

Research Article

Wizzmie Customer Purchasing Decision Model in Semarang City: Shopping Experience Involvement as a Mediating Variable

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Abstract: This study aims to analyze the factors influencing Wizzmie customer purchasing decision model in Semarang City: shopping experience involvement as a mediating variable. This study is a type of quantitative research with primary data sources in the form of questionnaires. The sampling method in this study uses the Hair formula which obtained 140 research samples. The analyzed data used in this study is the Structural Equation Model (SEM) with Smart PLS 3.0 software. The results of this study state that store atmosphere and shopping experience have a positive and significant effect on purchasing decisions. Conversely, brand image, social media marketing, and service quality do not have a significant direct effect on purchasing decisions. However, shopping experience is proven to be able to mediate the influence of store atmosphere, social media marketing, and service quality on purchasing decisions. Thus, although not all variables have a direct effect on purchasing decisions, some of them can indirectly influence through shopping experience as a mediating variable.

Keywords: Brand Image; Service Quality; Social Media Marketing; Store Atmosphere; Wizzmie

1. Introduction

The Indonesian food industry continues to grow and plays a crucial role in contributing to national income. This growth is driven by the emergence of new restaurants and the continued success of established ones throughout the country. The high mobility of modern society is further influencing the industry's development, as more people opt for ready-to-eat meals or dine out for convenience. Indonesian restaurants provide more than just fast food; they offer unique experiences that enhance customer satisfaction. A notable trend is the rise of restaurants with diverse concepts and styles, turning the culinary experience into a lifestyle and entertainment opportunity (Leovina, 2023). The increasing number of restaurants is disrupting consumer purchasing decisions, fueled by the wide variety of food trends showcased on social media. This often results in uncertain and unpredictable purchasing choices for restaurant owners.

Additionally, the rapid advancement of technology and knowledge has significantly impacted various aspects of life, including food and beverages. The internet serves as a global network that connects computer networks worldwide, allowing for fast and easy communication and information exchange, especially regarding food and beverage consumption. This swift technological development has also promoted the use of social media as a tool for collecting, storing, and sharing information. According to data from the Indonesian Internet Service Providers Association (APJII), there were 221.56 million active social media users in Indonesia in 2024, an increase from 215.63 million the previous year (Halimah & Suharyati, 2024). Instagram, in particular, has gained popularity in Indonesia, with a usage rate of 86.5%. It offers business features that owners can utilize to foster relationships with customers (Majid et al., 2024).

The food and beverage industry continues to show rapid growth, especially in major cities like Semarang. This growth is driven by increasing consumer demand for ready-to-eat meals that are convenient and offer a unique dining experience. Additionally, evolving

Received: July 15, 2025
Revised: September 9, 2025
Accepted: November 4, 2025
Published: December 30, 2025
Curr. Ver.: December 30, 2025



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culinary trends, such as the growing popularity of spicy foods, are attracting individuals to try new dishes. This creates significant opportunities for culinary businesses while heightening competition (Tauran et al., 2022).



Figure 1. Customer Reviews

Source: WIZZMIE Semarang

One company that has emerged in this competitive culinary landscape is Wizzmie, a spicy noodle restaurant that has gained popularity in several major cities in Indonesia, including Semarang. With an appealing concept and a modern 80s style, Wizzmie has successfully established a distinct brand identity, setting it apart from competitors such as Mie Gacoan and Kober Mie Setan. Since its inception in 2022, Wizzmie has witnessed significant growth in customer attraction across its various branches, as reflected in customer reviews. However, some customers have provided negative feedback, which may indicate challenges related to purchasing decisions, potentially stemming from a shopping experience that did not meet their expectations. In addition to offering dishes with unique flavors, Wizzmie has created an inviting atmosphere that encourages consumers to feel comfortable and return (Majid et al., 2024).

This phenomenon presents an intriguing area for further study, especially in identifying the factors that influence consumer purchasing decisions at Wizzmie. Key factors include store atmosphere, brand image, social media presence, and service quality. A comfortable and appealing store atmosphere can leave a positive impression, increasing consumer engagement during the shopping experience. A strong brand image adds value for customers, influencing their loyalty to the product. In today's digital age, social media serves as a powerful promotional tool that significantly affects consumer attention. It fosters not just information dissemination but also intense interactions with consumers, enabling them to share their experiences and reviews of purchased products. Lastly, high-quality service is essential for ensuring customer satisfaction, as a pleasant shopping experience can encourage repeat purchases.

Previous research on factors influencing purchasing decisions has produced mixed results. Studies by Farhan & Adlina (2022) and Budiman & Dananjoyo (2021) found that store atmosphere positively and significantly affects purchasing decisions, suggesting that a comfortable store atmosphere increases the likelihood of customer purchases. However, opposing findings from Agari et al. (2024) and Weun & Ardiansyah (2024) indicated that store atmosphere does not significantly influence purchasing decisions.

Brand image is another key factor in purchasing decisions. Research by Aditria et al. (2023) and Martianto et al. (2023) showed that a positive brand image significantly boosts purchasing likelihood, implying that a better brand image correlates with higher sales. In contrast, Monica et al. (2020) found no significant effect of brand image on purchasing decisions.

