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# EFFECTIVENESS OF DIGITAL MARKETING TO INCREASE PURCHASE INTEREST OF CIREBON CITY CAFE VISITORS

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Digital, Marketing, Store Atmosphere, Interest Buying.

## ABSTRACT

This study is intended to determine the influence of Digital Marketing through Store Atmosphere on the buying interest of Café visitors in the city of Cirebon. The population used in this study was café visitors in the city of Cirebon. The sampling technique uses Incidental Sampling. In testing this data using analysis with Structural Equation Modeling- Partial Least Square (SEM-PLS), with respondents amounting to 200. The results show that Buying Interest is partially positive and significant which is influenced by 17% Digital Marketing and Store Atmosphere partially affects Buying Interest by 81%. This proves that Buying Interest is a link between the Digital Marketing variable and the Digital Marketing variable. This research provides theoretical implications for references for future research related to Digital Marketing, Store Atmosphere and Buying Interest, especially in Cafes. The implication is in the form of Café suggestions so that in the future it can improve the quality of Digital Marketing and also Store Atmosphere for Purchase Interest to increase.

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## Introduction.

The growth of cafes at this time almost sprung up in all countries including one of them Indonesia. In Indonesia, the growth of cafes has spread to all regions in Indonesia, including West Java. West Java in 2021 until now amounted to 1539 (dataopendatajabar). Including in the city of Cirebon. Cirebon is one of the cities that is developing in the food and beverage industry in Indonesia, and currently coffee is not only for ordinary consumption needs but coffee is now made into a business field and hobby. With the coexistence of the coffee business with technology, many innovations have sprung up and these innovations have driven the coffee industry business rapidly (Foedinatha, 2021).

One of the factors for the rapid development of this coffee or café business is the existence of an easy promotion system, namely through social media and the existence of online order applications with online transportation. Drinking coffee is no longer just a drowsiness remover but has turned into a lifestyle. Coffee is one of the most consumed drinks in Indonesia. The level of coffee consumption in the world and Indonesia continues to increase every year. The increasing amount of coffee consumption indicates that coffee has become a culture and lifestyle of the people (Pane, 2022). The culture of

enjoying coffee is considered part of loving local products due to the abundance of coffee beans in Indonesia. The culture of drinking coffee is now closely associated with gathering together to socialize in stalls or coffee shops (Sari, 2020).

With the growth of cafes in the city of Cirebon, café business actors need to pay attention to business strategies to attract consumer interest. Purchase interest is consumer behavior that arises in response to an item that shows a person's interest or intention to buy goods (Lisdiani & Annisa, 2022). Purchase interest is also a consumer behavior that shows the extent of commitment to buy a product, to increase consumer buying interest, consumers will pay attention to product quality, the effect of product quality on buying interest, it is found that product quality has a significant effect on buying interest (Febrianti & Hasan, 2022). Purchase interest is something related to consumer plans to buy a particular product, as well as how many units of the product are needed in a certain period.

It can be said that purchase intention is a mental statement from consumers that reflects a plan to purchase a number of products with a certain brand as a driving force from within individuals that forces them to take action. If someone has high motivation for a particular object, then he will be encouraged to behave to master the product. The implication in marketing is that it is likely that buyers are interested in buying the products or brands offered by marketers (Agustin & Hellianto, 2020).

In addition to marketers offering products to consumers, the influence of social media marketing on purchase intention also proves that consumer buying interest can be increased through agreements on social media by creating content in the form of interesting information, (Aditi (Aditi et al., 2022). With accurate content and information, an understanding of consumer buying interest is needed to be able to predict future sales and determine the right strategy for marketing products. The existence of buying interest can be indicated by information search, willingness to understand the product, try the product and visit the store or location (Kusumastuti beli et al., 2020).

One way to increase consumer interest in cafes with the help of technological developments, one of which is using digital marketing. Marketing is an activity, a set of institutions, and a process for creating, communicating, delivering, and exchanging offers that have value for customers, clients, partners, and the wider community (Rangaswamy et al., 2020). Digital marketing resources (tangible or intangible) are usually owned and controlled by B2B companies, or companies that have access to them on a semi-permanent basis (Herhausen et al., 2020).

Nonetheless, industry and country-level factors may also play an important role in digital marketing and interesting insights can be gained by exploring (Keshavarz & Gölgeci, 2023). Marketing in the digital realm is dynamic and adaptive which differs from the sequential, step-by-step process associated with traditional marketing planning and execution (Rangaswamy et al., 2020). When used incorrectly or by unskilled professionals, digital marketing can negatively affect a company (Dwivedi et al., 2020).

