics or image of a café (Levy & Weitz 2018 in (Chasa, 2020)).

By looking at the store atmosphere in a café, consumers can see the difference between one café and another, so that this is the reason for consumers to be interested and choose where consumers will visit and buy. In addition, a factor that influences purchasing decisions is viral marketing. Viral marketing is a strategy for distributing electronic messages that contain information about certain products widely and continuously growing. This marketing model develops through the internet network, which allows for unlimited duplication (Romindo et al., 2019).

Seis Café & Public Space focuses on marketing using digital media, one of which is by using a viral marketing strategy through Instagram social media to maximize sales. Instagram as an application for promotion is used. Currently, Seis Café & Public Space has more than 4 thousand Instagram followers with 101 posts. Marketing using Instagram social media as a promotional medium is carried out by Seis Café & Public Space by sharing content in the form of photos and videos of Jabu Berastagi café products. Seis Café & Public Space also held several promotions with the arrival of influencers such as Eltasya Natasha and also several famous singers such as Indah Aqila and Chintya Gabriella.

On this occasion, the author conducted a pre-survey by interviewing Luthfi as the Manager and one of the owners of Seis Café & Public Space. The results of the interview obtained information regarding sales of food & beverage products from March 2022 to May 2022. It is known that product sales had fluctuated as shown in the following table.

Table 2. Food & Beverage Product Sales Data March-May 2022

No.	Month	Total Sales
1.	March	18,978 Items
2.	April	14.143 Items
3.	May	14.961 Items

Based on table 2, it can be seen that the number of sales of Seis Café & Public Space products experienced fluctuations in sales. This happened in April where sales of Seis Café & Public Space decreased to 14.143 items which previously touched 18.978 items in March. In addition, it is known that sales of Seis Café & Public Space experienced an increase in sales in May, amounting to 14.961 items. Based on information received from one of the café owners, there was an increase in sales because that month there were big days, thereby increasing people's mobility. This increases consumer visits to Seis Café & Public Space. The café is also aware that there are fluctuations in sales at Seis Café & Public Space is due to the arrangement and layout of the café which is still not optimal, causing discomfort for consumers. Consumers will prefer places that are comfortable, neat and have an aesthetic feel in choosing places to eat and drink.

In addition to these problems, Seis Café & Public Space has indoor and outdoor spaces. The outdoor room certainly cannot be used if the weather conditions are bad such as rain or it is hot, this can certainly interfere with customer activities during visits. When the weather is not good, customers will prefer an indoor room. So that customers who want to enjoy this café are limited, because the outdoor space cannot be used. Of course, this problem can lead to volatile sales. Seeing from the above background, this study aims to analyze the influence of Store Atmosphere and Viral Marketing on Buying Decisions on Seis Café & Public Space consumers.

2. LITERATURE REVIEW

2.1. Store Atmosphere

Store atmosphere is a very important factor for a store to make consumers feel interested in coming to visit and feel comfortable. A comfortable store atmosphere can stimulate and arouse consumer buying interest in the products offered by the store. According to Goddess & Invite Juju (2018): "Store Atmosphere focuses on stimulating

the five senses with environmental design. Therefore, retailers use colors, music, lighting, aromas, and elements to stimulate customer emotions with perceptions that then influence them to make purchases. According to Berman et al. (2018) Store atmosphere has four elements, namely exterior, general interior, store layout and interior display.

2.2. Viral Marketing

According to Surniandari (2017) Viral Marketing is a strategy for distributing electronic messages that contain information about certain products widely and continuously growing. This marketing model develops through the internet network, which allows for unlimited duplication. Meanwhile, according to Kotler and Keller in Banjarnahor (2021) viral marketing refers to the expansion of word of mouth advertising that represents the latest online customer-centred marketing to increase promotion of products and/or services. Based on the description above, it can be concluded that viral marketing is an electronic-based marketing strategy technique by distributing content with the aim of advertising products/services that are expected to make consumers spread the message to other consumers so that the product is more widely known.

