The Influence of Influencer Marketing and Store Atmosphere on Purchase Decision through Purchase Intention as Intervening Variable
(A Case Study on Café Consumers in Malang City)

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Keywords: Influencer Marketing, Store Atmosphere, Purchase Decision, Purchase Intention	Abstract: This study investigates the influence of Influencer marketing and Store atmosphere on Purchase decision with Purchase intention as an intervening variable among café consumers in Malang City. Based on the Theory of Planned Behavior (TPB), the research aims to fill research gaps concerning the effects of these variables in the rapidly evolving context of digital marketing. The research employed Smart PLS SEM to analyze data from 385 respondents of Generation Z aged 12-27 years. The results indicate that Influencer marketing has a positive and significant impact on Purchase intention, though it does not directly affect Purchase decision. Conversely, Store atmosphere significantly influences both Purchase intention and Purchase decision among café consumers in Malang. Furthermore, Purchase intention acts as a significant intervening variable between Influencer marketing, Store atmosphere, and Purchase decision. These findings provide insights for café owners and marketing practitioners to consider effective strategies in enhancing the influence of store atmosphere and utilizing influencers to improve consumer purchase decisions.

Introduction

Purchasing decision is a consumer's decision on what to buy, where, when, and how the purchase is made (Wijaya & Zulfa, 2017). Decision is an activity of deliberation to determine between two or more options (Handayani & Usman, 2021). In marketing, purchasing decision is crucial because before gaining loyal customers, companies must ensure consumers make purchasing decisions. The theory employed in this study is the Theory of Planned Behavior (TPB), derived from the Theory of Reasoned Action (TRA) by Ajzen in 1985. TPB can predict individual behavior and is used as the research foundation due to its relevance to the study

variables. TPB components influence behavioral intentions, which in turn affect individual behaviors.

As time progresses, marketing has become more modern, shifting from the physical world to the virtual realm supported by the internet and sophisticated devices. Digital marketing utilizes digital media such as social media, websites, and digital TV (Putri et al., 2022). By using digital marketing, the range of marketing carried out is wider and the costs required are not too large (Rahayu et al., 2021). The rise of social media has created opportunities for content creators and the emergence of influencers. Influencer marketing has become a marketing strategy where companies collaborate with popular individuals on social media to promote products (Anjani & Irwansyah, 2020). Testimonials from influencers influence consumer purchase decisions (Ayuni & Prasetyawati, 2020). The advantage in marketing activities is that companies can reduce the cost of promotions that previously used salespeople, now promotions can be used with various digital media such as Facebook, Instagram or others (Bahi et al., 2020). Research indicates that influencers have a positive impact on purchase decisions (Mandiri et al., 2022).

Another factor influencing purchase decisions is store atmosphere, encompassing both physical and non-physical elements of a store that affect consumer behavior (Francioni et al., 2018; Barros et al., 2019). A well-designed store layout makes consumers feel comfortable and enhances their desire to shop (Fikri & Mulazid, 2018). Purchase intention, or the intention to buy, also affects purchase decisions. Consumers purchase products after evaluating the information they obtain (Rakib et al., 2022). Purchase intention serves as the foundation before making purchase decisions and significantly influences them (Dapas et al., 2019).

After the Covid-19 pandemic, the number of culinary SMEs in Malang City has increased. Business owners must be creative and innovative in marketing to attract consumers (Andiyani & Susandy, 2022). Cafés have become one of the rapidly growing businesses in Malang, supported by a large number of students in the city (Fernanda et al., 2023). The café business is expanding due to the high number of students and the emergence of many new cafés every month (Mahmudan, 2024).

Research indicates a research gap. Some studies assert that Influencer marketing significantly affects Purchase intention (Isyanto et al., 2020; Mammadli, 2021; Mishra & Pandey, 2023; Pidada & Suyasa, 2021; Yani, 2022), while others find no significant influence (Ali et al., 2021). Store atmosphere also shows varied research outcomes regarding its impact on Purchase intention and Purchase decision. Some studies indicate a positive influence (Erlinda & Anggraeni, 2020; Solihin et al., 2021; Sulistiyawati, 2021; Wijaya, 2019; Yanti & Budiatmo, 2020), whereas others report no significant effect (Pamungkas & Pramesti, 2021; Rakhmawati & Trenggana, 2018). Purchase intention may mediate the relationship between Store atmosphere and Purchase decision according to some studies (Solihin et al., 2021), while others find no mediating effect (Pamungkas & Pramesti, 2021).