In addition to digital marketing, an important factor that consumers pay attention to to be interested in coming to the café is the store atmosphere. Store atmosphere refers to environmental design such as visual communication, lighting, color, music, and aroma to simulate the perceptual and emotional responses of customers and ultimately influence their purchasing behavior (Sunarka, 2021). The general understanding of store atmosphere is the arrangement of the store or restaurant environment including interior and exterior design that can give an impression to consumers (Riskiyah et al., 2020).

Store atmosphere has a significant and positive influence on impulse buying and is a physical characteristic and characteristic of a store that can attract customers and project an image to consumers (Dewanti & Nirawati, 2023). With the role of store atmosphere, customer experience, and repurchase intentions are emphasized in customers and ultimately purchase intentions will return (Angula & Zulu, 2021). Thus, companies must always strive to make the store atmosphere match what consumers expect, so that they feel satisfied and comfortable with the atmosphere they feel (Putra & Sabillah, 2022).

There have been many studies on digital marketing variables and store atmosphere with café objects such as those conducted by (Rachel Nadia, 2022) (Dewi, 2021) (Agus, 2023) (Albi, 2020) The difference with previous research only focuses on one café while this research covers cafes in one area, namely Cirebon City.

## **Literature Review.**

### **Digital Marketing.**

Digital marketing is a marketing strategy that focuses on using various resources and techniques at no or minimal cost to promote a business or brand online (Muklish, 2023). Digital marketing has a function as an activity to promote and find markets through digital media online using various means such as social networks in providing information that is informative, persuasive, or as an entertainment tool (Santoso, 2022).

Digital marketing affects consumer buying interest because it makes it easier and wider to promote products at an affordable cost and is more effective than traditional marketing (Riyanto, 2022). Digital marketing is the utilization of the internet as a technology that connects two-way communication between sellers and buyers. Digital marketing is used to expand marketing from conventional to all-digital ways to reach consumers in a timely and flexible manner. Digital marketing has evolved from marketing activities that use online tools to the process of acquiring consumers, building consumer preferences, promoting products and brands, maintaining consumers and increasing sales (Maesaroh, 2020).

**H<sub>1</sub>:** Digital marketing affects purchase intention.

### **Store atmosphere.**

Store atmosphere is a perception as a result of the effects created by entrepreneurs to make a store attractive to be visited by consumers which is described as a whole about the atmosphere of a store created by physical elements (exterior, interior, layout, display) and psychological elements (comfort, service, cleanliness, availability of goods, creativity, promotion, technology) (Sari K., 2020).

Store atmosphere affects consumer buying interest. Supported by previous research that a consumer often assesses a store on his first impression of the store's atmosphere, be it in the form of location, lighting, music, store colors, and layout. And this is often also the reason why a consumer has an interest or not to shop at that store (Meiva, 2020).

**H<sub>2</sub>:** Store atmosphere affects purchase intention.

### **Purchase Intention.**

Purchase Interest is the behavior or desire of a consumer to get a product offered (Octavianto & Wardani, 2023). Meanwhile Yosi Pahala et al (2021) explain that purchase interest is an example of a person's attitude towards commodity objects where it is very suitable for measuring attitudes, services and beliefs about certain products. Indicators of buying interest, namely transactional interest, referential interest, preferential interest, exploratory interest. The occurrence of buying interest is due to a sense of consumer interest in a good for a service which is influenced by the attitude that exists within the consumer himself.

Purchase interest is part of consumer behavior or the tendency to consume a product or service so that a person is able to act before the decision to buy is actually made (Aditi et al., 2023). Purchase interest is often referred to as the stage where a person or consumer makes his choice. At the stage when consumers pay attention, choose and find out about the product, this can be said to be buying interest (Puspitasari, 2023). There are also several factors that influence buying interest, namely product quality, trust and learning (Aulia & Barkah, 2024).

### **Purchase Intention.**

Purchase interest is a plan to buy certain goods or services in the future and is expected to lead to a purchase decision. This is driven by various things, which can influence a person both internally and externally (Kusumastuti, 2020). Purchase interest can be said to be a consumer plan to buy a particular product, as well as how many units of the product are needed in a certain period (Meiva, 2020).

