

Influence of Social Media Marketing, Store Atmosphere, and Price Fairness on Purchase Decisions among Starbucks Gajahmada Semarang Consumers

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ABSTRACT

This study aims to analyze the influence of Social Media Marketing, Store Atmosphere, and Price Fairness on the Purchase Decisions of Starbucks Gajahmada Semarang consumers. This study uses a quantitative approach with a purposive sampling method involving 119 respondents. The data were analyzed using multiple linear regression with the assistance of SPSS 32. The results show that Social Media Marketing, Store Atmosphere, and Price Fairness have a positive and significant influence on Purchase Decisions, both partially and simultaneously. The coefficient of determination of 61.4% indicates that the three variables are able to explain 61.4% of the variation in Purchase Decisions, while the remaining 38.6% is influenced by other factors not included in this study. Store Atmosphere has the strongest influence, with a regression coefficient of 0.373, followed by Price Fairness at 0.295 and Social Media Marketing at 0.255.

Keywords: price fairness; purchase decision; Starbucks Coffee; social media marketing; store atmosphere

Pengaruh Pemasaran Media Sosial, Suasana Toko, dan Persepsi Kewajaran Harga terhadap Keputusan Pembelian pada Konsumen Starbucks Gajahmada Semarang

Abstrak

Penelitian ini bertujuan untuk menganalisis pengaruh Pemasaran Media Sosial, Suasana Toko, dan Kewajaran Harga terhadap Keputusan Pembelian konsumen Starbucks Gajahmada Semarang. Penelitian ini menggunakan pendekatan kuantitatif dengan metode *purposive sampling* yang melibatkan 119 responden. Data dianalisis menggunakan regresi linier berganda dengan bantuan perangkat lunak SPSS 32. Hasil penelitian menunjukkan bahwa Pemasaran Media Sosial, Suasana Toko, dan Kewajaran Harga memiliki pengaruh positif dan signifikan terhadap Keputusan Pembelian, baik secara parsial maupun simultan. Nilai koefisien determinasi sebesar 61,4% menunjukkan bahwa ketiga variabel tersebut mampu menjelaskan 61,4% variasi dalam Keputusan Pembelian, sedangkan sisanya sebesar 38,6% dipengaruhi oleh faktor-faktor lain yang tidak tercakup dalam penelitian ini. Suasana Toko memiliki pengaruh paling kuat dengan koefisien regresi sebesar 0,373, diikuti oleh Kewajaran Harga sebesar 0,295 dan Pemasaran Media Sosial sebesar 0,255.

Kata kunci: kewajaran harga, keputusan pembelian, Starbucks Coffee, pemasaran media sosial, suasana toko

INTRODUCTION

Coffee consumption has increasingly become part of modern lifestyles and social activities. Coffee shops are no longer used

only for consuming coffee but also as places for working, studying, discussing, and socializing (Solikatur et al., 2018; Igiassi, 2019). This development has contributed to

the growth of the coffee shop industry in Indonesia and intensified competition among local and international brands. As consumers have more alternatives, coffee shop businesses need to develop effective strategies to maintain consumer purchase decisions.

Starbucks, one of the leading coffee shop brands in Indonesia, has experienced challenges in maintaining its market position. Although Starbucks remained the highest-ranked coffee shop brand in the Top Brand Index, its index declined from 49.20% in 2022 to 38.89% in 2026. Starbucks also reported business difficulties, with PT MAP Boga Adiperkasa Tbk reporting a loss of Rp108.69 billion through September 2025, partly associated with the impact of boycott sentiment on sales.

Previous studies have reported inconsistent findings regarding these relationships. Syaifuddin et al. (2023) found that social media marketing had a positive and significant effect on purchase decisions, while Zuhad and Yoestini (2023) found no significant effect. Rismayanti et al. (2023) found that store atmosphere significantly influenced purchase decisions, whereas Pamungkas et al. (2021) reported an insignificant effect. Similarly, Samoggia et al. (2021) found a positive effect of price fairness, while Saldanha et al. (2023) found no significant effect. These inconsistent findings indicate a research gap that requires further investigation.