Service quality ranks as the most critical element in customer purchasing decisions. Studies on social media marketing, such as those by Halimah & Suharyati (2024) and Erpiana & Susmonowati (2021), reported positive correlations, indicating that effective social media marketing enhances the likelihood of product purchases. Nonetheless, research by Tauran et al. (2022) countered this by finding no significant impact of social media marketing on purchasing decisions.

Additionally, research by Nasution & Lesmana (2018) indicated that service quality positively and significantly influences purchasing decisions. Better service quality increases

the likelihood of purchases. However, findings by Chandrarini & Widayantoro (2015) revealed no significant effect of service quality on purchasing decisions.

These discrepancies highlight the need for further research to clarify the relationship between factors such as store atmosphere, brand image, social media, and service quality on consumer purchasing decisions, particularly with the shopping experience as a mediating variable. The shopping experience may play a crucial role in explaining why some factors exert stronger or weaker effects in different contexts.

Based on this background, this study aims to: (1) analyze the influence of store atmosphere on purchasing decisions, with the shopping experience serving as a mediating variable; (2) analyze the influence of brand image on purchasing decisions, also with the shopping experience as a mediating variable; (3) analyze the influence of social media marketing on purchasing decisions, again with the shopping experience as a mediating variable; (4) analyze the influence of service quality on purchasing decisions, with the shopping experience as a mediating variable.

This study is expected to contribute to academic literature and marketing practices, especially in understanding consumer behavior in the culinary industry in Semarang. It will also assist Wizzmie in developing more effective and sustainable marketing strategies to gain a competitive edge in the Semarang culinary market.

2. Literature Review

Store Atmosphere

The atmosphere of a store is a critical aspect of the retail experience, as it plays a significant role in attracting customers and influencing their purchasing decisions. Key elements of store atmosphere, such as decor, product placement, lighting, color, scent, music, and the appearance of sales staff, all contribute to creating a welcoming and appealing environment for shoppers (Lukitaningsih et al., 2023). According to Azis et al. (2019), a pleasant store atmosphere can make customers feel at home, encouraging them to stay longer and increasing the likelihood of making purchases, including unplanned ones. This suggests that the more comfortable and inviting a store's atmosphere is, the more enjoyable the shopping experience becomes, leading to higher sales.

In the context of purchasing decisions, store atmosphere fosters positive perceptions of products, enhances shopping satisfaction, and supports both impulsive and planned decision-making. For example, appropriate lighting and an attractive layout make products more accessible and visible, enhancing their visual appeal and encouraging purchase intentions. Several studies have confirmed that elements of store atmosphere, such as music and aroma, can exert emotional influence, which in turn leads to positive purchasing decisions (Lukitaningsih et al., 2023).

Brand Image

Brand image refers to the perception that consumers form regarding a brand, which is influenced by their associations and experiences stored in memory. It encompasses both tangible aspects, such as product quality, and intangible traits, including beliefs and values that differentiate a brand from its competitors (Lukitaningsih et al., 2023). Brands with a strong and consistent image signal quality to consumers and can serve as symbols of status or trust in the product (Prabowo et al., 2020). A positive brand image contributes to a more engaging shopping experience, leading to higher purchasing decisions.

According to Lukitaningsih et al. (2023), for a brand to be memorable, it is essential to build a strong and positive brand image. Effective brand positioning, whether through promotions or other marketing strategies, enables the brand to leave a more profound impression on consumers. This can directly influence purchasing decisions, as brands with a strong image tend to attract more attention from consumers, increase trust, and ultimately encourage them to make a purchase.

Social Media Marketing

Social media marketing is a digital marketing strategy that leverages social media platforms to promote brands and products, aiming to increase awareness and build relationships with a broader audience. It includes promotional activities conducted directly or indirectly through platforms like Instagram, Facebook, and Twitter, allowing brands to reach a wider and more personal audience (Majid et al., 2024). Through this approach, brands can establish two-way communication with consumers, thereby enhancing engagement and trust in their products or services. According to Erpiana & Susmonowati (2021), social media marketing significantly influences product purchasing decisions, reinforcing the idea that effective social media marketing through relevant content and interactive promotions can heighten consumer interest in purchasing. Consequently, the more insightful and engaging the social media marketing is regarding the customer's shopping experience, the greater the likelihood of purchasing decisions.

Service Quality

Service quality is a critical factor in determining a company's success in fulfilling consumer needs and expectations. It reflects a company's ability to deliver high-quality service that satisfies customers and is essential for maintaining competitiveness in the market (Wiradarma & Respati, 2020). According to Lukitaningsih et al. (2023), service quality indicates a company's efficiency in meeting customer needs, influencing not just the customer experience but also business performance in areas such as satisfaction, loyalty, and repurchase intentions. Service quality is typically assessed based on five main dimensions: assurance, empathy, reliability, responsiveness, and tangibles, which contribute to creating an optimal customer experience (Uzir et al., 2021). These dimensions provide a framework for companies to evaluate and enhance their service quality to meet or exceed consumer expectations. Thus, improved service quality leads to a better shopping experience, which, in turn, increases purchasing decisions.

Purchasing Decision

A purchasing decision is a complex process where consumers evaluate various available product or service options to select the one that best suits their needs and preferences. This process involves deciding on the type of product desired, where to purchase it, when to make the purchase, and how to use the product or service (Budiono & Siregar, 2023). Afrilia & Sidanti (2022) illustrate that purchasing decisions are influenced by various external and internal factors, including store atmosphere, brand image, social media, and service quality. Their study indicates that mediating variables, such as the involvement of the shopping experience, can strengthen the relationship between these factors and purchasing decisions.