Purchase interest as consumer behavior in responding to the desire to make purchases that arise due to consumer confidence in a brand. Purchase interest as a decision taken by consumers in choosing a product offered to consumers. Then buying interest as consumer behavior in responding to a desire to make a purchase. Purchase interest is formed from consumer confidence in a brand, giving rise to an intention to make a purchase (Barqi, 2022).

**Method.**

The research method used is quantitative method. Quantitative methods are systematic investigations of a phenomenon by collecting data that can be measured using statistical, mathematical, or computational techniques (Sidik priadana, 2021). Quantitative research is data that is present or expressed in the form of numbers obtained from the field, or it can also be called qualitative data expressed in the form of numbers obtained by converting qualitative values into quantitative values (Priadana, 2021). The population used in this study were cafe visitors in the city of Cirebon. The sample in this study used the Slovin formula. From the calculation results obtained the number of research samples of 200 which will be used as research respondents. The sampling technique used Incidental Sampling. In testing this data using analysis with Structural Equation Modeling- Partial Least Square (SEM-PLS). The Partial Least Square (PLS) technique was chosen because this tool is widely used for complex causal - predictive analysis and is a technique suitable for use in predictive applications and theory development as in this study (Kurniawan, 2020).

**Result and Discussion.**

**Respondent Demographics.**

Respondent demographics are used to determine the description of respondents' answers based on the results of distributing questionnaires on the elements in each variable. The profile of research respondents can be seen in Table 1 below:

Table 1. Respondent Demographics.

Category	Description	Total	Percent (%)
Gender	Male	58	29%
	Female	142	71%
Age	≤ 17 years	15	7,5%
	20 – 25 years	172	86%
	≥ 30 years	13	6,5%

Source: primary data processed, 2024.

Table 1 shows that consumers who visit cafes in the city of Cirebon are dominated by women by 71% or 142 with an age range of 20-25 years. Because women with that age range prefer to carry out activities or do work in cafes because the comfortable atmosphere in the cafe provides peace in carrying out activities or completing work.

**Validity and Reliability Test.**

Validity test to determine whether a questionnaire is valid or not based on its ability to reveal the variables to be measured by the questionnaire. The research questionnaire is said to be valid if all statement items in this study have a Loading Factor value > 0.05 (Barqi, 2022). This validity test is carried out to describe the relationship between indicators and latent variables. The results of the validity test calculation can be seen in the table below:

Table 2. Convergent validity.

Contracts	Measurement Item	Loading	AVE
1	2	3	4
DIGITAL MARKETING (DM)	DM1	<b>0,706</b>	<b>0,538</b>
	DM2	<b>0,712</b>	
	DM3	<b>0,775</b>	
	DM4	<b>0,743</b>	
	DM5	<b>0,742</b>	
	DM6	<b>0,723</b>	

Table 2. Continuation.

1	2	3	4
STORE ATMOSPHERE (SA)	SA1	<b>0,729</b>	<b>0,528</b>
	SA2	<b>0,733</b>	
	SA3	<b>0,760</b>	
	SA4	<b>0,706</b>	
	SA5	<b>0,720</b>	
	SA6	<b>0,710</b>	
	SA7	<b>0,737</b>	
	SA8	<b>0,718</b>	
BUYING INTEREST (MB)	MB1	<b>0,720</b>	<b>0,531</b>
	MB2	<b>0,725</b>	
	MB3	<b>0,758</b>	
	MB4	<b>0,713</b>	
	MB5	<b>0,712</b>	
	MB6	<b>0,714</b>	
	MB7	<b>0,747</b>	
	MB8	<b>0,738</b>	

Source: primary data processed, 2024.

From table 2 above, the results of validity testing for all variables in the study obtained a loading factor value  $> 0.5$ , meaning that all statement items in this study are valid. The reliability test is used to determine whether the instrument is reliable enough to be used as a data collection tool. The reliability test in this study was measured based on the Cronbach's alpha value to determine whether the instrument was reliable or not. A variable is said to be reliable if the composite reliability value has a value  $> 0.7$ . The results of the reliability calculation in this study can be seen below:

Table 3. Composite Reability.

Contracts	Measurement Item	Coanbacth Alpha	Number of Item
DIGITAL MARKETING (DM)	DM1	0,829	6
	DM2		
	DM3		
	DM4		
	DM5		
	DM6		
STORE ATMOSPHERE (SA)	SA1	0,872	8
	SA2		
	SA3		
	SA4		
	SA5		
	SA6		
	SA7		
	SA8		
BUYING INTEREST (MB)	MB1	0,874	8
	MB2		
	MB3		
	MB4		
	MB5		
	MB6		
	MB7		
	MB8		

Source: primary data processed, 2024.