Therefore, this study aims to examine the influence of social media marketing, store atmosphere, and price fairness on the purchase decisions of Starbucks consumers in Semarang City. The findings are expected to provide empirical evidence regarding factors influencing consumer purchase decisions and provide practical insights for developing more effective marketing strategies.

Literature Review

Stimulus-Organism-Response (S-O-R) Theory

This study is based on the Stimulus-Organism-Response (S-O-R) theory introduced by Mehrabian and Russell (1974). The theory explains that external stimuli influence an individual's internal psychological processes before producing a behavioral response. The stimulus represents external factors received by consumers, the organism refers to the cognitive and emotional processes that occur within consumers, and the response represents the behavior that emerges after processing the stimulus (Sohaib et al., 2022). In this study, Social Media Marketing, Store Atmosphere, and Price Fairness are positioned as stimuli, while Purchase Decision represents the consumer response.

Social Media Marketing

Social Media Marketing refers to the strategic use of social media to communicate information, build relationships with consumers, facilitate interaction, and create value for consumers and other stakeholders (Felix et al., 2017; Ismael et al., 2025). Social media marketing also enables consumers to actively participate in marketing activities by sharing product information, reviews, and their perceived value with other consumers. Hidayat et al. (2022) explained that social media can strengthen interaction between businesses and customers, encourage customers to share product experiences, and facilitate the dissemination of product information through their social networks. In this study, Social Media Marketing is measured through recognized social media, attractive social media, better social media, updated advertising on social media, and ads easy to remember on social media (Raniya et al., 2023).

Store Atmosphere

Store Atmosphere refers to the physical and sensory environment of a store that is designed to create a comfortable and positive shopping experience. It includes exterior, general interior, store layout, and interior

point-of-purchase display (Fahreza et al., 2024). These elements can influence consumers' emotional responses and experiences while visiting the store.

Price Fairness

Price Fairness refers to consumers' perceptions of whether a price is fair and appropriate based on the benefits received, the product offered, and comparison with reference prices or competitors. Price fairness is therefore not determined only by the nominal price but also by the value perceived by consumers (Bolton, 2003; KSuramli023). In this study, Price Fairness is measured through affordability, competitiveness, match with benefit, and match with product (Suramli et al., 2025).

Purchase Decision

In the coffee industry, consumers may consider their individual preferences and perceptions of product quality when evaluating available alternatives. Habsari et al. (2026) emphasized that consumer preferences and perceived product quality are important considerations in coffee consumption behavior. In this study, Purchase Decision is measured through consumers' confidence after obtaining product information, brand choice, purchase according to needs, and recommendations from others (Kotler et al., 2022; Kamila et al., 2024).

Hypotheses Development

Effect of Social Media Marketing on Purchase Decision

Social media provides consumers with information, promotional content, and opportunities for interaction with brands.

Attractive and relevant social media content can increase consumers' attention and interest, which may encourage purchase decisions. Previous studies by Rifqi et al. (2023), Syaifuddin et al. (2023), and Kamila et al. (2024) found that Social Media Marketing has a positive effect on Purchase Decision.

H1: Social Media Marketing has a positive and significant effect on Purchase Decision.

Effect of Store Atmosphere on Purchase Decision

A comfortable and attractive store atmosphere can create positive consumer experiences and encourage consumers to make purchases. Elements such as store layout, interior conditions, lighting, and overall atmosphere can shape consumers' perceptions while visiting a coffee shop. Previous research by Kamila et al. (2024) and Rismayanti and Santoso (2023) found that Store Atmosphere has a positive and significant effect on Purchase Decision.

H2: Store Atmosphere has a positive and significant effect on Purchase Decision.