Shopping Experience

Customer experience encompasses the perceptions formed through a customer's interaction with a product, service, or brand during the purchasing process. It is subjective and influenced by both direct and indirect engagement with the business. The shopping experience plays a vital role in fostering an emotional connection between the customer and the brand, significantly influencing purchasing decisions (Sari & Kapuy, 2021). Therefore, customers who have a positive shopping experience are more likely to increase their purchasing decisions for a product.

Customers are likely to make repeat purchases based on previous positive experiences. They also tend to share these enjoyable experiences with others, which enhances brand appeal through word-of-mouth. In today's retail environment, providing a superior shopping experience is a crucial strategy for gaining a competitive edge (Wiyata et al., 2020).

Wiyata et al. (2020) identified five dimensions of customer experience essential for creating a memorable shopping experience: (1) Sense (Sensory Experience): Engaging the customer's five senses through visual elements, scents, sounds, and other stimuli to evoke emotional responses. (2) Feel (Emotional Experience): Generating positive emotions and enjoyment during interactions with a product or service. (3) Think (Cognitive Experience): Stimulating intellectual engagement through creative ideas and cognitive challenges.

Previous Research

Various studies have explored the impact of different factors on purchasing decisions. Research by Lukitaningsih et al. (2023) indicates that store atmosphere significantly influences purchasing decisions through elements such as lighting, layout, and scent, all of which contribute to a positive shopping experience. Additionally, Azis et al. (2019) demonstrate that a pleasant store atmosphere can encourage unplanned purchases.

In terms of brand image, Prabowo et al. (2020) highlight the importance of a strong brand image in attracting consumer attention, building trust, and driving purchasing decisions. Similarly, Lukitaningsih et al. (2023) assert that a positive brand image can enhance customer loyalty.

Regarding social media marketing, Erpiana and Susmonowati (2021) found that effective social media marketing strategies can improve purchasing decisions through relevant content and interactive promotions. However, research by Tauran et al. (2022) suggests that social media marketing does not consistently impact purchasing decisions, indicating variability in the findings.

Service quality has also been extensively studied. Nasution and Lesmana (2018) found a positive correlation between service quality and purchasing decisions, while Chandrarini and Widyantoro (2015) concluded that service quality does not always have a significant effect. This underscores the need to consider additional factors, such as shopping experience, to clarify the relationship between service quality and purchasing decisions.

In this context, shopping experience can influence purchasing decisions. Research by Martianto et al. (2023) indicates a significant positive impact of shopping experience on

purchasing decisions. Similarly, Sari and Kapuy (2021) found that a memorable shopping experience enhances purchasing decisions.

Hypothesis Development

The following hypotheses explore the influence of store atmosphere, brand image, social media marketing, and service quality on the shopping experience and purchasing decisions:

The Influence of Store Atmosphere on Purchasing Decisions

Research by Farhan and Adlina (2022) and Budiman and Dananjoyo (2021) suggests that store atmosphere has a significant positive effect on purchasing decisions. This means that a more comfortable store atmosphere leads to higher purchase decisions. H1: Store atmosphere has a significant positive effect on purchasing decisions.

The Influence of Brand Image on Purchasing Decisions

Research by Aditria et al. (2023) and Martianto et al. (2023) shows that brand image positively affects purchasing decisions, suggesting that a stronger brand image correlates with increased purchase decisions. H2: Brand image has a significant positive effect on purchasing decisions.

The Influence of Social Media Marketing on Purchasing Decisions

Research by Halimah and Suharyati (2024) and Erpiana and Susmonowati (2021) demonstrates that social media marketing has a significant positive effect on purchasing decisions, indicating that more effective social media marketing leads to higher purchase decisions. H3: Social media marketing has a significant positive effect on purchasing decisions.

The Influence of Service Quality on Purchasing Decisions

Research conducted by Nasution & Lesmana (2018) and Kusuma et al. (2024) demonstrates that service quality has a significant positive effect on purchasing decisions. This indicates that the better the quality of service provided to customers, the higher the likelihood of them making a purchase. H4: Service quality has a significant positive effect on purchasing decisions.

The Influence of Store Atmosphere on the Shopping Experience

Research by Ariyanti & Purba (2023) and Laela et al. (2023) suggests that store atmosphere has a significant positive effect on the shopping experience. This means that a conducive store atmosphere can enhance positive emotions in visitors by incorporating specific features and elements that support the overall environment. H5: Store atmosphere has a significant positive effect on the shopping experience.

The Influence of Brand Image on the Shopping Experience

Research conducted by Wasistho & Rahardjo (2023) and Kendati et al. (2024) indicates that brand image positively affects the shopping experience. This implies that stores that offer products with a strong, positive brand image are likely to provide a more favorable shopping experience for customers. H6: Brand image has a significant positive effect on the shopping experience.

The Influence of Social Media Marketing on the Shopping Experience

According to research by Rizky et al. (2023) and Suardana et al. (2024), social media marketing has a significant positive effect on the shopping experience. This suggests that effective use of social media can enhance the shopping experience by generating positive reviews from customers about their purchases. H7: Social media marketing has a significant positive effect on the shopping experience.