This study aims to further investigate the research gap concerning variables influencing purchase decisions, especially in the rapidly evolving context of digital marketing. The increasing phenomenon of Influencer marketing has the potential to influence consumer

behavior. This research offers novelty by employing a different construct from previous studies, using purchase intention as an intervening variable between Influencer marketing and purchase decisions. Therefore, this study is titled "The Influence of Influencer Marketing and Store Atmosphere on Purchase Decision with Purchase Intention as an Intervening Variable (A Case Study of Café Consumers in Malang City)". The problem statement includes examining the conditions and impacts of Influencer marketing and Store atmosphere on the purchase intentions and decisions of café consumers in Malang City, both directly and through purchase intention as an intervening variable.

Research Method

This research was conducted in Malang city, utilizing Smart PLS SEM, a multivariate analysis that combines factor analysis and path analysis to test variable relationships simultaneously, aiming to obtain a structural model that aligns empirical data with theory. The study population comprised café consumers in Malang city, using nonprobability sampling with Purposive Sampling technique, targeting Generation Z respondents aged 12-27 years who have experience viewing influencer content on social media and have visited cafés in Malang city. The sample size was determined using a sample size calculator, resulting in 385 respondent samples.

Data were collected using Likert scale questionnaires and analyzed quantitatively. Data sources included primary data obtained directly from respondents through offline and online distributed questionnaires, and secondary data from previous books and journals related to the research variables. PLS evaluation included measurement models for validity and reliability, as well as structural models to test the strength of relationships among variables, enabling a deep understanding of interactions and influences of the research variables.

Result and Discussion

Table 1. Convergent Validity

No	Variabel	Indicator	Outer Loadings	Description
1.	*Influencer Marketing* (IM)	IM1	0,836	Valid
		IM2	0,842	Valid
		IM3	0,854	Valid
2.	*Store Atmosphere* (SA)	SA1	0,829	Valid
		SA2	0,890	Valid
		SA3	0,891	Valid
		SA4	0,865	Valid
3.	*Purchase Intention* (PI)	PI1	0,814	Valid
		PI2	0,873	Valid
		PI3	0,808	Valid
		PI4	0,811	Valid
4.	*Purchase Decision* (PD)	PD1	0,777	Valid
		PD2	0,843	Valid
		PD3	0,772	Valid
		PD4	0,889	Valid
		PD5	0,824	Valid

Source: Researcher's processed data, 2024

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Based on the table, the outer loadings analysis results show strong validity for the indicators used in the study. Indicators IM1, IM2, and IM3 for the influencer marketing variable have loading factor values above 0.6, indicating they are valid. Similarly, indicators SA1, SA2, SA3, and SA4 for the store atmosphere variable are valid with loading factor values above 0.6. The mediating variable, purchase intention (PI), also shows good validity with significant outer loadings, indicating its effectiveness in mediating the relationship between influencer marketing and purchase decision, as well as store atmosphere and purchase decision. Additionally, the indicators PD1, PD2, PD3, PD4, and PD5 for the purchase decision variable also have high outer loading values, indicating a strong connection with the purchase decision construct.

Table 2. Average Variance Extracted

No.	Variable	AVE	Description
1.	Influencer Marketing	0,712	Valid
2.	Store Atmosphere	0,756	Valid
3.	Purchase Intention	0,684	Valid
4.	Purchase Decision	0,676	Valid

Source: Researcher's processed data, 2024

Based on the table above, it can be concluded that the variables of influencer marketing, store atmosphere, purchase intention, and purchase decision all have AVE values greater than 0.5, indicating that the measurement instruments for each indicator of these variables are valid.