Table 3 shows that the composite reliability value of all variables is > 0.7. Therefore, the variables in the study are declared reliable, so the variables in this study are suitable for the next analysis process.

**Evaluation of Measurement Model (Inner Model - Structural Model).**

The results of the measurement model evaluation can be seen in table 4 which shows the magnitude of the influence of each dependent variable on the independent variable. The results of the calculation of the total influence between variables can be seen below:

Table 4. Total Effect.

	Buying Interest
Digital Marketing	0.170
Store Atmosphere	0.817

Source: primary data processed, 2024.

From Table 4, it can be seen that buying interest is partially influenced by 17% digital marketing and store atmosphere affects buying interest by 81%.

To find out the structural model, it is evaluated using the R-Square (R<sup>2</sup>) for the dependent construct with the independent construct, so that it can describe the joint influence of the independent variables on the dependent variable, so that it is known which independent variable has the dominant influence. The criteria for limiting the value are three classifications, namely 0.67; 0.33; and 0.19.

Table 5. R-Square Value.

	R Square
Buying Interest	0,947

Source: primary data processed, 2024.

From the table above, there is an R-Square value of 0.94 or 94%, which means that the success of buying interest can be explained simultaneously through digital marketing and store atmosphere.

Goodness of Fit Model aims to evaluate measurement and structural models as well as simple measurements for overall model prediction. Goodness of Fit Model is measured using R<sup>2</sup> dependent latent variables with the same interpretation as regression. Q<sup>2</sup> predictive relevance for structural models measures how well the observed values are generated by the model and also the parameter estimates.  $Q^2 = 1 - (1 - R^2) / (1 - R_p^2)$  The magnitude has a value with a range of 0 < to > 2 in path analysis. (Kurniawan, 2020). The Goodness of Fit Model results in this study are as follows:

Table 7. Goodness of Fit (GoF).

	Saturated Model	Estimated Model
SRMR	0,100	0,100
NFI	0,787	0,787

Source: primary data processed, 2024.

It can be seen from table 3, the SRMR value is 0.056 < 0.1 and the NFI value is 0.787 (close to 1) so it is concluded that the data has met the Goodness of Fit Model criteria, meaning that this research data can be said to pass the fit test. For the structural model, the path diagram can be seen from the figure below:

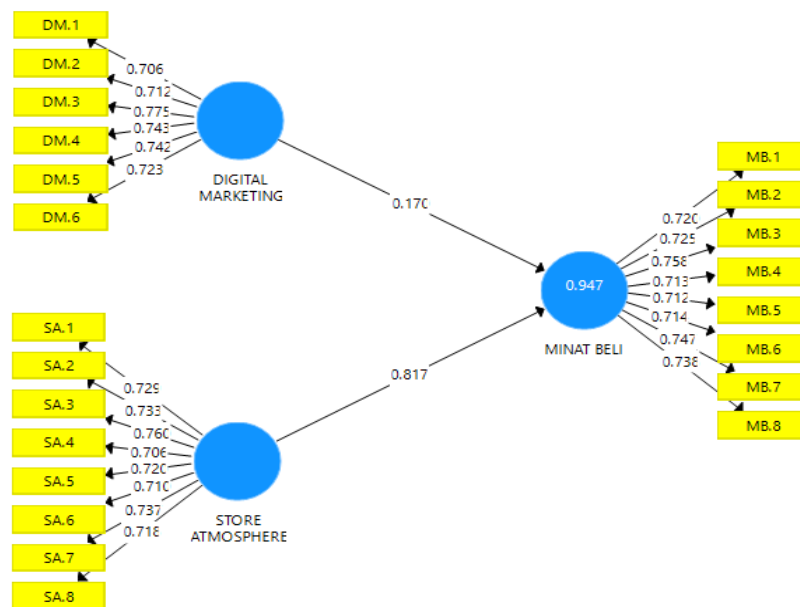


Figure 2 Evaluation of the Measurement Model. (Outer Model - Measurement Model).

**Hypothesis Test.**

The research hypothesis is a temporary answer to the formulation of research problems (Meiva, 2020). This test calculates the difference between the values of two variables in each case and tests whether the average difference is zero. The paired-samples T-test is also used to test the hypothesis that there is no difference between two variables. Data can come from two measures from the same subject or one measure from a pair of subjects (Muhid, 2020). The results of hypothesis testing can be seen in the table below:

Table 7. Path Coefficient and Hypothesis Testing.