Effect of Price Fairness on Purchase Decision

Consumers tend to evaluate whether the price paid is proportional to the benefits, quality, and value received. A fair price can increase consumer confidence and encourage the decision to purchase. Previous studies have shown that Price Fairness can positively influence Purchase Decision because consumers consider the suitability between price, product quality, and benefits received.

H3: Price Fairness has a positive and significant effect on Purchase Decision.

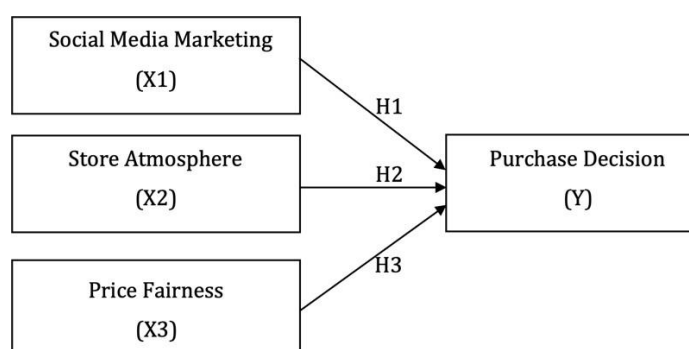


Figure 1. Conceptual Framework Source: Primary processed data, 2026

RESEARCH METHOD

This study used a quantitative research approach. The population consisted of Starbucks consumers in Semarang City, with an unknown population size. The sample was determined using purposive sampling with a total of 119 respondents. The sample size was determined based on seven times the total number of research indicators, consisting of 17 indicators. The criteria for respondents were Starbucks consumers who had purchased Starbucks products at least once within the last six months, were at least 16 years old, and had social media accounts.

The data used in this study consisted of primary and secondary data. Primary data were obtained through questionnaires distributed to Starbucks consumers in Semarang City, while secondary data were obtained from books, scientific journals, previous studies, company reports, and official websites. Data collection was conducted through questionnaires, literature studies, and observation.

The study involved three independent variables, namely Social Media Marketing, Store Atmosphere, and Price Fairness, and one dependent variable, namely Purchase Decision. The questionnaire used a four-point Likert scale ranging from 1 = strongly disagree to 4 = strongly agree. The

measurement consisted of 17 indicators covering all research variables.

Data analysis was performed using IBM SPSS Statistics 32. The analysis included descriptive analysis, validity and reliability tests, classical assumption tests consisting of normality, multicollinearity, heteroscedasticity, and linearity tests, followed by multiple linear regression analysis. The t-test was used to examine the partial effect of each independent variable, while the F-test was used to examine their simultaneous effect on Purchase Decision. The coefficient of determination was used to determine the contribution of the independent variables in explaining Purchase Decision.

FINDINGS AND DISCUSSION

Instrument Testing

Validity Test

The validity test was conducted using Pearson correlation with a significance level of 5% (0.05). An item was considered valid when the Sig. (2-tailed) value was less than 0.05 (Ghozali, 2021). Validity testing ensures that the questionnaire items are appropriate and representative of the research constructs. The results of the validity test for all variables are presented in Table 1.

Table 1. Validity Test Results

Variable	Indicator	Sig.	Description
Social Media Marketing (X1)	X1.1	<0.001	Valid
	X1.2	<0.001	Valid
	X1.3	<0.001	Valid
	X1.4	<0.001	Valid
	X1.5	<0.001	Valid
Store Atmosphere (X2)	X2.1	<0.001	Valid
	X2.2	<0.001	Valid
	X2.3	<0.001	Valid
	X2.4	<0.001	Valid
Price Fairness (X3)	X3.1	<0.001	Valid
	X3.2	<0.001	Valid
	X3.3	<0.001	Valid
	X3.4	<0.001	Valid
Purchase Decision (Y)	Y1	<0.001	Valid
	Y2	<0.001	Valid
	Y3	<0.001	Valid
	Y4	<0.001	Valid

Source: Primary processed data, 2026

Based on Table 1, all indicators of social media marketing, store atmosphere, price fairness, and purchase decision have significance values of < 0.001 , which are lower than the significance level of 0.05. This indicates that all questionnaire items used in this study are valid and capable of measuring the intended variables. Therefore, the research instrument meets the validity requirement and can be used for further statistical analysis.