Table 3. Discriminant Validity

	Influencer Marketing	Purchase Decision	Purchase Intention	Store Atmosphere
Influencer Marketing	**0,844**			
Purchase Decision	0,576	**0,822**		
Purchase Intention	0,642	0,728	**0,827**	
Store Atmosphere	0,646	0,724	0,702	**0,869**

Source: Researcher's processed data, 2024

In this study, discriminant validity was assessed using the Fornell-Larcker criterion. The statistical calculation indicates that the cross-loading values or diagonal values should be higher than the cut-off value of 0.70. Based on the table above, the diagonal values for each construct are greater than 0.70, indicating that the criterion is met. Thus, the results of the Fornell-Larcker criterion confirm that the indicators used in this study have good discriminant validity, reinforcing confidence in the measurement of the constructs in this research context and suggesting that respondents did not face difficulties in answering the questionnaire statements.

Table 4. Reliability

No	Variable	Cronbach's Alpha	Composite Reliability (rho_a)	Composite Reliability (rho_c)	Description
1	*Influencer Marketing*	0,798	0,798	0,881	Reliabel
2	*Store Atmosphere*	0,892	0,886	0,912	Reliabel
3	*Purchase Intention*	0,845	0,847	0,896	Reliabel
4	*Purchase Decision*	0,879	0,886	0,912	Reliabel

Source : Researcher's processed data, 2024

Based on the table above, it can be seen that the Cronbach's alpha values for each variable are greater than 0.6, indicating that all variables are considered reliable. Additionally, the composite reliability values for each variable exceed 0.7. Considering both Cronbach's alpha and composite reliability, all variables used in this study are deemed reliable. This high reliability signifies that each variable accurately measures the relationships intended to be tested in the study.

Table 5. R-squared and Q-squared

No.	Endogenous Variable	Adjusted Squared	Description	Q-Squared Predict	Description
1.	Purchase Intention	0,551	Kuat	0,541	Kuat
2.	Purchase Decision	0,618	Kuat	0,535	Kuat

Source: Researcher's processed data, 2024

Based on the table above, the adjusted R-square value for the purchase intention variable is 0.551, indicating a strong prediction capability. This means that 55.1% of the variance in purchase intention can be explained by the influencer marketing and store atmosphere variables, while the remaining 44.9% is due to other factors not covered in this study. For the purchase decision variable, the adjusted R-square value is 0.618, also indicating a strong prediction capability. This shows that 61.8% of the variance in purchase decision can be explained by influencer marketing, store atmosphere, and purchase intention, with the remaining 38.2% attributed to other factors not discussed in this study.

The Q-squared values for both purchase intention and purchase decision are greater than zero, at 0.541 and 0.535 respectively, indicating strong predictive validity. These results suggest that the developed model effectively predicts and explains the variance in purchase decision, providing significant insights into the factors influencing purchase decisions.

Table 6. Goodness of Fit Model

Rerata AVE	Rerata R-Square	GoF	Keterangan
0,707	0,585	0,414	Kuat

Source: Researcher's processed data, 2024

Based on the table above, the GoF calculation results in a value of 0.414, which falls into the strong category. This indicates that the empirical data can effectively explain both the measurement model and the structural model with a strong fit. Therefore, it can be concluded that the model developed in this study fits well with the observed data. This research

demonstrates that the variables included in the model adequately explain the variation in purchase decisions among café consumers in Malang City.

Table 7. Hypothesis Testing Results

No	Exogenous Variable	Intervening Variable	Endogenous Variable	Path Coefficients	Indirect Coefficient	P Value	Description
1	Influencer Marketing	-	Purchase Intention	0,323	-	0,000	Accepted
2	Store Atmosphere	-	Purchase Intention	0,493	-	0,000	Accepted
3	Purchase Intention	-	Purchase Decision	0,414	-	0,000	Accepted
4	Influencer Marketing	-	Purchase Decision	0,051	-	0,410	Rejected
5	Store Atmosphere	-	Purchase Decision	0,400	-	0,000	Accepted
6	Influencer Marketing	Purchase Intention	Purchase Decision	-	0,134	0,001	Accepted
7	Store Atmosphere	Purchase Intention	Purchase Decision	-	0,204	0,002	Accepted

Source: Researcher's processed data, 2024

The Impact of Influencer Marketing on Purchase Intention

Analysis reveals that influencer marketing significantly and positively affects purchase intention among café consumers in Malang City, with a path coefficient of 0.323 and a p-value of 0.000. This suggests that consumer interest is influenced by marketing through influencers, particularly through their content. This finding aligns with Baronah et al. (2023), who note that personal reviews by influencers can attract consumers to the promoted products. Effective influencer marketing depends on selecting the right influencers, creative content, and appropriate target audiences. Isyanto et al. (2020) further supports that honest reviews by influencers can affect consumer purchase intention. This study supports Ajzen's (1985) Theory of Planned Behavior, which explains that positive influencer content enhances consumer attitudes toward brands, aligns with social norms, and provides useful information, thereby increasing purchase intention.