The Influence of Service Quality on the Shopping Experience

Research by Maharani et al. (2024) and Teressa et al. (2024) shows that service quality significantly enhances the shopping experience. This means that providing high-quality service to customers can lead to a positive shopping experience throughout the purchasing process. H8: Service quality has a significant positive effect on the shopping experience.

The Influence of Shopping Experience on Purchasing Decisions

Research conducted by Laela et al. (2023) and Rojuaniah et al. (2024) indicates that the shopping experience has a significant positive effect on purchasing decisions. This means that customers who enjoy a good shopping experience are more likely to make a purchase. H9: Shopping experience has a significant positive effect on purchasing decisions.

Conceptual Framework

Based on existing theories and previous research, purchasing decisions are influenced by factors such as store atmosphere, brand image, social media marketing, and service quality. Together, these elements contribute to creating a positive experience for consumers.

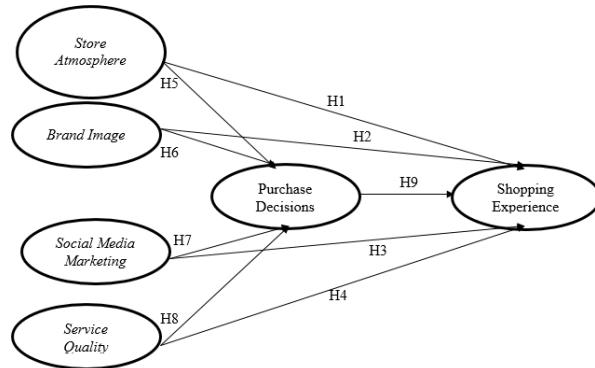


Figure 2. Conceptual Framework
Source: Kusuma et al., (2024), modified

3. Research Method

This study employs a quantitative approach to examine how various independent variables influence a dependent variable, incorporating mediating factors for a more comprehensive understanding of the relationships involved. Specifically, the research investigates the impact of Store Atmosphere (X1), Brand Image (X2), Social Media Marketing (X3), and Service Quality (X4) on Purchase Decisions (Y), with Shopping Experience (Z) serving as a mediating variable. The data analysis technique utilized in this study is Structural Equation Modeling with Partial Least Squares (SEM-PLS). This method is effective for exploring and developing theories that are either not yet established or to expand on existing theories, offering a novel contribution to theoretical frameworks. Additionally, SEM-PLS is suitable for studies with smaller sample sizes, making it an ideal choice for research that involves high data collection costs or challenges in acquiring large datasets.

Research Population and Sample

The target population for this study consists of all Wizzmie customers who have made purchases in Semarang City. Since the total size of the population is unknown, it is categorized as infinite. The sample was selected using a non-probability sampling technique, specifically purposive sampling, with the following criteria: participants aged between 18 and 35 years, residing in Semarang City, having purchased Wizzmie products at least once in person, having purchased Wizzmie products at least once online, and following Wizzmie's social media accounts.

For the sampling method, the Hair formula was used due to the unspecified size of the population. This formula helps determine an adequate sample size to ensure accurate data analysis that can be generalized to a larger population, even when the actual population size is unknown. The sample size is derived by multiplying the number of statement indicators by a factor of 5 to 10. In this study, there are 28 statement indicators, resulting in a required sample size of $28 \times 5 = 140$ respondents.

Data Collection Techniques

Primary data was gathered through a field survey. Conducting field surveys is a vital initial step in planning research to identify conditions within the research subject. Data collection for this study was accomplished by distributing an online questionnaire (Google Form) with a Likert scale ranging from 1-5, where: 1 = Strongly Disagree; 2 = Disagree; 3 = Neutral; 4 = Agree; 5 = Strongly Agree.

Operational Definition of Variables

Store Atmosphere (X1)

Law et al. (2024) suggest that store atmosphere is designed to create comfort for consumers, encouraging a pleasant shopping experience. The indicators for store atmosphere in this study, based on Budiono & Siregar (2023), include exterior, general interior, store layout, and interior display.

Brand Image (X2)

According to Kurniawan et al. (2025), brand image encompasses a collection of characteristics, both tangible and intangible, such as thoughts, beliefs, values, and interests that differentiate a brand. The indicators for brand image in this study, derived from Amalia (2019), include manufacturer image, product image, safety in consuming the product, and user image.

Social Media Marketing (X3)

Kedian et al. (2024) define social media marketing as the process through which companies create, communicate, and deliver marketing offers via social media platforms to foster customer relationships. The indicators for social media marketing in this study, as

outlined by Kusuma et al. (2024), include providing useful information, influencing product purchasing decisions, attractive promotional content, and ease of access to promotional information.

Service Quality (X4)

Teressa et al. (2024) assert that service quality involves efforts to fulfill consumer needs and desires, thereby meeting expectations. The indicators for service quality in this study, based on Kusuma et al. (2024), include cleanliness and tidiness, attention and responsiveness, friendly and polite service, product suggestions, and price appropriate to service quality.

Shopping Experience (Z)

Rizky et al. (2023) describe shopping experience as a marketing concept aimed at building customer loyalty by appealing to their emotions and instilling positive feelings toward products and services. The indicators for shopping experience in this study, derived from Wasistho & Rahardjo (2023), include pleasant aroma/smell, mood enhancement, providing solutions to complaints, alignment with the lifestyle of young people, and good relationships with customer segments.

