

THE INFLUENCE OF SERVICE QUALITY, SHOP ATMOSPHERE AND *WORD OF MOUTH* ON PURCHASING DECISIONS AT COFFEE SHOPS SUCH AS LENTENG AGUNG SOUTH JAKARTA CITY

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Abstract:

This study aims to determine the effect of service quality, shop atmosphere, word of mouth on purchasing decisions at coffee shops for example. The data source for this research uses primary data in the form of a questionnaire. The research data was given to 96 respondents who had purchased at a coffee shop, for example, with statistical data analysis methods using IBM SPSS Statistics version 25 software. The results of this study showed that there was no positive and significant effect of variable X1 on Y while variables X2 and X3 have a positive and significant influence on Y. There is no effect of the service quality variable (X1) on the purchasing decision variable (Y), which means that the presence or absence of the service quality variable will not affect the purchasing decision at the Seumpama Coffee Shop. While the store atmosphere variable (X2) and word of mouth variable (X3) have a positive and significant influence on the purchasing decision variable (Y). That means the better the atmosphere of the shop and word of mouth, the higher the purchase decision at Seumpama Coffee Shop.

Keywords: Service Quality, Shop Atmosphere, Word Of Mouth, Purchase Decision.

INTRODUCTION

The era of globalization is an era where changes in all sectors occur. Starting from upstream to downstream, the change is increasingly felt, causing a shift in lifestyle that tends to be more individual. Dense busyness and high mobility make urban people need a place to relieve fatigue after doing their daily routines. Activities carried out to relieve fatigue are usually by relaxing eating, drinking, listening to music or just gathering and chatting with relatives or friends of the community.

Seizing this opportunity, many business people glance at coffee shop businesses. Where the presence of this coffee shop is considered the most in line with the *trends* and lifestyles of today's urbanites. A coffee shop is a place (shop) that serves processed espresso coffee and small snacks (Atmodjo, 2005). The atmosphere of a comfortable coffee shop, quality menu choices at affordable prices and attractive facilities are certainly reasons for people to choose coffee shops as a place to *refresh, hang out*, and gather with friends or relatives.

Nowadays the shop in this case is a coffee shop, not only a place to relax and unwind, a place to socialize, but also used as a means for a more serious atmosphere such as meeting business partners or doing work, college assignments for students and students. This is increasingly attracting business people to penetrate the coffee shop business.

The more developed and increasing business people in the field of coffee shops, the more challenging the actors are to be able to create unique differentiation and clear positioning so that consumers can distinguish from their competitors. Competitive and dynamic market conditions will result in every coffee shop must always observe competition in its business environment. In the face of an increasingly strong and fierce competitive environment, every coffee shop is required to be able to optimize its economic resources to increase the competitiveness of its products in the market, as well as being able to concoct a series of effective marketing strategies and always develop these marketing strategies continuously and sustainably. This is done as an effort to gain a competitive advantage against competing companies.

Seumpama Coffee Shop is one of the coffee shops with the concept of a home coffee shop. This shop is located at Jl. Lenteng Agung No 61, Jagakarsa District, South Jakarta City. The location of this shop can be said to be quite strategic because it is easily accessible by the community. Business competition in the coffee world in Jakarta, especially Lenteng Agung Village, South Jakarta, Jagakarsa District, seems to be increasingly competitive. So that only coffee shops that can answer challenges can survive. Based on the results of a pre-survey conducted by researchers in the last 3 years, coffee shops have experienced a decrease in profits, this can be seen from the data below:

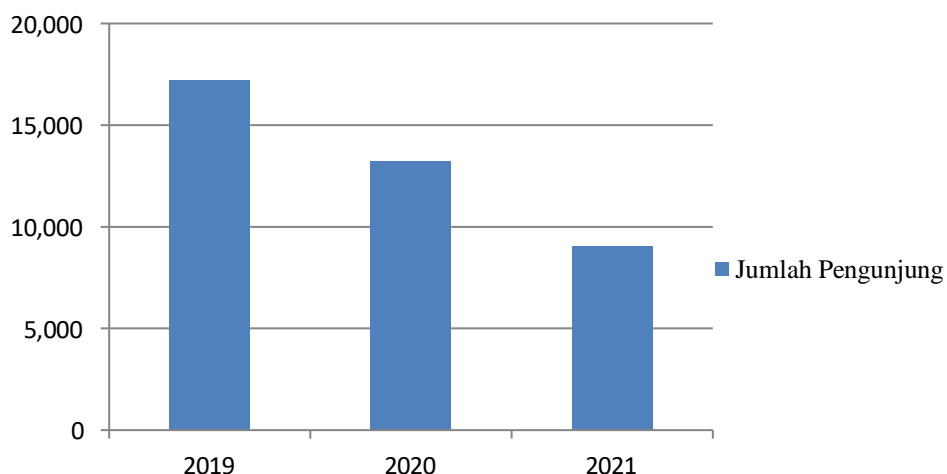


Figure 1. Graph of Total Coffee Shop Visitors Like 2019-2021

Source: Coffee Shop Like

From the chart data 1. It can be explained that the number of visitors to coffee shops for example in 2019-2021 has decreased so that income at coffee shops for example also decreases. Based on the theory there are many factors to increase the number of visitors in a coffee shop, for example. The most important thing in increasing the number of visitors in a coffee shop for example is how such a coffee shop can make consumers make purchases of products sold by such coffee shops.

Based on research conducted by Hutagalung and Waluyo (2020) on the influence of service quality on purchasing decisions, it is explained that service quality has a positive and significant effect on purchasing decisions. Furthermore, based on this research, to be able to survive and develop,

coffee shop managers are required to be able to create good service quality so that they can make consumers comfortable and at home. This is done in an effort to satisfy customers and face competition in this business. If these demands are not met, this coffee shop will not be able to survive. In conditions like this, only coffee shop businesses that have good service quality and a shop atmosphere that can make consumers comfortable and at home will be able to survive and thrive.

Good service quality will accommodate expectations and needs and can be a benchmark for companies to make a good service quality standard. Service quality is a customer evaluation of the overall excellence or characteristics of a product or service as a whole (Rostiani et al., 2022; Prabowo et al., 2023). Based on this, it can be understood that service quality is a level of ability (*ability*) from coffee shops in providing everything that consumers expect in meeting their needs. Service can also be defined as something that is invisible and easily lost. This variable is very important in the purchase decision process because service that satisfies consumers will have an impact on the occurrence of purchasing decisions which will ultimately increase the number of visitors and also profits for coffee shops.

Based on research conducted by Afiani Puji Rahayu (2021) on Influence *Store Atmosphere* (Store Atmosphere) Against Purchasing Results explains *Store Atmosphere* (Tavern atmosphere) has a positive and significant influence on purchasing decisions. Furthermore, the research explained *Store Atmosphere* (Store Atmosphere) is one of the factors influencing purchasing decisions. Store atmosphere (*store atmosphere*) is a combination of the physical characteristics of the store such as architecture, layout, lighting settings, display, color blending, temperature, music and aroma as a whole. Supporting factors of the tavern business where *atmosphere* What is created can make consumers feel something different in each shop they go to (Budiarto & Suhermin, 2018; Saebah et al., 2023).

Coffee shops that have a comfortable atmosphere and attractive environmental design in terms of visual communication, light, color, music and aroma that stimulate consumer response in deciding on purchases are one of the important elements considered by coffee shop business people, a comfortable and attractive atmosphere will influence consumers to make purchase decisions. Tavern atmosphere (*shop atmosphere*) Acts as the creation of a comfortable atmosphere for consumers and makes consumers want to always be in the coffee shop which will then directly make a purchase. In creating an atmosphere, coffee shop managers make arrangements ranging from design, building shape, concept, and selection of unique names.

In addition to service quality factors and shop atmosphere factors based on research conducted by Wicaksono (2021) on Influence *Word Of Mouth* Against Purchasing Results explains *Word Of Mouth* has a positive and significant influence on purchasing decisions. In simple terms *Word of Mouth* or WOM is the act of providing any information related to the product by consumers to other consumers. WOM can also be understood as an activity where consumers provide information about a brand or product to other consumers and *Word of Mouth* is part of marketing activities that trigger consumers to talk about, promote, recommend and sell the brand of a product to other potential consumers (Dwi et al., 2012; Saebah, 2022).

Word of Mouth Being an important part in marketing studies given that communication in *Word of Mouth* able to influence consumer purchasing decisions. On the other hand, strength *Word of Mouth* It is also increasingly a given that humans are social creatures who enjoy interacting and sharing with others, including the issue of purchasing preferences. *Word of Mouth* It can spread so quickly when the individuals who spread it also have an extensive network. *Word of Mouth* It is also

important because the essence of marketing is to promote convincingly and then end with a purchase decision.

