



# The Influence of Electronic Word of Mouth, Service Quality, and Cafe Atmosphere on Purchasing Decisions at Zozo Garden Coffeeshop

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Received: 21-12-2024  
Accepted: 22-01-2025  
Published: 22-02-2025



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**Abstract:** This research investigates how Electronic Word of Mouth, Service Quality, and Café Atmosphere influence purchasing decisions at Zozo Garden Coffeeshop in Bandar Lampung City. A quantitative approach with descriptive methods was employed, utilizing purposive sampling to select a sample of 96 respondents. Multiple linear regression analysis was used to process the data. Results from the t-test indicate that Electronic Word of Mouth significantly impacts purchasing decisions at Zozo Garden Coffeeshop. Likewise, Service Quality and Café Atmosphere also significantly affect purchasing decisions. The R Square value of 0.708 from the coefficient of determination test suggests that these three variables explain 70.8% of purchasing decisions, with the remaining 29.2% attributable to other factors outside the study's scope.

**Keywords:** Electronic Word of Mouth, Service Quality, Café Atmosphere, Purchasing Decisions

## Introduction

Indonesia's coffee industry has grown substantially, fueled by the increasing popularity of coffee among consumers (Kotler & Armstrong, 2016). Bandar Lampung, recognized as a key producer of premium Robusta coffee, has witnessed notable growth in its coffee shop sector. These establishments have transitioned from simple beverage outlets to multifunctional spaces that cater to social interactions, work, and leisure activities.

Despite this expansion, the coffee shop industry faces fierce competition, compelling businesses to implement creative marketing strategies to attract and retain customers. Electronic Word of Mouth (e-WOM) is an important factor in consumer behavior. It enables individuals to share their opinions and experiences about products and services through online platforms (Hennig-Thurau et al., 2004). Positive e-WOM boosts brand credibility and trust, ultimately influencing customers' purchasing decisions (Dwiputra, 2021).

In addition to e-WOM, service quality is a pivotal aspect that affects customer perceptions and satisfaction (Parasuraman, 2002). Factors such as skilled staff, efficient service, and polite interactions significantly enhance customer experiences, promoting

repeat visits and fostering loyalty (Pratminingsih, 2019).

Another crucial element influencing consumer purchasing behavior is the atmosphere of a cafe. Features like interior design, lighting, music, and overall ambiance evoke emotional responses in customers, enhancing their satisfaction and driving higher purchasing decisions (Rinova & Meilani, 2018).

This research explores the impact of e-WOM, service quality, and cafe atmosphere on purchasing decisions at Zozo Garden Coffeeshop in Bandar Lampung. By investigating these factors, the study aims to provide insights for businesses to refine their strategies, improve customer satisfaction, and remain competitive (Ezzahi, 2022).

## Research Method

### Research Design

This study employs a quantitative approach combined with a descriptive method to explore the effects of Electronic Word of Mouth (e-WOM), Service Quality, and Café Atmosphere on purchasing decisions at Zozo Garden Coffeeshop. The descriptive method systematically presents facts, characteristics, and relationships among consumer decision-making variables. This approach emphasizes the use of measurable data, enabling the application of statistical analysis for accurate and objective insights.

### Ethical Considerations

Participants in this research provided informed consent before participating in the survey. To uphold privacy and confidentiality, responses were collected anonymously. The study followed strict ethical guidelines, ensuring no sensitive or personal information was disclosed. Additionally, participants were informed that their participation was entirely voluntary and that they could withdraw at any time without any repercussions.

### Population and Sample

The research targeted individuals who visited Zozo Garden Coffeeshop in Bandar Lampung from September 2023 to September 2024. Using the Slovin formula, the required sample size was 96 respondents. A purposive sampling method was employed, and participants were selected based on specific criteria.

1. Customers who had visited Zozo Garden Coffeeshop at least once within the past six months.
2. Customers who had purchased during their visit.
3. Individuals who actively engage with digital platforms, enabling the evaluation of e-WOM's impact.

The chosen sample is deemed representative of the population, ensuring the data collected is reliable and suitable for subsequent analysis.

$$N = \frac{N}{1 + N(e)^2}$$

Where:

$n$  = Sample

$N$  = Population

$e$  = Margin Of Error (*error tolerance*)

Based on the above formula, the sample size to be used can be determined as follows:

$$\begin{aligned}
 n &= 8.156 \\
 e &= 0.10 \\
 n &= \frac{8.156}{1 + 8.156 \cdot (0.10)^2} \\
 n &= \frac{8.156}{1 + 8.156 \cdot 0.01} \\
 n &= \frac{8.156}{1 + 0.08156} \\
 n &= \frac{8.156}{1.08156}
 \end{aligned}$$

This sampling method guarantees that respondents possess relevant experiences and insights into the variables under investigation, enhancing the quality and relevance of the data collected.

### Data Collection Method

Primary data was gathered through a structured questionnaire, distributed via Google Forms, and through in-person surveys at the café. The questionnaire featured closed-ended questions using a five-point Likert scale (1 = strongly disagree to 5 = strongly agree) to measure consumer perceptions. The questionnaire was organized into the following sections:

- Demographic Information (age, gender, occupation, frequency of visits)
- Electronic Word of Mouth (e-WOM) (frequency of reviews, valence, credibility, and influence on purchasing decisions)
- Service Quality (reliability, assurance, responsiveness, empathy, and tangibles)
- Café Atmosphere (interior design, lighting, music, seating arrangements, and ambiance)
- Purchasing Decision (influence of product attributes, purchasing channels, and payment preferences)