Purchase Decisions (Y)

Suardana et al. (2024) suggest that purchase decisions result from interactions between internal and external factors influencing consumers' choices. The indicators for purchase decisions in this study, as established by Kusuma et al. (2024), include product meets expectations, competitive pricing, affordable pricing, product quality provides benefits, likelihood of repeat purchases, and intent to make future purchases.

Data Analysis Methodology

Data were analyzed using Structural Equation Modeling (SEM) with Smart PLS 3.0 software. According to Ghazali & Latan (2021), there are two stages of model evaluation aimed at assessing validity and reliability: the measurement model (outer model) and the structural model (inner model). The analysis procedures include the Measurement Model (Outer Model), which assesses convergent validity by ensuring the loading factor value is greater than 0.7 for confirmatory research and between 0.6 and 0.7 for exploratory research. An Average Variance Extracted (AVE) value greater than 0.5 is used to assess construct reliability, while a composite reliability value greater than 0.7 indicates reliability.

The Structural Model (Inner Model) is evaluated using several criteria, including the R-Square value and significance levels. Hypothesis testing is conducted by examining the T-statistic value and P-value. If the T-statistic value is greater than 1.96 and the P-value is less than 0.05, the null hypothesis (H_0) can be rejected, and the alternative hypothesis (H_a) is accepted, indicating that the independent variable has a significant positive effect on the dependent variable. For the Mediation Test, if the T-statistic value is greater than 1.96 and the P-value is less than 0.05, it indicates that the mediating variable effectively mediates the relationship between the independent and dependent variables.

4. Results and Discussion

Respondent Characteristics

The respondents in this study consisted of 140 customers of Wizzmie Semarang. Below are the characteristics of the respondents sampled for this study:

Table 1. Respondent Characteristics

Respondent Characteristics	Number	Percentage
Gender		
Male	64	45,7%
Female	76	54,3%
Total Respondents	140	100%
Age		
18-23 Years	90	64,3%
24-29 Years	43	30,7%
30-35 Years	7	5,0%
Total Respondents	140	100%

Source: Processed data (2025)

According to Table 1, of the 140 Wizzmie Semarang customers, the majority are female, making up 54.3% of the total. Additionally, the predominant age group of Wizzmie Semarang customers is 18-23 years, representing 64.3% of the customers.

Outer Model Results

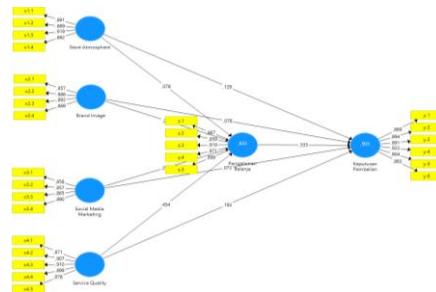


Figure 3. Outer Model Results

Source: Processed Data (2025)

Based on the outer model results presented in Figure 3, the following points are observed:

Convergent Validity Test

The results of the convergent validity test for the variable indicators Store Atmosphere (X1), Brand Image (X2), Social Media Marketing (X3), Service Quality (X4), Purchase Decision (Y), and Shopping Experience (Z) are outlined as follows:

Table 2. Convergent Validity Test Results

Variable	Indicator	Loading Factor
Store Atmosphere (X ₁)	x1.1	0,911
	x1.2	0,902
	x1.3	0,927
	x1.4	0,913
	x2.1	0,864
Brand Image (X ₂)	x2.2	0,892
	x2.3	0,896
	x2.4	0,877
	x3.1	0,866
	x3.2	0,864
Social Media Marketing (X ₃)	x3.3	0,871
	x3.4	0,894
	x4.1	0,883
	x4.2	0,924
	x4.3	0,921
Service Quality (X ₄)	x4.4	0,909
	x4.5	0,910
	y.1	0,877
	y.2	0,900
	y.3	0,897
Purchase Decision (Y)	y.4	0,926
	y.5	0,810
	y.6	0,869
	z.1	0,873
	z.2	0,865
Shopping Experience (Z)	z.3	0,921
	z.4	0,877
	z.5	0,903

Source: Processed Data (2025)

Table 2 shows that each research variable's indicator has a loading factor value greater than 0.7, indicating that the indicators forming the variables are valid.

Average Variance Extracted (AVE) Test

The results of the AVE test for the variable indicators Store Atmosphere (X1), Brand Image (X2), Social Media Marketing (X3), Service Quality (X4), Purchase Decision (Y), and Shopping Experience (Z) are presented as follows:

Table 3. Average Variance Extracted Test Results

Variable	AVE
Store Atmosphere (X ₁)	0,834
Brand Image (X ₂)	0,778
Social Media Marketing (X ₃)	0,763
Service Quality (X ₄)	0,827
Purchase Decision (Y)	0,775
Shopping Experience (Z)	0,789

Source: Processed Data (2025)

According to Table 3, the research variables have an AVE value greater than 0.5, indicating that the indicators forming the variables are also valid.

Reliability Test

The results of the reliability test for the variable indicators Store Atmosphere (X₁), Brand Image (X₂), Social Media Marketing (X₃), Service Quality (X₄), Purchase Decision (Y), and Shopping Experience (Z) are summarized as follows:

Table 4. Reliability Test Results

Variable	Composite Reliability
Store Atmosphere (X ₁)	0,953
Brand Image (X ₂)	0,934
Social Media Marketing (X ₃)	0,928
Service Quality (X ₄)	0,960
Purchase Decision (Y)	0,954
Shopping Experience (Z)	0,949

Source: Processed Data (2025)

Table 4 indicates that the research variable indicators have a composite reliability value greater than 0.7, confirming that the indicators forming the variables are reliable.