2.3. Buying Decisions

Kotler and Keller in Arief et al. (2021) Consumer purchasing decisions start from the desire to buy that arises due to different elements such as family, desired costs, desired data or information, and benefits or advantages that can be generated from products or services. When a buyer makes a purchase, many situational variables must be considered and can also influence his purchase decision. Purchase decision as a decision stage where consumers have actually made their choice and made a purchase of a product, and consumed it. Montolalu et al. (2021) Purchasing decision is a process where consumers recognize the problem, seek information about a particular product or brand and evaluate how well each alternative can solve the problem, which then leads to a purchase decision.

3. RESEARCH METHODS

This research is a quantitative type using the form of associative hypothesis that tests the correlation between variables Sugiyono (2017). This research was conducted at Seis Café & Public Space on Jalan Sei Silau, Medan City in July 2022. The population in this study were all consumers who had visited and purchased Seis Café & Public Space products at least once, then aged at least 17 years, who the exact number is not known. Therefore, the sample in this study was determined by Non-Probability Sampling. Because the researcher assumes that the population is very large and the sample to be taken is determined using the Ancient formula (Arianto & Patilaya, 2018), that is:

$$n = \frac{z^2}{4(moe)^2}$$

n = Number of Samples

Z = Normal distribution level at 5% significance level (1.96)

Moe = Margin of error or maximum error that can be tolerated is usually 10%.

Then the sample size obtained, namely:

$$n = \frac{1,96^2}{4(0,10)^2}$$

$$n = 96,04$$

Based on the formula above, the number of samples that will be used in this study is 96 respondents, but the researcher decided to round up to 100 respondents so that it makes calculations easier. In this study, primary data was collected by distributing questionnaires to consumers of Seis Café & Public Space by asking questions related to criteria and distributing questionnaires (likert scale) also via google form to respondents. While the secondary data used in this study were obtained through literature studies and data obtained through the internet or through companies directly. The data were then analyzed using instrument tests, namely validity test, reliability test, classical assumption test using normality test, multicollinearity test, and heteroscedasticity test and analyzed by multiple linear regression and hypothesis testing (T test, F test, and coefficient of determination test)

4. RESULTS AND DISCUSSION

4.1. Research Results

4.1.1. Characteristics of Respondents

Respondents in this study were Seis Café & Public Space consumers who had visited and purchased Seis Café & Public Space products at least once. The identities obtained include gender, age, monthly income/pocket money, occupation and number of visits. The data obtained are as follows:

Table 3. Respondent Identity Based on Gender

No	Gender	Amount	Percentage
1	Woman	51	51%
2	Man	49	49%
Total		100	100%
No.	Age	Amount	Percentage
1	17-20 years old	3	3%
2	21-24 years old	65	65%
3	25-28 years old	18	18%
4	29-32 years old	7	7%
5	>32 years old	7	7%
Total		100	100%
No.	Income / Pocket Money	Amount	Percentage
1	< Rp500.000	47	47%
2	Rp500.000 – Rp1.500.000	19	19%
3	Rp1.500.000 - Rp2.500.000	17	16%
4	Rp. > Rp2.500.000	17	17%
Total		100	100%
No.	Work	Amount	Percentage

1	Student	57	57%
2	Employee	9	9%
3	Self-employed	18	18%
4	Civil Servant	16	16%
Total		100	100%
No.	Visit	Amount	Percentage
1	2 times	30	30%
2	2 – 5 times	49	49%
3	5 times	21	21%
Total		100	100%

From the data above, 51% of respondents are female, while 49% of respondents are male. This shows that most of the customers of Seis Café & Public Space are women. In addition, as many as 65% of respondents aged 21-24 years and 18% of respondents aged 25-28 years. Which means that the majority of Seis Café & Public Space consumers are teenagers. This is due to the need for teenagers to spend their free time with friends to go places that allow them to relax and talk.

Based on income/pocket money, 47% of respondents earn less than Rp500.000/month. Meanwhile, 19% of respondents earn between Rp500.000 – Rp1.500.000/month. This is because, the majority of their status is still a student who still relies on pocket money from their parents.