This research was conducted with the main aim to investigate the influence of service quality, shop atmosphere, and word of mouth on customer purchasing decisions at Seumpama Lenteng Agung Coffee Shop, South Jakarta City. By asking research questions such as whether service quality has an effect on purchasing decisions, whether store atmosphere has an impact on purchasing decisions, and whether word of mouth contributes positively and significantly to purchasing decisions, this study seeks to make a theoretical contribution by providing additional references related to the problem. Practically, the results of the study are expected to provide valuable insights for the management of Seumpama Lenteng Agung Coffee Shop in overcoming the decline in sales by improving service quality, creating an attractive shop atmosphere, and utilizing word of mouth strategies to improve consumer purchasing decisions. This research is expected to help decision-making at the operational and strategic levels, as well as make a positive contribution to the development of the coffee shop industry in the region.

RESEARCH METHOD

This research uses quantitative research methods with the object of research focusing on customer purchasing decisions at Seumpama Lenteng Agung Coffee Shop, South Jakarta City. The data source used involves primary data and secondary data. Primary data are obtained through observation, interviews, and distribution of questionnaires to consumers who meet the criteria as respondents. Meanwhile, secondary data were obtained through literature studies and documentation studies. The population of this study is consumers who have made product purchase transactions at Seumpama Lenteng Agung Coffee Shop. The sample was taken by purposive sampling method, with the criteria of respondents who were consumers who had purchased products at the coffee shop and were aged 17 years and over.

Data collection techniques are carried out through observation, where researchers are directly involved in daily activities in coffee shops to understand customer behavior. In addition, data collection is carried out by distributing questionnaires to respondents who meet the criteria. The questionnaire used the Likert scale to measure research variables, such as service quality, shop atmosphere, word of mouth, and purchasing decisions.

Data analysis in this study involves several methods, including descriptive analysis to provide a clear picture of the collected data. In addition, multiple linear regression analysis was used to examine the effect of independent variables, namely service quality, shop atmosphere, and word of mouth, on the dependent variable, namely purchasing decisions. Instrument tests, such as validity and reliability tests, are also carried out to ensure the measuring instruments used are reliable and valid.

The hypothesis in this study was formulated to examine the effect of each independent variable on the dependent variable. The hypothesis test is performed with a t test to see the significance of the partial influence of each independent variable. Next, the F test is used to test the overall feasibility level of the model, and the coefficient of determination (R²) is used to find out how much proportion of the total variation of the dependent variable can be explained by the independent variable.

RESULTS AND DISCUSSION

Normality Test

The classical assumption test of normality is used to find out whether the research variable has a normal distribution or not. A good linear regression model requires that the data used be normally distributed. This normality test can use the statistics of the Kolmogorov-Smirnov test. The data are declared normally distributed if the significance value in the Kolmogorov-Smirnov test obtained is greater than the significance level of 0.05. Here are the results of the normality test in this study.

Table 1. Normality Test Results

Uji Kolmogorov-Smirnov	
Statistics Kolmogoriv	<u>0,082</u>
Asymp. GIS.	<u>0,118</u>

Source: Data Processed Using SPSS Version 25, 2022

Based on table 1, the data is expressed as normally distributed. This can be seen from the significance value of 0.195 which is more than 0.05.

Multicollinearity Test

The multicollinearity test aims to test whether in the regression model there is a correlation between independent variables. In a good regression model there should be no correlation between independent variables. Multicollinearity can be seen from the value of Variance Inflation Factor (VIF), if the VIF value is high (more than 10) then multicollinearity is stated. Here are the results of the multicollinearity test in this study: Based on table 2 it can be concluded that multicollinearity does not occur because all independent variables have a VIF value of less than 10.

Table 2. Multicollinearity Test Results

Variable	VIF value
Quality of Service (X1)	1,014
Store Ambience (X2)	1,663
<i>Word Of Mouth</i> (X3)	1,645

Source: Data Processed Using SPSS Version 25, 2022

Heterokedacity Test

The heteroscedasticity test aims to test whether in the regression model there is an inequality of variance from the residual for all observations in the regression model. In this study, researchers used the glacier test in testing whether this study occurred heterokedacity or not. The decision-making basis for heteroscedasticity testing is as follows:

- 1) If the significance value is greater than 0.05, then the conclusion is that there is no heterokedacity in the regression model.
- 2) If the significance value is less than 0.05 then the conclusion is that heterokedacity occurs in the regression model.