Structural Model Results (Inner Model)

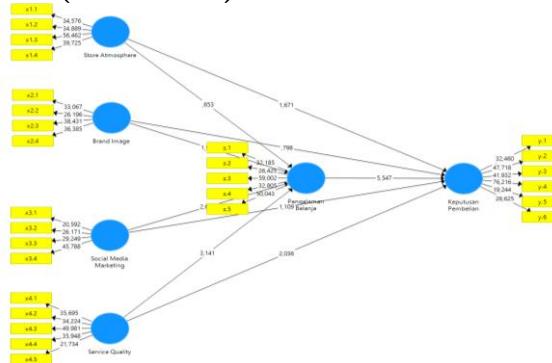


Figure 4. Inner Model Results

Source: Processed Data (2025)

The following results are derived from the structural model results (inner model) presented in Figure 4:

Coefficient of Determination Test (Adjusted R Square)

The results of the coefficient of determination test regarding the influence of Store Atmosphere (X₁), Brand Image (X₂), Social Media Marketing (X₃), and Service Quality (X₄) on Purchase Decisions (Y), with Shopping Experience (Z) as the mediating variable is stated as follows:

Table 5. Coefficient of Determination Test Results

	R Square	Adjusted R Square
Shopping Experience	0,866	0,862
Purchase Decision	0,915	0,912

Source: Processed data (2025)

The interpretations of the coefficient of determination test results are as follows:

- The influence of Store Atmosphere (X₁), Brand Image (X₂), Social Media Marketing (X₃), and Service Quality (X₄) on Shopping Experience (Z) yields an Adjusted R Square value of 0.862. This indicates that these variables account for 86.2% of the variation in Shopping Experience (Z), while the remaining 13.8% is influenced by other factors.
- The combined influence of Store Atmosphere (X₁), Brand Image (X₂), Social Media Marketing (X₃), Service Quality (X₄), and Shopping Experience (Z) on Purchase Decisions (Y) results in an Adjusted R Square value of 0.912. This means that these variables account for 91.2% of the variation in Purchase Decisions (Y), leaving 8.8% to be influenced by other factors.

Direct Effect Test

The results of the direct effect test concerning the influence of Store Atmosphere (X₁), Brand Image (X₂), Social Media Marketing (X₃), and Service Quality (X₄) on Purchase Decision (Y), with Shopping Experience (Z) as a mediating variable, are displayed in Table 6.

Table 6. Direct Effect Test Results

	T Statistic	P Values
Store Atmosphere -> Purchase Decision	3,529	0,000
Brand Image -> Purchase Decision	1,127	0,260
Social Media Marketing -> Purchase Decision	0,811	0,418
Service Quality -> Purchase Decision	1,858	0,064
Store Atmosphere -> Shopping Experience	2,720	0,007
Brand Image -> Shopping Experience	1,957	0,051

Social Media Marketing -> Shopping Experience	2,210	0,028
Service Quality -> Shopping Experience	2,183	0,029
Shopping Experience -> Purchase Decision	5,582	0,000

Source: Processed data (2025)

The hypothesis test results can be interpreted as follows:

- a. The influence of Store Atmosphere on Purchase Decisions yields a P-value of 0.000 (less than 0.05) and a T-statistic of 3.529 (greater than 1.96). This indicates that Store Atmosphere has a significant positive effect on Purchase Decisions, thereby accepting Hypothesis H1.
- b. The influence of Brand Image on Purchase Decisions shows a P-value of 0.260 (greater than 0.05) and a T-statistic of 1.127 (less than 1.96). This indicates that Brand Image does not significantly affect Purchase Decisions, leading to the rejection of Hypothesis H2.
- c. The influence of Social Media Marketing on Purchase Decisions results in a P-value of 0.418 (greater than 0.05) and a T-statistic of 0.811 (less than 1.96). Consequently, Social Media Marketing does not significantly influence Purchase Decisions, resulting in the rejection of Hypothesis H3.
- d. The influence of Service Quality on Purchase Decisions has a P-value of 0.064 (greater than 0.05) and a T-statistic of 1.858 (less than 1.96). Thus, Service Quality does not significantly influence Purchase Decisions, leading to the rejection of Hypothesis H4.
- e. The influence of Store Atmosphere on Shopping Experience shows a P-value of 0.007 (less than 0.05) and a T-statistic of 2.720 (greater than 1.96). This indicates a significant positive effect of Store Atmosphere on Shopping Experience, accepting Hypothesis H5.
- f. The influence of Brand Image on Shopping Experience results in a P-value of 0.051 (greater than 0.05) and a T-statistic of 1.957 (less than 1.96). Thus, Brand Image does not significantly affect Shopping Experience, leading to the rejection of Hypothesis H6.
- g. The influence of Social Media Marketing on Shopping Experience shows a P-value of 0.027 (less than 0.05) and a T-statistic of 2.210 (greater than 1.96). This indicates that Social Media Marketing has a significant positive effect on Shopping Experience, thereby accepting Hypothesis H7.
- h. The effect of service quality on the shopping experience was found to have a P-value of 0.029, which is less than the significance level of 0.05, and a T-statistic of 2.183, exceeding the critical value of 1.96. These results indicate that service quality has a significant positive effect on the shopping experience, thus H8 is accepted in this study.
- i. The effect of shopping experience on purchasing decisions was found to have a P-value of 0.000, which is less than 0.05, and a T-statistic of 5.582, also exceeding 1.96. This indicates that the shopping experience significantly positively affects purchasing decisions, so H9 is accepted in this study.