Reliability Test

The reliability test is conducted to examine the consistency and stability of the research instrument. Reliability indicates the extent to which a set of measurement items produces consistent results when applied to different respondents. According to Ghazali (2021), a variable is considered reliable if the Cronbach's Alpha value is greater than 0.60. The results of the reliability test are presented in Table 2.

Table 2. Reliability Test Results

Variable	Cronbach's Alpha	Cronbach's Alpha Threshold	Description
Social Media Marketing (X1)	0.803	0.7	Reliable
Celebrity Credibility (X2)	0.772	0.7	Reliable
E-Word of Mouth (X3)	0.782	0.7	Reliable
Purchase Decision (Y)	0.768	0.7	Reliable

Source: Primary processed data, 2026

The results show that all variables have Cronbach's Alpha values above 0.60. Social Media Marketing obtained a value of 0.803, Store Atmosphere 0.772, Price Fairness

0.782, and Purchase Decision 0.768. Therefore, all research instruments were declared reliable and had sufficient internal consistency for further analysis.

Classical Assumption Test

Normality Test

The normality test is conducted to determine whether the residuals of the regression model are normally distributed. Normal distribution of residuals is an essential assumption in multiple linear

regression analysis. According to Ghazali (2021), the residuals are considered normally distributed when the Asymp. Sig. (2-tailed) value is greater than 0.05. In this study, the normality test is performed using the One-Sample Kolmogorov–Smirnov Test on the unstandardized residuals. The results of the normality test are presented in Table 3.

Table 3. Normality Kolmogorov-Smirnov Test Results

		Understandardized Residual
N		119
Normal Parameters ^{a, b}	Mean	.0000000
	Std. Deviation	1.41268711
Most Extreme Differences	Absolute	0.054
	Positive	0.051
	Negative	-0.054
Test Statistic		0.054
Asymp. Sig. (2-tailed) ^c		200 ^{c, d}

Source: Primary processed data, 2026

Based on Table 3, the Asymp. Sig. (2-tailed) value is 0.200, which is greater than the significance level of 0.05. This result indicates that the residuals are normally distributed. Therefore, it can be concluded that the normality assumption is fulfilled, and the data are suitable for further regression analysis.

Multicollinearity Test

The multicollinearity test is conducted

to determine whether there is a high correlation among the independent variables in the regression model. Multicollinearity can affect the accuracy of regression coefficients and weaken the interpretation of the model. According to Ghazali (2021), multicollinearity does not occur if the tolerance value is greater than 0.10 and the Variance Inflation Factor (VIF) value is less than 10. The results of the multicollinearity test are presented in Table 4.

Table 4. Multicollinearity Test Results

Constant	Tolerance	VIF
Social Media Marketing (X1)	0.615	1.625
Store Atmosphere (X2)	0.622	1.608
Price Fairness (X3)	0.680	1.470

Source: Primary processed data, 2026

Based on Table 4, the tolerance value for social media marketing is 0.615 with a VIF value of 1.625, the tolerance value for store atmosphere is 0.622 with a VIF value of 1.608, and the tolerance value for price fairness is 0.680 with a VIF value of 1.470. All tolerance values are greater than 0.10 and all VIF values are below 10. This indicates

that there is no multicollinearity among the independent variables. Therefore, the regression model is free from multicollinearity problems and is suitable for further analysis.

Heteroscedasticity Test

The heteroscedasticity test is conducted to examine whether there is inequality of variance in the residuals of the regression model. A good regression model should not exhibit heteroscedasticity. According to

Ghozali (2021), heteroscedasticity does not occur if the significance value of each independent variable is greater than 0.05. The results of the heteroscedasticity test are presented in Table 5.