As many as 57% of respondents came from among students / students and as many as 18% of respondents work as entrepreneurs. This is because students are usually still in their teens where they are more susceptible to being attracted to advertising media, like to follow friends, unrealistic, and tend to be wasteful in using money. This makes students also more often buy products from Seis Café & Public Space.

As many as 49% of respondents make 2-5 visits per year, while 30% of respondents visit approximately 2 times per month. Based on the data obtained from the intensity of the visit, it is known that the respondents had a good experience when visiting Seis Café & Public Space. So that it attracts them to visit this café again.

4.1.2. Data Analysis

1) Validity Test

Table 4. Validity Test Results

Store Atmosphere (X1)				
Variable	Indicator	R _{statistic}	r _{table}	Information
Store Atmosphere (X1)	1	0.493	0.196	Valid
	2	0.541		Valid
	3	0.570		Valid
	4	0.521		Valid
	5	0.511		Valid
	6	0.494		Valid
	7	0.540		Valid
	8	0.597		Valid
	9	0.654		Valid
	10	0.643		Valid
	11	0.485		Valid
	12	0.514		Valid

	13	0.687		Valid
Variable	Indicator	rcount	rtable	Information
Store Atmosphere (X1)	1	0.738	0.196	Valid
	2	0.769		Valid
	3	0.687		Valid
	4	0.707		Valid
	5	0.656		Valid
	6	0.808		Valid
Buying Decisions (Y)				
Variable	Indicator	rcount	rtable	Information
Buying Decisions (Y)	1	0.634	0.196	Valid
	2	0.628		Valid
	3	0.731		Valid
	4	0.766		Valid
	5	0.565		Valid
	6	0.562		Valid
	7	0.376		Valid
	8	0.292		Valid

Table 4 shows that all of the Store Atmosphere (X1) variable statement items have an rstatistic value greater than the rtable value, which is 0.196. Based on this, it can be concluded that the thirteen (13) statement items on the variable from the Store Atmosphere (X1) are declared valid and are worthy of being used as measurements of research variables.

In addition, all Viral Marketing variable statement items (X2) have an rstatistic value greater than the rtable value, which is 0.196. Based on the table, it can be concluded that the six (6) statement items on the Viral Marketing (X2) variable are declared valid and feasible to be used as research variables.

Table 4 also shows that all items in the statement of the Buying Decisions (Y) variable have an rstatistic value greater than the rtable value, which is 0.196. Based on the table, it can be concluded that the eight (8) statement items in the Buying Decisions (Y) variable are declared valid and feasible to be used as research variables.

2) Reliability Test

Table 5. Reliability Test Results

Variable	Reliability Statistics	
	Cronbach's Alpha	N of Items
Store Atmosphere (X1)	.811	13
Viral Marketing (X2)	.822	6
Buying Decisions (Y)	.688	8

Based on Table 5 above, it can be seen that the reliability coefficient of the Store Atmosphere variable (X1) is 0.811 and the Viral Marketing variable (X2) is 0.822, which means that the research instrument is declared reliable and worthy of being used as a variable in measuring research. Likewise, the Buying Decisions (Y) variable is 0.688 which means it is reliable and feasible to be used as a variable in measuring this research.

4.1.3. Classic Assumption Test

1) Normality Test

Table 6. Normality Test Results

		Unstandardized Residual
N		100
Normal Parameters, ^b	mean	.0000000
	Std. Deviation	2.15580335
Most Extreme Differences	Absolute	.088
	Positive	.071
	negative	-.088
Test Statistics		.088
asympt. Sig. (2-tailed)		.052c
a. Test distribution is Normal.		
b. Calculated from data.		
c. Lilliefors Significance Correction.		

Based on the results of data processing in table 6, it can be seen that the asymp sig value in the Kolmogorov - Smirnov test is 0.052. This value meets the requirements to declare the normality of the data, namely the asymp value. Sig must be greater than 0.05 so that it can be concluded that the data used is normally distributed.