Mediation Test

The results of the mediation test examined the influence of Store Atmosphere (X1), Brand Image (X2), Social Media Marketing (X3), and Service Quality (X4) on Purchase Decisions (Y), with Shopping Experience (Z) acting as the mediating variable. The findings are summarized in Table 6 below:

Table 7. Mediation Test Results

	T Statistic	P Values
Store Atmosphere -> Shopping Experience -> Purchase Decisions	2,281	0,023
Brand Image -> Shopping Experience -> Purchase Decisions	1,817	0,070
Social Media Marketing -> Shopping Experience -> Purchase Decision	2,085	0,038
Service Quality -> Shopping Experience -> Purchase Decision	2,349	0,019

Source: Processed data (2025)

Based on the findings presented in Table 7, the results of the mediation test can be summarized as follows:

- a. The influence of store atmosphere on purchasing decisions through shopping experience yielded a P-value of 0.023, which is less than 0.05, and a T-statistic of 2.281, exceeding the threshold of 1.96. This result is further supported by a direct effect of 0.046, which is less than 0.147, indicating that shopping experience mediates the impact of store atmosphere on purchasing decisions.
- b. The influence of brand image on purchasing decisions through shopping experience resulted in a P-value of 0.070, which is greater than 0.05, and a T-statistic of 1.817, which is below 1.96. This finding is reinforced by a direct effect of 0.181, which is greater than 0.088, suggesting that shopping experience does not mediate the influence of brand image on purchasing decisions.
- c. The influence of social media marketing on purchasing decisions through shopping experience produced a P-value of 0.038, which is less than 0.05, and a T-statistic of 2.085,

exceeding 1.96. This finding is further supported by a direct effect value of 0.045, which is less than the indirect effect of 0.076. Therefore, shopping experience mediates the influence of social media marketing on purchasing decisions.

- d. The influence of service quality on purchasing decisions through shopping experience led to a P-value of 0.019, which is less than 0.05, and a T-statistic of 2.349, greater than 1.96. This result is supported by a direct effect value of 0.106, which is less than the indirect effect of 0.156. Thus, shopping experience mediates the influence of service quality on purchasing decisions.

5. Conclusion

The hypothesis test results indicate that store atmosphere has a significant positive effect on purchasing decisions; therefore, H1 is accepted in this study. This suggests that a more comfortable store atmosphere, as perceived by Wizzmie Semarang customers, leads to higher purchasing decisions. This finding aligns with research conducted by Farhan & Adlina (2022) and Budiman & Dananjoyo (2021), which also found a significant positive effect of store atmosphere on purchasing decisions. However, this contrasts with the findings of Ariyanti & Purba (2023), which reported no significant effect.

The results indicate that brand image does not have a significant effect on purchasing decisions, leading to the rejection of H2 in this study. This suggests that even with a strong brand image, Wizzmie Semarang's impact on purchasing decisions may be minimal, especially among younger customers who may prioritize trends over brand loyalty. These findings are consistent with research by Aini & Putra (2024), which also indicated no significant effect of brand image. This finding diverges from studies by Aditria et al. (2023) and Martianto et al. (2023), which reported a significant positive effect of brand image on purchasing decisions.

The hypothesis test results indicate that social media marketing does not significantly influence purchasing decisions, leading to the rejection of H3 in this study. This suggests that despite Wizzmie Semarang's effective marketing efforts through social media, such strategies do not significantly impact customer purchasing decisions, as customers tend to follow trends rather than brand messages.

The results of this study align with research conducted by Budiono and Siregar (2023), which found that social media marketing had no significant effect on purchasing decisions. This finding contrasts with the research by Halimah and Suharyati (2024) and Erpiana and Susmonowati (2021), which indicated that social media marketing had a significant positive effect on purchasing decisions.

The hypothesis testing results indicated that service quality had no significant effect on purchasing decisions; therefore, H4 in this study was rejected. This outcome suggests that improved service quality provided by Wizzmie Semarang does not significantly influence customers' purchasing decisions, as customer perceptions vary. This finding aligns with research by Teressa et al. (2024), which also found no significant effect of service quality on purchasing decisions. It differs from studies by Nasution and Lesmana (2018) and Kusuma et al. (2024), which found a significant positive effect of service quality on purchasing decisions.

The hypothesis testing results indicate that store atmosphere has a significant positive effect on the shopping experience; therefore, H5 in this study is accepted. This suggests that a positive store atmosphere can enhance positive emotions in customers of Wizzmie Semarang by incorporating certain features and elements that support the store's ambiance. This finding is consistent with research by Ariyanti and Purba (2023) and Laela et al. (2023), which also reported a significant positive effect of store atmosphere on the shopping experience. However, it differs from the study by Weun and Ardinsyah (2024), which concluded that store atmosphere has no significant effect on the shopping experience.

