

The Influence of Viral Marketing, Store Atmosphere, and Brand Trust on Purchasing Decisions (Study at Bahagia Kalibeber Coffee Shop)

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Abstract

Purpose - The development of coffee shops in Wonosobo has caused competition in the coffee shop business to become increasingly fierce, business actors must of course prepare their business marketing systems properly in order to remain competitive. coffee Happy caliber.

Methodology - This research is a quantitative study with a population of 104 people using quantitative data analysis techniques for data collection using questionnaires. Statistical data analysis using multiple regression analysis techniques hypothesis testing using f test and t test.

Findings - The results of this study 1. Viral marketing has a significant effect on purchasing decisions at Bahagia Kalibeber coffee shop. 2 store atmosphere has a significant effect on purchasing decisions at Bahagia Kalibeber coffee shops. 3 brand trusts have a significant effect on on purchasing decisions at Bahagia Kalibeber coffee shops.

Keyword: Viral Marketing, Store Atmosphere, Brand Trust, Keputusan Pembelian

Abstrak

Tujuan - Tujuan penelitian ini adalah untuk mengetahui pengaruh viral marketing store atmosphere dan brand terust terhadap keputusan pembelian pada kedai kopi Bahagia kalibeber.

Metodologi - Penelitian ini merupakan penelitian kauntitatif dengan popusali sebanyak 104 orang dengan mungunakan Teknik analisis data kuantitatif pengumpulan data menggunakan kuesioner.analis data statistic menggunakan Teknik analisis regresi berganda uji hipostesis menggunakan uji f dan uji t.

Hasil - hasil penelitian ini 1. Viral marketing berpengaruh signifikan terhadap keputusan pembelian di kedai kopi Bahagia Kalibeber. 2 Store atmosphere berpengaruh signifikan terhadap keputusan pembelian pada kedai kopi Bahagia Kalibeber. 3 Brand trust berpengaruh signifikan terhadap keputusan pembelian pada kedai kopi Bahagia Kalibeber.

Kata kunci: Viral Marketing, Store Atmosphere, Brand Trust, Keputusan Pembelian

Introduction

The coffee shop business in Wonosobo is growing. The growth of the coffee shop business in Wonosobo has led to increasingly fierce competition. Coffee shop owners are required to implement appropriate marketing strategies to remain competitive.

Viral marketing is a marketing strategy that has been around for a long time. Viral marketing strategies are designed to disseminate information quickly and widely. Social media is currently the most effective marketing medium for disseminating information quickly and widely. Therefore, viral marketing is also often referred to as an online marketing system.

Store atmosphere is the planned and market-oriented environment of a store. Store atmosphere aims to make consumers feel comfortable while shopping and will influence purchasing decisions.

Brand trust is the consumer's willingness to purchase a product after considering all risks and believing that a positive outcome will result from purchasing a product they trust.

Kedai Kopi Bahagia is a coffee shop located in Kalibeber, Wonosobo, Central Java. Bahagia coffee shop was established in 2016 and was founded by Dani Setiawan. With the development of coffee shops in Wonosobo, Bahagia coffee shops are less able to compete, resulting in reduced income from Bahagia coffee shops. With decreasing income. The Bahagia coffee shop is required to improve its marketing system, namely by building a viral marketing store atmosphere and brand trust at the Bahagia Kalibeber coffee shop.

Research purposes

1. To determine the effect of viral marketing on purchase satisfaction at the Bahagia Kalibeber coffee shop.
2. To determine the effect of store atmosphere on purchase satisfaction at the Bahagia Kalibeber coffee shop.
3. To determine the effect of brand trust on purchase satisfaction at the Bahagia Kalibeber coffee shop.

Literature review

Buying decision

According to Sciffman and Kanuk (in Arina, Haris, Ahmad, 2022), purchasing decisions are explained as a selection from several available products. In other words, consumers are faced with several products to choose from and then choose one to purchase. Kotler (in Okta Ketut Susanti, 2017) explains that purchasing decisions are consumers' desire to purchase a product, influenced by needs.

Viral marketing

According to Arifin (in Nur L. Hidayah, 2018), viral marketing is essentially the provision of information by word of mouth online. Using a tool called social media, which functions to convey information comprehensively and quickly, Kotler and Keller (in Laura and Ajat, 2022) define viral marketing as a marketing method presented in an attractive and unique manner. It can influence consumers to voluntarily share the advertisement or message, like a spreading virus.

Store Atmosphere

According to Widya Kartika (2017), store atmosphere is the design of a store environment that includes visuals, lighting, color, music, and fragrances to influence consumers' emotional states. This is also explained by Pawira (2021), who states that store atmosphere is part of the store image component. Factors that shape store image include the products sold, store service, and also the store atmosphere.