Table 5. Heteroscedasticity Test Results

Independent Variable	Sig.	Description
Social Media Marketing (X1)	0.721	No Heteroskedasticity Detected
Store Atmosphere (X2)	0.806	No Heteroskedasticity Detected
Price Fairness (X3)	0.546	No Heteroskedasticity Detected

Source: Processed primary data, 2026

Based on Table 5, the significance value for social media marketing is 0.721, for store atmosphere is 0.806, and price fairness is 0.546. The significance values for social media marketing, store atmosphere, and price fairness are greater than 0.05, indicating that these variables do not exhibit heteroscedasticity. Since all significance values are greater than 0.05, it indicates that none of the independent variables exhibit heteroscedasticity. Therefore, it can be concluded that the residuals have constant variance (homoscedasticity) and the regression model fulfills the non-heteroscedasticity assumption, making it

suitable for further regression analysis.

Linearity Test

The linearity test is conducted to determine whether there is a linear relationship between each independent variable and the dependent variable. A linear relationship is an important assumption in multiple linear regression analysis. According to Ghozali (2021), the relationship is considered linear if the significance value of linearity is less than 0.05 and the significance value of deviation from linearity is greater than 0.05. The results of linearity test are presented in Table 6.

Table 6. Linearity Test Results

Independent Variable	Sig.	Deviation from Linearity	Description
Social Media Marketing (X1)	0.05	0.781	Linear
Store Atmosphere (X2)	0.05	0.901	Linear
Price Fairness (X3)	0.05	0.810	Linear

Source: Processed primary data, 2026

Based on Table 6, the deviation from linearity value for social media marketing is 0.781. For store atmosphere, the deviation from linearity value is 0.901. Meanwhile, price fairness has a deviation from linearity value is 0.810.

All independent variables have significance values of linearity less than 0.05 and deviation from linearity values greater

than 0.05. This indicates that there is a linear relationship between social media marketing, store atmosphere, price fairness, and purchase decision. Therefore, the linearity assumption is fulfilled, and the regression model is appropriate for further analysis.

Multiple Linear Regression Test Coefficient of Determination (R^2)

The coefficient of determination (R^2) is used to measure the ability of the independent variables to explain variations in the dependent variable. The value of R^2 ranges

from 0 to 1, where a higher value indicates greater explanatory power of the regression model (Ghozali, 2021). The Coefficient of Determination test results are presented in Table 7.

Table 7. Coefficient of Determination test results

Model	R	R Square	Adjusted R Square
1	0.790 ^a	0.624	0.614

Source: Primary processed data, 2026

Based on the results presented in Table 10, the R Square value obtained is 0.624, while the Adjusted R Square value is 0.614. This indicates that 61.4% of the variation in purchase decision can be explained by social media marketing, store atmosphere, and price fairness. The remaining 38.6% of the variation is explained by other variables not included in this research model.

The high value of R^2 suggests that the regression model has strong explanatory power and that the independent variables collectively provide a substantial contribution

to explaining consumers' purchase decisions toward Starbucks Coffee products.

F-Test

F-test is conducted to examine whether all independent variables simultaneously have a significant effect on the dependent variable. This test evaluates the overall feasibility of the regression model. According to Ghozali (2021), the regression model is considered significant if the significance value is less than 0.05. The Simultaneous test results are presented in Table 8.

Table 8. F Test Results

Model	df	F	Sig.
Regression	3	63,650	.001 ^b
Residual	115		
Total	118		

Source: Primary processed data, 2026

Based on the ANOVA results presented in Table 8, the regression model produces an F-value of 63,650 with a significance value of 0.001. Since the significance value is smaller than 0.05, it can be concluded that social media marketing, store atmosphere, and price fairness simultaneously have a significant effect on purchase decision.

These results indicate that the regression model is statistically significant and feasible to explain the relationship between the independent variables and

purchase decision. Therefore, social media marketing, store atmosphere, and price fairness collectively play an important role in influencing consumers' purchase decisions toward Starbucks Coffee products.