The hypothesis testing results indicate that brand image does not significantly influence the shopping experience; therefore, H6 in this study is rejected. This suggests that the brand image perceived by Wizzmie Semarang customers does not affect their shopping experience, as these customers tend to prioritize affordable products. This finding aligns with the results of Monica et al. (2020), which also stated that brand image does not significantly affect the shopping experience. Conversely, it differs from research conducted by Wasistho and Rahardjo (2023) and Kendati et al. (2024), which found that brand image has a significant positive effect on the shopping experience.

The hypothesis testing results indicate that social media marketing has a significant positive effect on the shopping experience; thus, H7 is accepted in this study. These results imply that effective use of social media at Wizzmie Semarang can enhance the shopping experience by generating positive reviews from customers about their purchases. This finding aligns with research by Rizky et al. (2023) and Suardana et al. (2024), which report that social media marketing significantly positively affects the shopping experience. It differs from the

study by Majid et al. (2024), which concluded that social media marketing has no significant effect on the shopping experience.

The hypothesis testing results indicate that service quality has a significant positive effect on the shopping experience; thus, H8 is accepted in this study. This finding suggests that providing quality service to Wizzmie Semarang customers can enhance their shopping experience during the noodle purchasing process. This aligns with research by Maharani et al. (2024) and Teressa et al. (2024), which found that service quality significantly positively affects the shopping experience. In contrast, it differs from the research conducted by Uzir et al. (2021), which found that service quality did not significantly influence the shopping experience.

The results of this study are consistent with those conducted by Maharani et al. (2024) and Teressa et al. (2024), which found that service quality significantly positively impacts the shopping experience. In contrast, Uzir et al. (2021) reported that service quality had no significant effect on the shopping experience.

The hypothesis testing results indicate that the shopping experience significantly positively affects purchasing decisions, leading to the acceptance of H9 in this study. This suggests that customers of Wizzmie Semarang who have a good shopping experience are more likely to increase their purchase decisions for Wizzmie Semarang noodle products.

These findings are in line with those of Laela et al. (2023) and Rojuaniah et al. (2024), which also demonstrated that the shopping experience positively affects purchasing decisions. However, this differs from the findings of Wiyata et al. (2020), which indicated that the shopping experience had no significant effect on purchasing decisions.

The results of the mediation test indicate that the shopping experience mediates the influence of store atmosphere on purchasing decisions. This suggests that a more comfortable store atmosphere, as perceived by Wizzmie Semarang customers, leads to a pleasant shopping experience that can enhance purchase decisions at Wizzmie Semarang. A positive store atmosphere can attract customers' attention, make them feel comfortable, and encourage them to linger. Consequently, a favorable store atmosphere at Wizzmie Semarang creates enjoyable shopping experiences that increase the likelihood of consumers making purchases.

These findings are supported by research from Dwikana & Widagda (2024), which states that the shopping experience mediates the effect of store atmosphere on purchase decisions. Additionally, Ariyanti & Purba (2023) found that store atmosphere positively affects the shopping experience, and Farhan & Adlina (2022) indicated that store atmosphere significantly influences purchase decisions. Rojuaniah et al. (2024) also found a significant positive effect of the shopping experience on purchasing decisions.

The mediation test results show that the shopping experience does not mediate the influence of brand image on purchasing decisions. This suggests that although Wizzmie Semarang may have a strong brand image, it does not significantly affect purchasing decisions when combined with a pleasant shopping experience. This is particularly true for younger customers, who may overlook other brands they purchase. In other words, despite a positive brand image, the shopping experience does not significantly impact how that brand image influences customers' purchase decisions.

These findings align with research by Monica et al. (2020), which found that brand image does not significantly influence the shopping experience. Similarly, research by Aini & Putra (2024) and Wiyata et al. (2020) also confirmed that brand image does not significantly affect purchasing decisions.

The mediation test results indicate that shopping experience mediates the influence of social media marketing on purchasing decisions. This finding demonstrates that effective marketing efforts by Wizzmie Semarang through social media can enhance the shopping experience, ultimately increasing customers' purchasing decisions. Social media marketing plays a crucial role in influencing purchasing decisions and generating positive shopping experiences. Therefore, Wizzmie Semarang's social media marketing can create a pleasant shopping environment for consumers, thereby facilitating their purchasing decisions.

The results of this study are consistent with the research conducted by Aninda & Rossdhani (2024), which indicated that the shopping experience mediates the influence of social media marketing on purchasing decisions. Similarly, research by Suardana et al. (2024) found that social media marketing significantly enhances the shopping experience. Halimah & Suharyati (2024) also demonstrated that social media marketing positively impacts purchasing decisions. Additionally, Laela et al. (2023) reported that the shopping experience has a significant positive effect on purchasing decisions.

The mediation test results indicate that shopping experience acts as a mediator in the relationship between service quality and purchasing decisions. This implies that improved service quality provided by Wizzmie Semarang enhances the shopping experience, which in turn increases purchasing decisions. Thus, both service quality and shopping experience are

critical, interrelated factors influencing purchasing decisions. Specifically, a positive shopping experience emerges from good service quality at Wizzmie Semarang, ultimately encouraging customers to make purchases.

These findings align with research by Thejaya & Antonio (2025), which stated that shopping experience mediates the influence of service quality on purchasing decisions. Maharani et al. (2024) found that service quality has a substantial positive effect on shopping experience. Furthermore, research by Kusuma et al. (2024) confirmed that service quality significantly influences purchasing decisions. Rojuanah et al. (2024) also identified that shopping experience positively affects purchasing decisions.

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