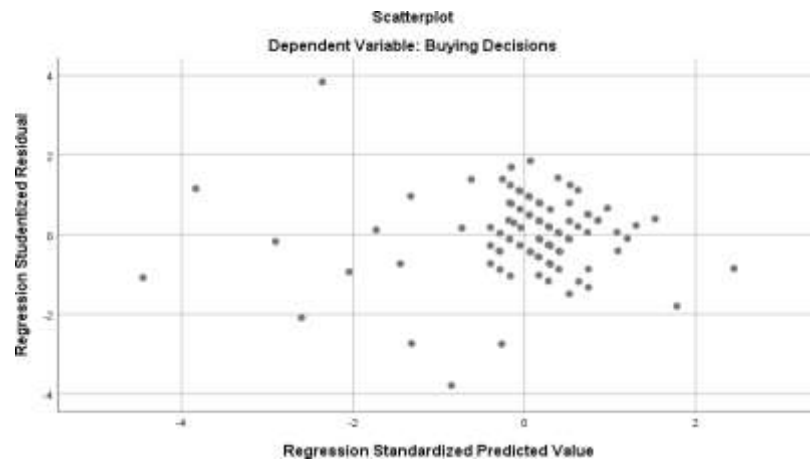
2) Multicollinearity Test

Table 7. Multicollinearity Test Results

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.	Collinearity Statistics	
		B	Std. Error	Beta			Tolerance	VIF
1	(Constant)	-1.214	2,720		-.446	.656		
	Store Atmosphere	.321	.054	.412	5,978	.000	.789	1,267
	Viral Marketing	.702	.089	.519	7.518	.000	.789	1,267
a. Dependent Variables: <i>Buying Decisions</i>								

Based on table 7 of the Store Atmosphere variable, the tolerance value is 0.777 and Viral Marketing with a tolerance value of 0.777 where this value is greater than > 0.10. also Viral Marketing is -1.214 where this value is smaller than 10 so it can be said that there are no symptoms of multicollinearity. So from looking at the values of Tolerance and VIF, the conclusion is that the regression model of the influence of Store Atmosphere and Viral Marketing on Buying Decisions does not occur multicollinearity symptoms.

3) Heteroscedasticity Test



Source: Primary Data Processing Results (2022)

Figure 1. Heterodity Test Result

Based on Figure 1 above, it can be seen that the points spread above zero and below zero and form a certain pattern, and the distribution is random, so we can conclude that the characteristics are fulfilled so that in the regression model the influence of Store Atmosphere (X1) and Viral Marketing (X2), against Buying Decisions (Y) there is no heteroscedasticity problem.

4) Simultaneous Test (F Test)

Table 8. Simultaneous Test Results (F Test)

ANOVA ^a						
Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	824,538	2	412,269	84,599	.000 ^b
	Residual	472,702	97	4.873		
	Total	1297,240	99			
a. Dependent Variables: <i>Buying Decisions</i>						
b. Predictors: (Constant), <i>Viral Marketing</i> , <i>Store Atmosphere</i>						

Source: Primary Data Processing Results (2022)

Based on the results of data processing in table 8, it can be seen that the Fstatistic value obtained is 84.599, which means the Fstatistic value is greater than the Ftable value, which is $84.599 > 3.09$ or based on the sig value, which is $0.000 < 0.05$. These results mean that the independent variables, namely Store Atmosphere (X1) and Viral Marketing (X2) have a simultaneous (simultaneous) effect on the dependent variable, namely Buying Decisions (Y).

5) R^2 Test (Coefficient of Determination)

Table 9. Coefficient of Determination Test Results (R^2)

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.797 ^a	.636	.628	2.208
a. Predictors: (Constant), Viral Marketing, Store Atmosphere				
b. Dependent Variable : Buying Decisions				

Source: Primary Data Processing Results (2022)

Based on the results of data processing in table 10 above, it can be seen that the R value is 0,797, where this coefficient value shows the relationship between Store Atmosphere and Viral Marketing on Buying Decisions which is quite close because if the R value is closer to one, the better the model is used. The Adjusted R Square value or the coefficient of determination above shows that the Store Atmosphere and Viral Marketing variables can explain the Buying Decisions variable by 62,8%, while the remaining 37,2% is influenced by other variables not explained in this study.