Brand trust

Lau and Lee in (Fajrina S Syarifah 2019) brand trust or customer trust in a brand is defined as the consumer's desire to rely on a brand by taking existing risks because consumers have good expectations of a brand and will cause good results for themselves. Kotler and Armstrong in (Amelda Pramezwari et al., 2021) also define trust in a brand as a feeling of security and comfort when consumers use the brand and consumers have the hope that the brand will be responsible and will also meet the needs and interests of consumers.

Framework for Thought and Hypothesis

This study consists of two variables: the independent variable (viral marketing, store atmosphere, and brand trust), and the dependent variable (purchase decision).

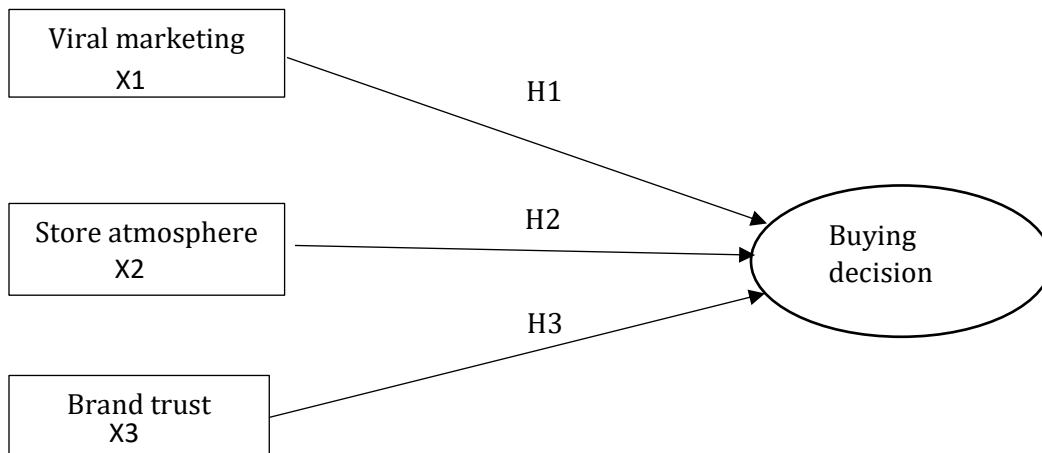


Figure 2.2

Framework of thought "The Influence of Viral Marketing, Store Atmosphere and Brand Trust on Purchasing Decisions at Bahagia Kalibeber Coffee Shop"

Research methods

This research uses quantitative methods. The main focus is on variable testing and statistical analysis to determine whether the research is successful or not. The population of this study is the number of visitors to the Happy Coffee Shop, which is unknown. The sampling technique used in this study was acidental sampling, a technique based on existing events and needs. This means that anyone who is present in the event or environment and can meet the research needs can be included in the sample. The sample size in this study uses the Hair formula, which is used in the study because the population in this study is unknown. The number of samples in this study is 112 from (14 indicators and then multiplied by 8) because in the Hair formula, it is sufficient to multiply 5-10 for each indicator used as a parameter.

Discussion

The object of this study was the Happy Coffee Shop. Data collection was conducted by distributing questionnaires directly to customers of the Happy Coffee Shop, Kalibeber. The questionnaires were distributed to 112 respondents. Of the 112 distributed questionnaires, eight were rejected, resulting in 104 questionnaires that could be processed.

Table 4.1
Sample Size and Questionnaire Return Rate

Information	Total
Questionnaires distributed	112
Questionnaires returned	104
Questionnaires dropped	8
Questionnaires processed	104

Source: Processed Primary Data, 2022

Multiple Linear Regression

Test Results

Multiple Linear Regression Test Results

Model	Unstandardized Coefficients		Standardized Coefficients		t	Sig.
	B	Std. Error	Beta			
1 (Constant)	.687	.652			1.182	.312
X1	.348	.048	.352		6.213	.000
X2	.126	.031	.187		4.382	.000
X3	.246	.064	.224		3.128	.000

Source: Processed Primary Data, 2022

Based on the calculation results, the results of the multiple linear regression equation are as follows:

$$Y = 0,687 + 0,348X_1 + 0,126X_2 + 0,246X_3 + e$$

Regression Coefficient Interpretation:

a. $a = 0.687$

This means that if viral marketing (X1), store atmosphere (X2), and brand trust (X3) are equal to zero, then the Purchase Decision (Y) will be 0.687, assuming other variables are constant (*ceteris paribus*).

b. $b_1 = 0.348$

The regression coefficient of viral marketing (X1) is 0.348, meaning that if viral marketing (X1) increases by one unit, the Purchase Decision (Y) will increase by 0.100, provided that the store atmosphere (X2) and brand trust (X3) variables are the same.

c. $b_2 = 0.126$

The regression coefficient of store atmosphere (X2) is 0.126, meaning that if store atmosphere (X2) increases by one unit, the Purchase Decision (Y) will increase by 0.126, provided that the viral marketing (X1) and brand trust (X3) variables are the same.

d. $b_3 = 0.246$

The regression coefficient for the brand trust variable (X3) is 0.246, meaning that if brand trust (X3) increases by one unit, the purchase decision (Y) will increase by 0.246, provided that the variables are viral marketing (X1), store atmosphere (X2), and brand trust (X3).