The study also shows that influencer appeal, trust, and expertise correlate with higher purchase intention. Data indicates that the most frequently viewed influencer among respondents is Ahmat Sharoni, a macro influencer with the Instagram account @eatmalang.kuy. This suggests that a larger follower base leads to greater visibility and more engaging content for potential café consumers. The study confirms that influencer marketing effectively boosts consumer interest, consistent with Pidada & Suyasa (2021) and other studies (Mammadli, 2021; Mishra & Pandey, 2023) that highlight the positive impact of influencer marketing on purchase intention. However, it contrasts with Ali et al. (2021), who found no significant effect, possibly due to perceptions of influencer marketing as a commercial activity. Overall, this study supports the effectiveness of influencer marketing in enhancing consumer interest in cafés in Malang City.uthors are expected to interpret the results as displayed in the tables and not merely put in paragraph the figures in the table. After interpreting the results in a comprehensive manner, authors are requested to discuss

the results. The discussion is made to answer the problem statement and research questions. The research findings must be concluded explicitly. The interpretation of the findings is performed by using existing rationales and relevant theories. Findings in the form of field observation are integrated/ linked/compared with the results of previous studies or with existing theories using references. Discussion of findings must at least contain the elements of what/ how, why, and what else.

The Impact of Store Atmosphere on Purchase Intention

Analysis indicates that the store atmosphere positively and significantly affects purchase intention among café consumers in Malang City, with a path coefficient of 0.493 and a p-value of 0.000. This suggests that the ambiance of a café plays a crucial role in influencing consumer purchase intentions. Katarika & Syahputra (2017) support this by emphasizing that the physical appearance and atmosphere of a café are essential for attracting customers. Store atmosphere impacts consumer interest as noted by Albi (2020), who observed that customers are drawn to stores based on their external appearance, which shapes their interest in visiting.

The findings align with Ajzen's (1985) Theory of Planned Behavior, which posits that attitudes, subjective norms, and perceived behavioral control influence behavior. In this context, a pleasant café atmosphere fosters positive consumer attitudes and increases purchase intention. An appealing store design, appropriate layout, lighting, and music enhance consumer interest. Subjective norms also play a role, as positive recommendations from friends or family can reinforce the social acceptability of visiting a café. Additionally, easy access and good facilities increase perceived behavioral control. This study is consistent with Wijaya (2019) and Sulistiyawati (2021), who found a positive effect of store atmosphere on purchase intention. However, it contrasts with Rakhmawati & Trenggana (2018) and Pamungkas & Pramesti (2021), who found no significant impact, suggesting that store atmosphere alone may not always influence purchase intention if other factors, such as product quality or individual perceptions, are not considered.

The Impact of Purchase Intention on Purchase Decision

Analysis shows that purchase intention significantly and positively affects purchase decision among café consumers in Malang City, with a path coefficient of 0.414 and a p-value of 0.000. This indicates that purchase intention is a key factor in consumer purchasing decisions. Consumers with high purchase intention are more likely to visit and make purchases at a café. Purchase intention reflects consumers' desire or interest in a café, aligning with Kotler's (2005) view that purchase intention arises from initial interest in a product, leading to a desire and eventual purchase. Sari (2020) also supports this, noting that purchase intention represents the stage where consumers form their choices before making a purchase decision.

These findings are consistent with Ajzen's (1985) Theory of Planned Behavior, which suggests that attitudes, subjective norms, and perceived behavioral control influence behavior. Positive attitudes, norms, and perceived control contribute to forming purchase intention, which then drives purchasing decisions. The study shows that purchase intention is

a crucial precursor to actual purchase, acting as a major driver in decision-making. Effective influencer marketing and a favorable store atmosphere enhance purchase intention, which in turn encourages purchases at cafés in Malang City. This study aligns with findings from Amri & Prihandono (2019), Dapas et al. (2019), Wandira & Rahman (2021), and Wijaya & Zulfa (2017), all of which confirm a positive relationship between purchase intention and purchase decision. Additionally, Solihin et al. (2021) reinforce that purchase intention significantly impacts purchasing decisions, emphasizing its role in consumer planning and decision-making.