Table 3. Heteroscedasticity Test Results

Variable	Sig Value
(Constant)	0,366
Quality of Service (X1)	0,579

Store Ambience (X2)	0,542
Word Of Mouth (X3)	0,150

Source: Data Processed Using SPSS Version 25, 2022

Based on table 3 it can be concluded that the significance value of the independent variable is greater than 0.05. So it can be concluded that the regression model can be stated that there is no heteroskedasticity.

Double Linear Regression Analysis Results

Multiple linear regression analysis is performed to see the relationship between more than one independent variable and the dependent variable. The results of regression analysis are written in the form of equations that show the magnitude and direction of the relationship between the independent variable and the dependent variable being tested. In this study, statistical calculations were used for regression analysis with the help of SPSS software version 25 with the following results:

Table 4. Multiple Linear Regression Analysis Results

Variable	Regression Coefficient	Standardized Coefficient	T-Statistics
Konstan	3,370		0,152**
Quality of service (X1)	0,001	0,001	0,990**
Store Ambience (X2)	0,409	0,374	0,000**
Word Of Mouth (X3)	0,533	0,369	0,000**
R Squared	0,449		
F Statistic	0,000**		

**) significant at real level of 1%
 *) significant at real level of 5%

Source: Data Processed Using SPSS Version 25, 2022

Based on the table above, the regression equation model formed is as follows:

$$Y = a + 0,001 X1 + 0,409 X2 + 0,533 X3 + e$$

From the regression model above, the following conclusions can be drawn:

a. Quality of Service

The regression coefficient for the service quality variable (X1) of 0.001 shows that the service quality variable has a positive influence on purchasing decisions which means that every increase of 1 unit of service quality variable will affect purchasing decisions by 0.001, assuming that other variables are not examined in this study.

b. Shop Ambience

The regression coefficient for the shop atmosphere variable (X2) of 0.409 shows that the store atmosphere variable has a positive influence on purchasing decisions which means that every increase of 1 unit of shop atmosphere variable will affect purchasing decisions by 0.409, assuming that other variables are not studied in this study.

c. Word Of Mouth

Regression coefficients for variables *word of mouth* (X3) of 0.533 indicates that the variable *word of mouth* has a positive influence on purchasing decisions which means that every increase

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of 1 unit variable *word of mouth* This would affect purchasing decisions by 0.533, assuming that other variables were not examined in the study.

Hypothesis Test Results

The hypothesis test is used to determine whether the dependent variable is service quality (X_1), store atmosphere (X_2) and *word of mouth* (X_3) really affects the purchase decision variable (Y). Its decision making with a significance level of 5% is as follows:

- 1) If t -Statistics > 0.05 , then there is no significant relationship between the independent variable and the dependent variable partially.
- 2) If the t -statistic < 0.05 , then there is a significant relationship between the independent variable and the dependent variable partially.

Based on table 4.15, it can be concluded that:

- 1) The service quality variable (X_1) has a significant value of 0.001 which is smaller than 0.05, it can be concluded that the service quality variable (X_1) does not have a significant effect on the purchase decision variable (Y) or there is no significant relationship between the service quality variable (X_1) and the purchase decision variable (Y) partially.
- 2) The shop atmosphere variable (X_2) has a significant value of 0.409 which is greater than 0.05, it can be concluded that the shop atmosphere variable (X_2) has a significant effect on the purchase decision variable (Y) or there is a significant relationship between the shop atmosphere variable (X_2) and the purchase decision variable (Y) partially.
- 3) The *word of mouth* variable (X_3) has a significant value of 0.533 which is greater than 0.05, it can be concluded that the word of mouth variable (X_3) has a significant effect on the purchase decision variable (Y) or there is a significant relationship between the *word of mouth* variable (X_3) and the purchase decision variable (Y) partially.

Discussion

The Effect of Service Quality (X_1) on Purchasing Decisions (Y)

The results of this study show that service quality variables do not affect purchasing decision variables. This indicates that the quality of service in this study does not have a significant influence on purchasing decisions. So based on this, good or bad service in a coffee shop is like it has no influence on consumers in terms of making purchasing decisions at the coffee shop.