Statistical test t

The t-statistic test is used to test the extent to which each variable, namely Viral Marketing, Store Atmosphere and Brand Trust, has an influence. A significant test is used, namely by comparing the calculated t and t table of each variable, namely: To test the extent to which each variable, namely Viral Marketing, Store Atmosphere and Brand Trust, has an influence which can be described as follows:

a) Influence of Viral Marketing (X1) on Purchasing Decisions (Y)

The Viral Marketing variable has a significant value of $0.000 < 0.05$, so H1 is accepted and H0 is rejected. The Viral Marketing variable has a t count = 6.213 with a t table = 1.983. So t count > t table can be concluded that Viral Marketing has a contribution to the Purchase Decision variable (Y). A positive t value indicates that the viral marketing variable has a significant influence on the Purchase Decision variable (Y). So it can be concluded that H1 which states viral marketing on Purchase Decision is accepted.

b) Store Atmosphere Variable (X2) on Purchasing Decision (Y)

The store atmosphere variable has a significant value of $0.000 < 0.05$, so H2 is accepted and H0 is rejected. The store atmosphere variable in the business has a t count = 4.382 with a t table = 1.983. So t count > t table can be concluded that the store atmosphere variable has a contribution to the Purchase Decision variable (Y). A positive t value indicates that the store atmosphere variable has a significant influence on the Purchase Decision variable (Y). Therefore, it can be concluded that H2 which states that store atmosphere has an effect on Purchase Decision is accepted..

c) Brand trust variable (X3) on purchasing decisions (Y)

The Brand Trust variable has a significant value of $0.000 < 0.05$, so H3 is accepted and H0 is rejected. The brand trust variable has a t count = 3.128 with a t table = 1.983. So t count > t table can be concluded that the brand trust variable has a contribution to the Purchase Decision variable (Y). A positive t value indicates that the brand trust variable has a significant influence on the Purchase Decision variable (Y). So it can be concluded that H3 which states brand trust on Purchase Decision is accepted.

Results of the Coefficient of Determination**Model Summary^b**

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.906 ^a	.837	.816	.892

Source: Processed Primary Data, 2022

The results of the regression calculation show that the coefficient of determination obtained is 0.837. This means that 83.7% of the variation in purchasing decisions can be explained by the variables of viral marketing, store atmosphere, and brand trust, while the remaining 16.3% is the contribution of factors outside the discussion of the thesis.

Conclusion

Based on data processing and data analysis results in the discussion of this research, the following conclusions can be drawn:

1. Based on the results of the study examining the influence of viral marketing (X1) on purchasing decisions (Y), a significant value of $0.000 < 0.05$ is shown, H1 is accepted and Ho is rejected. The viral marketing variable has a calculated t-value of 6.213 with a t-value of 1.937. Therefore, $t\text{-value} > t\text{-value}$ indicates that viral marketing contributes to the purchasing decision variable (Y). A positive t-value indicates that viral marketing has a significant influence on purchasing decisions (Y). Therefore, H1, which states that viral marketing has a significant effect on purchasing decisions, is accepted. This means that viral marketing is an important aspect for the sustainability of the Kalibeber happy coffee shop, as engaging viral marketing will arouse buyers' curiosity, leading to purchasing decisions.
2. Based on the results of the study examining the influence of the store atmosphere variable (X2) on purchasing decisions (Y), a significant value of $0.000 < 0.05$ is shown, H2 is accepted and Ho is rejected. The store atmosphere variable has a t-count = 4.382 with a t-table = 1.937. Therefore, $t\text{-count} > t\text{-table}$ can be concluded that the store atmosphere variable has a contribution to the Purchase Decision variable (Y). A positive t-value indicates that the store atmosphere variable has a significant influence on the Purchase Decision variable (Y). Therefore, it can be concluded that H2, which states that store atmosphere has an effect on Purchase Decision, is accepted. This means that a good and loyal store atmosphere will influence the purchase decision at Happy Coffee Shop.
3. Based on the results of the study that tested the effect of the brand trust variable (X3) on Purchase Decision (Y), it shows that the Brand Trust variable has a significant value of $0.000 < 0.05$, so H3 is accepted and Ho is rejected. The brand trust variable has a t-count = 3.128 with a t-table = 1.937. Therefore, $t\text{-count} > t\text{-table}$ can be concluded that the brand trust variable has a contribution to the Purchase Decision variable (Y). A positive t-value indicates that the brand trust variable has a significant influence on the Purchase Decision variable (Y). Therefore, it can be concluded that H3, which states that brand trust has an effect on Purchase Decision, is accepted. This means that having a brand trust that is

known by the public will increase the turnover of the Kalibeber Happy Coffee Shop so that a purchasing decision is reached.

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