The Impact of Influencer Marketing on Purchase Decision

Analysis shows that influencer marketing does not significantly impact purchase decision among café consumers in Malang City, with a path coefficient of 0.051 and a p-value of 0.410. Despite the widespread use of influencer marketing by café owners in Malang, its effect on consumer purchase decisions appears limited. This finding contrasts with Brown & Nick's (2008) assertion that influencers significantly shape consumer purchase decisions.

This result aligns with Ajzen's (1985) Theory of Planned Behavior, which identifies attitudes, subjective norms, and perceived behavioral control as key factors influencing behavior. In this context, influencers may fail to alter consumer attitudes toward promoted cafés due to pre-existing strong attitudes or insufficiently persuasive content. Influencers may also not affect consumers' perceptions of social pressure or ease of visiting the café, possibly due to conflicting opinions from friends or family, financial constraints, or inconvenient locations. The study suggests that influencer marketing alone does not directly influence purchase decisions, as consumers prioritize café ambiance, personal recommendations, pricing, and location over social media influencer endorsements. Moreover, information overload from multiple influencers can lead to consumer fatigue and selective trust. This contrasts with findings from Nurniati et al. (2023), Wilis & Faik (2022), and Yodi et al. (2020), who found a significant positive impact of influencer marketing on purchase decisions. Similarly, Barusman & Suwandi (2020) and Andiyani & Susandy (2022) reported significant effects of influencer marketing on purchase decisions. The discrepancies highlight that local context and multiple influencing factors can affect the effectiveness of influencer marketing strategies.

The Impact of Store Atmosphere on Purchase Decision

Analysis shows that the store atmosphere has a positive and significant impact on purchase decisions among café consumers in Malang City, with a path coefficient of 0.400 and a p-value of 0.000. This indicates that a better café atmosphere directly enhances consumer purchase decisions, making it a key factor in determining these decisions. Supporting this, Putra et al. (2019) suggest that café owners should focus on interior design to encourage customers to spend more time at the café. The Theory of Planned Behavior (Ajzen, 1985) aligns with these findings, demonstrating how a pleasant atmosphere can positively influence subjective norms and perceived control, making consumers more inclined to make a purchase.

The results are consistent with studies by Monoarfa et al. (2023), Anderson & Sin (2020), and others, which confirm that store atmosphere impacts purchase decisions. A comfortable environment, including factors like room temperature, enhances customer satisfaction and encourages purchases. However, this study contrasts with research by Pamungkas & Pramesti (2021) and Prastika & Andiska (2022), which found no significant effect of store atmosphere on purchase decisions. This variation highlights that personal experiences and preferences can influence the perceived importance of a café's atmosphere. Despite these differences, the study concludes that a well-designed café atmosphere strongly affects consumer purchase decisions by directly influencing subjective norms and perceived control.

The Impact of Influencer Marketing on Purchase Decision Through Purchase Intention

Analysis indicates that influencer marketing has a positive and significant effect on purchase intention among café consumers in Malang City, with a path coefficient of 0.134 and a p-value of 0.001. This finding suggests that higher purchase intention leads to a greater likelihood of purchase decisions. In the digital era, influencer marketing is crucial for cafés aiming to boost purchase intention and subsequently drive purchase decisions. Engaging content from credible influencers can build trust and create positive emotions among consumers, as supported by Mammadli (2021), who highlights those influencers, especially in the lifestyle domain, have significant influence on younger audiences.

According to the Theory of Planned Behavior (Ajzen, 1985), purchase intention is influenced by attitudes, subjective norms, and perceived behavioral control. Influencer marketing can enhance purchase intention by positively influencing these components. A positive attitude towards a product, coupled with social pressure and perceived ability to purchase, increases purchase intention. Credible influencer endorsements can bolster consumer trust and reinforce social norms within online communities. Effective influencer marketing thus acts as a bridge between purchase intention and purchase decision, with increased purchase intention leading to higher likelihoods of purchase. The study supports Mammadli (2021) and Wijaya & Zulfa (2017), demonstrating that influencer marketing positively affects purchase intention and that purchase intention mediates the relationship between influencer marketing and purchase decisions. Observations from café owners in Malang City also reveal that many customers learned about café locations through influencers, confirming the effectiveness of influencer marketing in generating purchase intention and influencing purchase decisions.