	H	t-statistic	Result	P Values
DM -> MB	H1	3.635	Accepted	0.000
SA-> MB	H2	18.120	Accepted	0.000

Source: primary data processed, 2024.

Based on the calculation of the digital marketing hypothesis on buying interest, the t value is  $3.635 > t$  table 1.971 and the p value is  $0.000 < 0.05$  so that H1 is accepted, which means that the direct effect of digital marketing on buying interest has a significant effect. Meanwhile, for the test results of store atmosphere testing on buying interest with a t value of  $18,120 > t$  table 1,971 and a p value of  $0.000 < 0.05$  so that H2 is accepted, which means that the direct effect of store atmosphere on buying interest has a significant effect.

**Discussion.**

**Digital Marketing has a direct effect on Purchase Intention.**

Based on the hypothesis test, the t test results of the digital marketing variable (X1) have a partially significant effect on the purchase intention variable (Y) (Izzah Nur Masyithoh, 2021). Every cafe can certainly have an advantage in promoting its products, this is supported by attractive digital marketing so that it can potentially make the cafe better known to visitors. The impact of digital marketing is felt if the information disseminated is correct and easy to understand. The underlying indicators of digital marketing are traffic, conversio, enggement.



Consumers who visit cafes in Cirebon City are dominated by women, the majority of whom are active on social media. Digital marketing has changed the consumer's perspective on the advertising media delivered which can make it easier for consumers to find out information about the café and is the way companies manage and communicate with their customers and communities around the world is the key and necessary instrument to face the challenges that still exist in the field of marketing. The growth of cafes in the city of Cirebon is very fast, so café business actors need to pay attention to business strategies to attract consumer interest. The significant relationship between digital marketing and purchase intention shows that consumers are motivated to buy from websites that they find informative, easy to navigate, entertaining, and interesting.

This research is in line with previous research conducted by (Rachel Nadia, 2022) (Dewi, 2021) stated that good digital marketing management can have a positive effect on customer buying interest.

#### **Store Atmosphere has a direct effect on Purchase Intention.**

The results of hypothesis testing can be seen from table 7, the results showed that store atmosphere can affect consumer buying interest. Evidenced by the t-statistic obtained shows the number 18.120 which means positive and significant. This makes the store atmosphere have a close relationship to buying interest.

Store atmosphere is a very important characteristic for every business, especially stores, because consumers often judge a store on its first impression seen from the store's atmosphere, be it in the form of location, lighting, music, store colors, and layout. this plays a role in every creation of a comfortable atmosphere for consumers and makes consumers want to spend time lingering in the cafe so that it indirectly raises consumer buying interest to make purchases. And this is often also the reason why a consumer has an interest or not to shop at the store. Therefore, the better the management of the store atmosphere in a café, the more consumer buying interest will increase. The indicators underlying the store atmosphere are exterior, general interior, store layout, interior display.

The creation of a comfortable store atmosphere is one of the steps to attract customers, this is evidenced by the results of respondents dominated by women who come to the café who think that, the color of the building, spatial placement, and interior design are things that can affect creating a good first impression when visiting a café and buying interest will arise if consumers feel comfortable with the store atmosphere provided so that they spend a long time and are interested in making purchases.

This research is in line with previous research conducted by (Agus, 2023) (Albi, 2020) states that a good store atmosphere in a café can have a positive effect on customer buying interest.

#### **Conclusion.**

This study shows that the effect of digital marketing through store atmosphere on buying interest of café visitors in Cirebon City is positive and significant. This means that the more information that is disseminated through digital marketing, the more it affects the interest of visitors to come and buy. Likewise with the store atmosphere which contains positive and significant results and has an effect on buying interest. The better the café provides a good store atmosphere, the more visitors are interested in coming.

Business actors must pay attention to the strategies that will be used to market their products through digital marketing, good digital marketing management is a step to generate purchase interest. Another strategy is to pay attention to the store atmosphere or room arrangement, building color selection, and the maintenance of available facilities is something that can make a positive impression on consumers. And buying interest will arise if digital marketing is applied properly and pays attention to important elements of store atmosphere implementation.

For café consumers, other visitor reviews are needed to pay attention to the information that will be conveyed through online media such as advertising media in digital marketing, whether the information is right according to expectations, so as to generate interest in visiting the cafe. Meanwhile, cafe business actors can continue to innovate in digital marketing and gradually improve the store atmosphere so that visitors feel comfortable.

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