T-Test

t-test is conducted to examine the effect of each independent variable individually on the dependent variable. This test aims to determine whether each independent variable has a significant effect on purchase decision.

According to Ghozali (2021), a variable is considered to have a significant effect if the

significance value is less than 0.05. The partial test results are presented in Table 9.

Table 9. Partial Test Results (t-Test)

Variable	B	Std. Error	Beta	t	Sig.
(Constant)	.190	.229	-	.829	.490
Social Media Marketing (X1)	.255	.072	.257	3.524	.000
Store Atmosphere (X2)	.373	.069	.389	5.367	.000
Price Fairness (X3)	.295	.066	.309	4.453	.000

Source: Primary processed data, 2026

Based on the results presented in Table 7, all independent variables have a significance value of 0.000, which is less than 0.05. This indicates that social media marketing, store atmosphere, and price fairness each have a significant positive effect on purchase decision. The multiple linear regression equation is formulated as follows:

$$Y = 0.190 + 0.255 X_1 + 0.373 X_2 + 0.295 X_3$$

where:

$$\begin{array}{ll} Y = \text{Purchase Decision} & X_2 = \text{Store Atmosphere} \\ X_1 = \text{Social Media Marketing} & X_3 = \text{Price Fairness} \end{array}$$

The regression equation indicates that the constant value is 0.190, which means that if all independent variables are assumed to be zero, the purchase decision value would be 0.190. The regression coefficient of social media marketing (0.255) shows that an increase in social media marketing will increase purchase decision by 0.255 units, assuming other variables remain constant. The regression coefficient of store atmosphere (0.373) indicates that an increase in store atmosphere will increase purchase decision by 0.373 units. Meanwhile, the regression coefficient of price fairness (0.295) indicates that an increase in price fairness will increase purchase decision by

0.295 units. Among the three independent variables, store atmosphere has the highest standardized coefficient ($\beta = 0.389$), indicating that it has the strongest contribution to Purchase Decision in this model.

These results demonstrate that social media marketing, store atmosphere, and price fairness have a positive effect on purchase decision. Therefore, improvements in these variables are expected to increase consumers' purchase decisions toward Starbucks Coffee products.

CONCLUSIONS

This study concludes that Social Media Marketing, Store Atmosphere, and Price Fairness have a positive and significant effect on Purchase Decision among Starbucks consumers in Semarang City. Social Media Marketing has a positive effect with a regression coefficient of 0.255, while Store Atmosphere has the strongest influence with a coefficient of 0.373. Price Fairness also has a positive and significant effect with a coefficient of 0.295. All three variables have a significance value of 0.001, indicating that the proposed hypotheses are supported.

The findings indicate that improving social media marketing activities, creating a comfortable and attractive store atmosphere, and providing prices perceived as fair can

increase consumers' purchase decisions. Among the three variables, Store Atmosphere is the most dominant factor, suggesting that the physical environment and consumer experience inside the Starbucks store play an important role in encouraging purchase decisions.

The results also support the Stimulus-Organism-Response (S-O-R) theory, in which Social Media Marketing, Store Atmosphere, and Price Fairness act as external stimuli that influence consumers' evaluations and ultimately generate a purchase decision as the behavioral response.

Limitation & Further Research

This study has several limitations. First, the study only focused on Starbucks consumers in Semarang City, so the findings may not be generalized to consumers in other cities or coffee shop brands. Second, the study examined only three independent variables, namely Social Media Marketing, Store Atmosphere, and Price Fairness, which explained 61.4% of the variation in Purchase Decision, while the remaining 38.6% may be explained by other factors outside the research model.

Future research is recommended to include other variables that may influence Purchase Decision, such as brand image, product quality, customer experience, or service quality. Future studies may also expand the research area and involve other coffee shop brands to provide broader comparisons and improve the generalizability of the findings.

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