The Impact of Store Atmosphere on Purchase Decision Through Purchase Intention

Analysis shows that the store atmosphere significantly and positively affects purchase intention among café consumers in Malang City, with a path coefficient of 0.204 and a p-value of 0.002. This indicates that a pleasant store atmosphere enhances consumer purchase intention, which in turn encourages purchase decisions. A positive atmosphere creates enjoyable and memorable experiences for consumers, increasing their likelihood of returning and recommending the café to others. Barros et al. (2019) support this by highlighting that store atmosphere is a key factor in meeting consumer expectations during their shopping experience.

The Theory of Planned Behavior (Ajzen, 1985) aligns with these findings, as it explains that attitudes, subjective norms, and perceived behavioral control influence behavior. A well-designed café atmosphere can impact these three factors: creating a positive attitude towards the café, generating social pressure through a busy and appealing environment, and improving perceptions of convenience and facilities. This enhances purchase intention, which then leads to purchase decisions. Consumers with high purchase intention are more likely to decide to visit a café. This study supports Solihin et al. (2021) and Yanti & Budiatmo (2020), showing that purchase intention mediates the relationship between store atmosphere and purchase decision. However, it contrasts with Pamungkas & Pramesti (2021), who found no mediating effect of purchase intention. In this study, the café atmosphere plays a critical role in attracting consumer interest and influencing their purchase decisions.

Limitations and Future Research Directions

This study has several limitations and recommendations for future research. Firstly, it focused exclusively on Generation Z respondents aged 12–27 years, which limits the generalizability of the findings, suggesting that future research should include a broader sample. Secondly, the research utilized only a quantitative method, and future studies should consider incorporating qualitative or mixed-method approaches for a more comprehensive analysis. Additionally, the study lacked statistical data on the number of influencers in Malang and had difficulties accessing such data, and respondents were restricted to selecting only one influencer from five options in the questionnaire, potentially limiting the reflection of reality. Future researchers are encouraged to explore additional variables, such as SEO marketing or Word of Mouth, and to employ field surveys to observe local conditions directly for more complete data. This research aims to provide a reference for further studies on influencer marketing, store atmosphere, purchase intention, and purchase decision among café consumers in Malang.

Conclusions

The conclusion of this study indicates that among café consumers in Malang City, there is a significant influence of influencer marketing and store atmosphere on purchase intention. Furthermore, purchase intention also has a positive and significant effect on purchase decision. However, there is no direct significant influence between influencer marketing and purchase decision, indicating that this influence occurs more through purchase intention as an intervening variable. Similarly, store atmosphere also affects purchase decision through purchase intention. These findings provide insight that marketing strategies through influencers and store atmosphere can directly influence consumer purchase intention, as well as affect purchase decisions through purchase intention as an intermediary.

Implications

1.   Theoretical Implications

This study enriches the research on purchase decisions by extending the work of Pidada & Suyasa (2021) and Wilis & Faik (2022). This research introduces a new dimension by using purchase intention as a mediating variable between influencer marketing and purchase

decision. Although the results indicate that influencer marketing does not have a direct impact on the purchase decisions of café consumers in Malang City, this finding offers a new perspective compared to Wilis & Faik (2022), who found that influencer marketing affects purchase decisions in the context of a cake shop. This suggests the need for a deeper understanding of industry-specific contexts when evaluating the effectiveness of influencer marketing.

2. Practical Implications

This study provides valuable insights for café business owners in Malang City seeking to enhance consumer purchase decisions. The findings show that influencer marketing and café atmosphere have a significant impact on purchase intention, which ultimately influences purchase decisions. Therefore, café owners are advised to carefully select influencers who align with their target market and to create a comfortable and appealing café environment. Additionally, building strong customer relationships through events promoted by influencers is crucial. An integrated marketing strategy that combines digital marketing through influencers with a positive in-café experience will make the café an attractive destination for consumers.

Acknowledgement

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