4.2. Discussion

4.2.1. The Effect of Store Atmosphere on Buying Decisions

Store atmosphere is a very important factor for a store to make consumers feel interested in coming to visit and feel comfortable. According to Levy & Weitz (2018): "Store Atmosphere focuses on stimulating the five senses with environmental design. Therefore, retailers use colors, music, lighting, aromas, and elements to stimulate customer emotions with perceptions that then influence them to make purchases.

Based on the results of data processing, it is known that the store atmosphere will affect purchasing decisions at Seis Café & Public Space. Consumers in shopping need comfort both from the café or the services provided to consumers. Cafés that provide extra services such as adequate lighting, room temperature, store cleanliness and product layout design will make consumers feel at home and will improve purchasing decisions in shopping. According to researchers, buyers will make purchasing decisions if the service and store atmosphere are supportive, this will make consumers more confident in shopping. So that the store atmosphere that is made comfortable, safe and clean is proven to improve purchasing decisions at Seis Café & Public Space, so the first hypothesis in this study is accepted.

The results of the tests carried out in this study explain that the store atmosphere variable (X1) has a significant effect on Buying Decisions. This can be seen from the significant value of the Store Atmosphere variable, namely sig of $0.000 < 0.05$ and tstatistic of $5.978 > 1.984$. So it can be concluded that Ha1 is accepted, namely "there is an influence of store atmosphere on buying decisions on consumers of Seis Café & Public Space". The results of this study are in line with research Suharto (2017) and Candra (2018) which state that there is a positive and significant influence between store atmosphere on buying decisions. Then the results of this study are not in line with research conducted by Marsella et al. (2020) and Badarudin et al. (2021) which state that there is no effect of store atmosphere on buying decisions.

4.2.2. Effect of Viral Marketing on Buying Decisions

Viral Marketing is a strategy for distributing electronic messages that contain information about certain products widely and continuously growing. This marketing

model develops through the internet network, which allows for unlimited duplication (Kaplan & Haenlein 2020:3).

Based on the data that has been tested previously, we can see that the statements on the Store Atmosphere (X1), Viral Marketing (X2) variables and the dependent variable, namely Buying Decisions (Y) are valid and reliable so that they can be used in this study. In this study, researchers used 4 indicators, namely Messenger, Message and Environment.

Based on the results of data processing, it is known that viral marketing can influence buying decisions at Seis Café & Public Space. Marketing is a very important thing in doing business, with good marketing techniques it will increase sales. Nowadays, marketing techniques can be done in various ways, from social media, YouTube videos to articles. According to the author, the most appropriate method is through social media Instagram. Researchers see Instagram from Seis Café & Public Space has photos and videos that can influence consumer purchasing decisions. In addition, the author sees that the Instagram account @seis.cafe has almost 5 thousand followers. Having a large following will make it easier for Seis Café & Public Space in marketing new variants of products by following existing viral videos. So that the viral marketing carried out by Seis Café & Public Space is known to have an effect on buying decisions at Seis Café & Public Space, so the second hypothesis in this study is accepted.

The results of the tests carried out in this study explain that the viral marketing variable (X2) has a significant effect on Buying Decisions. This can be seen from the significant value of the Viral Marketing variable, namely sig of $0.000 < 0.05$ and tstatistic of $7.518 > 1.984$, then H_{a2} is accepted. So it can be concluded that the Viral Marketing variable has a significant effect on the Buying Decisions variable. The results of this study are in line with research conducted by Andora & Yusuf (2021) and Santoso & Dwijayanti (2022) which states that there is a significant positive effect between viral marketing on buying decisions. Then based on the research results Kuhu et al. (2019) stated that there was no significant positive effect between viral marketing on buying decisions.

4.2.3. The Effect of Store Atmosphere and Viral Marketing on Buying Decisions

Based on the results of the elaboration of the research above, we can see that Store Atmosphere and Viral Marketing have a significant effect on Buying Decisions. It can be seen that each of the independent variables Store Atmosphere (X1) and Viral Marketing (X2) has a relationship and has the same effect on Buying Decisions (Y), namely if the store atmosphere is managed in such a way by Seis Café & Public Space then there will be no problems in attracting consumers to visit and make purchases and also with the implementation of Viral Marketing which builds a good image for the brand. This is evident where people recognize and consume Seis Café & Public Space products as high-quality mocktail drinks and provide the best products to consumers.