In addition, service quality does not affect purchasing decisions because consumers are generally more focused on other things such as price and product quality, rather than service quality. Quality of service cannot guarantee comfort and satisfaction from consumers. This is because consumers are comfortable with other factors, such as price and product quality.

This is in line with previous research conducted by Ramadani (2019). The results of the study stated that the quality of service did not affect purchasing decisions. This research shows that service quality does not significantly affect purchasing decisions. This means that although good service quality can increase customer comfort and satisfaction, these factors do not have a significant influence on making purchasing decisions. Thus, it can be concluded that good service quality does not always have to be the main factor influencing purchasing decisions.

Influence of Store Ambience (X_2) On Purchase Decisions (Y)

The results of this study show that the shop atmosphere variable (X_2) has an influence on the purchase decision variable (Y), so it can be concluded that the shop atmosphere variable (X_2) has an

influence on the purchase decision variable (Y). This indicates that a good shop atmosphere will have a good impact on consumers making purchasing decisions at Seumpama Coffee Shop.

Besides, Store atmosphere (*store atmosphere*) With the combination of the physical characteristics of the store such as architecture, layout, lighting settings, displays, color blending, temperature, music and aroma that thoroughly affect the emotional state of buyers that cause or influence consumers to make purchasing decisions at coffee shops for example.

This is in line with previous research conducted by Rahayu (2021). The results of the study stated that the atmosphere of the store had a positive and significant effect on purchasing decisions. This research shows that the atmosphere of the store has a significant influence on purchasing decisions. This indicates that a good atmosphere in the coffee shop will have a positive impact on the purchasing decisions made by consumers. In addition, the atmosphere of the shop also has a close relationship with a combination of physical and psychological factors that affect the emotions of buyers. Therefore, the right marketing strategy must be applied to create an attractive atmosphere in the coffee shop. This can improve purchasing decisions made by consumers.

Word Of Mouth (x3) Influence on Purchase Results (Y)

The results of this study show the influence of variables *word of mouth* (X3) to the purchase decision variable (Y), so that it can be concluded that the variable *word of mouth* (X3) has an influence on the purchase decision variable (Y). This indicates *word of mouth* A good one will have a good impact on consumers making purchasing decisions at Seumpama Coffee Shop.

Word of mouth It has an influence on purchasing decisions because people tend to trust and be reliable from information obtained from others. Positive words obtained from others can help increase consumer confidence in the products or services offered. In addition, positive words obtained from others can create a good impression of the product or service offered, which will ultimately help increase the level of purchase decisions. *Word of mouth* It can also help eliminate consumer uncertainty and help increase confidence in the product or service offered. This can be a factor that enhances purchasing decisions.

This is in line with previous research conducted by Wicaksono (2021). The results of the study stated *word of mouth* Positive and significant influence on purchasing decisions. Moreover *word of mouth* It can also help improve the company's image. If the company has a good image, then consumers will be more likely to buy the products and services offered. This is because consumers tend to trust and always look for information about the products and services offered by the company. Word of mouth can help improve the company's image, thereby increasing consumer confidence in the products and services offered by the company. This can help improve purchasing decisions.

CONCLUSION

Based on the results of the analysis and discussion of data regarding the influence of service quality, shop atmosphere, and word of mouth on purchasing decisions at Seumpama Coffee Shop, the following conclusions can be drawn. First, the variable of service quality does not have a significant influence on purchasing decisions at the coffee shop. This means that, although the quality of service can affect the customer experience, it does not directly affect the purchasing decisions of consumers at the Coffee Shop.

Second, the tavern atmosphere variable has a positive and significant influence on purchasing decisions. A good shop atmosphere at Seumpama Coffee Shop has a positive impact on consumer

purchasing decisions. This shows the importance of creating a pleasant and engaging atmosphere for customers in order to improve purchasing decisions at the coffee shop.

Third, word of mouth variables also have a positive and significant influence on purchasing decisions. In other words, recommendations or word of mouth can influence consumer purchasing decisions at Seumpama Coffee Shop. Therefore, efforts to increase positive word of mouth can be an effective strategy in increasing sales at the coffee shop.

Fourth, based on the results of the analysis, the variables of tavern atmosphere and word of mouth can be identified as the dominant variables in this study. Both of these variables have a strong positive and significant influence on consumer purchasing decisions. Therefore, the management of such a coffee shop should pay special attention to improving the quality of the shop atmosphere and supporting positive word of mouth to increase customer attraction and purchase decisions.

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