The results of the Determination Test and Simultaneous Test Results (F test) show that the Store Atmosphere (X1) and Viral Marketing (X2) variables simultaneously affect the Buying Decisions (Y) variable. On the results of the simultaneous test (F test) Based on the results of data processing in table 4.42 it can be seen that the Fstatistic value obtained is 84,599 which means the Fstatistic value is greater than the Ftable value, which is $84,599 > 3,09$ or based on the sig value, which is $0,000 < 0,05$. It can be concluded that the independent variables, namely Store Atmosphere (X1) and Viral Marketing (X2) have a simultaneous effect on the dependent variable, namely Buying Decisions (Y).

Based on the results of data processing in table 10 above, it can be seen that the R value is 0,797, where this coefficient value shows the relationship between Store Atmosphere and Viral Marketing on Buying Decisions which is quite close because if the R value is closer to 1 (one), the better the model. The Adjusted R Square value or the coefficient of determination above shows that the Store Atmosphere and Viral Marketing variables can explain the Buying Decisions variable by 63,8%, while the remaining 36,2% is influenced by other variables not explained in this study.

5. CONCLUSION

Based on the results of research and discussion regarding the Effect of Store Atmosphere and Viral Marketing on Buying Decisions as follows:

- 1) It can be concluded that the Store Atmosphere (X1) variable has a positive and partially significant effect on Buying Decisions (Y) on Seis Café & Public Space consumers. This is evidenced by the results of the partial test (T test) which shows that the tstatistic value of 5,978 is greater than the ttable value of 1,984 ($5,978 > 1,984$) with a significance value less than 0,05 ($0,000 < 0,05$). So it can be concluded that Ha1 is accepted and H01 is rejected. This shows that the Store Atmosphere variable in Seis Café & Public Space can influence the Buying Decisions that will be made by Seis Café & Public Space customers.
- 2) It can be concluded that the Viral Marketing variable (X2) has a positive and partially significant effect on Buying Decisions (Y) on Seis Café & Public Space consumers. This is evidenced by the results of the partial test (T test) which shows that the tstatistic value is 7,518 which is greater than the ttable value, which is 1,984 ($7,518 > 1,984$) with a significance value smaller than 0,05 ($0,000 < 0,05$). So it can be concluded that Ha2 is accepted and H02 is rejected. This shows that the existence of Viral Marketing which is carried out such as product marketing through social media can increase the occurrence of purchasing decisions in people who see information or content on social media. And there is information about Seis Café & Public Space through social media makes it easier for consumers to recognize the products offered. This proves that Viral Marketing influences Buying Decisions and is considered by Seis Café & Public Space customers to make Buying Decisions.
- 3) The independent variables, namely Store Atmosphere (X1) and Viral Marketing (X2), have an equal (simultaneous) effect on the dependent variable, namely Buying Decisions (Y). This is evidenced by the simultaneous test (F test) which shows that the value of Fstatistic $>$ Ftable ($84,599 > 3,09$ with a significance value less than 0,05 ($0,000 < 0,05$)).

Based on the findings and conclusion above, we suggest that:

- 1) Seis Café & Public Space parties are expected to continue to maintain and improve the existing atmosphere conditions in the café which include cleanliness, layout of goods, design, air temperature and lighting so that consumers are comfortable in Seis Café & Public Space, because if the café atmosphere is comfortable it will increase the duration of consumers staying at the café.

- 2) Seis Café & Public Space is expected to be more aggressive in compiling or categorizing products in the menu by making bundling menus to make it easier for consumers to choose the products they want to order.
- 3) Seis Café & Public Space parties are expected to increase their marketing from the previous one, due to the rapid and intense competition in the café business which requires Seis Café & Public Space to continue to use Viral Marketing by using social media which is in great demand lately, namely Tiktok, so that more and more people know about Seis Café & Public Space.

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