## Research Variables and Measurement

### 1. Independent Variables (IVs)

#### Electronic Word of Mouth (X1)

- a. Frequency of reviews
- b. Valence (positive/negative sentiment)
- c. Credibility of online reviews
- d. Influence on purchasing decisions (Hennig-Thurau et al., 2004)

#### Service Quality (X2)

- a. Reliability (consistent service performance)
- b. Assurance (staff knowledge and courtesy)
- c. Responsiveness (timeliness in service delivery)
- d. Empathy (personalized attention to customers)
- e. Tangibles (physical aspects of the café, cleanliness, employee appearance) (Fajri et al., 2021)

#### Café Atmosphere (X3)

- a. Exterior and interior design
- b. Lighting and music
- c. Layout and seating arrangement
- d. Product display (Savira & Putro, 2020)

### 2. Dependent Variable (DV)

#### Purchasing Decision (Y)

- a. Product attributes
- b. Purchase channels (online vs. offline)
- c. Purchase duration (impulse vs. planned buying)
- d. Quantity of purchase
- e. Payment method (cash, digital wallet, credit card) (Arfah, 2022)

## Analytical and Statistical Procedures

The data collected was analyzed using SPSS version 23, following these statistical procedures:

1. Descriptive Analysis – Summarizing respondent demographics and variable distributions to provide an overview of consumer behavior patterns.
2. Validity and Reliability Testing – Evaluating the internal consistency and accuracy of survey items using Cronbach's Alpha ( $\geq 0.70$ ) to ensure reliability.
3. Classical Assumption Tests – These tests were conducted to confirm the applicability of regression analysis, ensuring that assumptions such as normality, multicollinearity, and homoscedasticity were met.
  - a. Normality Test (Kolmogorov-Smirnov test,  $p > 0.05$ ) to ensure data is usually distributed.
  - b. Multicollinearity Test (Variance Inflation Factor,  $VIF < 10$ ) to check for high correlations among independent variables.

- c. Heteroscedasticity Test (Glejser test) to verify homogeneity of variance.

### Multiple Linear Regression Analysis

This analysis examines the relationship between the independent variables (e-WOM, service quality, and café atmosphere) and the dependent (purchasing decision) variables. The regression model is specified as:

$$Y = \alpha + \beta X_1 + \beta X_2 + \beta X_3 + \beta X_1 X_2 X_3 Z + e$$

Where:

- Y: Purchasing Decision
- $\alpha$ : Constant ( $X = 0$ )
- $\beta$ : Regression coefficients
- $X_1$ : Electronic word of mouth
- $X_2$ : Service Quality
- $X_3$ : Cafe Atmosphere
- e: Error Term

### 4. Hypothesis Testing

- a. t-Test – This test is used to determine the individual impact of each independent variable on purchasing decisions. Statistical significance is assessed using p-values (\* $p < 0.05$ , \*\* $p < 0.01$ ).
- b. F-Test—This test evaluates the simultaneous effect of all independent variables on purchasing decisions, determining whether the model as a whole is statistically significant.
- c. Coefficient of Determination ( $R^2$ )—This statistic measures the proportion of variance in purchasing decisions explained by the independent variables. A higher  $R^2$  value indicates a more potent model's explanatory power.

### Research Validity and Reliability

Before conducting the full-scale data analysis, a pilot test was carried out with 30 respondents to assess the clarity and reliability of the questionnaire items. The reliability test produced a Cronbach's Alpha greater than 0.70, indicating that the survey items had high internal consistency and were reliable for further analysis.

## Result and Discussion

### Results

The analysis of the research data yielded the following findings, supported by comprehensive statistical tests:

### Descriptive Statistics

The descriptive analysis provides an overview of respondents' perceptions of Electronic Word of Mouth (e-WOM), service quality, café atmosphere, and purchasing

decisions. These statistics offer a general summary of consumer viewpoints, emphasizing patterns and trends in how these variables influence decision-making.

**Table 1.** Descriptive Statistics of Variables

Variable	Minimum	Maximum	Mean	Standard Deviation
e-WOM (X1)	3.00	5.00	4.12	0.58
Service Quality (X2)	3.20	5.00	4.18	0.61
Cafe Atmosphere (X3)	3.40	5.00	4.25	0.65
Purchasing Decisions (Y)	3.10	5.00	4.20	0.59

Source: Processed research data (2024)

The mean scores reveal that consumers rated all variables highly, with café atmosphere receiving the highest rating (Mean = 4.25), indicating its significant role in influencing purchasing decisions.

### Reliability and Validity Test

To ensure the reliability and validity of the data, Cronbach's Alpha and validity tests were performed.

**Table 2.** Reliability and Validity Result

Variable	Cronbach's Alpha	Validity (r-value)	Threshold
e-WOM (X1)	0.781	0.683	> 0.70
Service Quality (X2)	0.798	0.692	> 0.70
Cafe Atmosphere (X3)	0.812	0.701	> 0.70
Purchasing Decisions (Y)	0.825	0.720	> 0.70

Sumber: Hasil Pengolahan Data Primer, SPSS versi 23, (2024)

All variables exhibit high reliability (Cronbach's Alpha > 0.70) and validity ( $r > 0.70$ ), confirming the consistency and appropriateness of the measurement instruments.

### Normality Test

A normality test assessed whether the regression model's residuals followed a normal distribution. This step is essential for validating the regression analysis and ensuring the data meets the assumptions required for performing parametric statistical tests.

**Table 3.** Normality Test One-Sample Kolmogorov-Smirnov Test

One-Sample Kolmogorov-Smirnov Test		Unstandardized Residual
N		96
Normal Parameters <sup>a,b</sup>	Mean	.0000000
	Std. Deviation	2.90180639
Most Extreme Differences	Absolute	.060
	Positive	.041
	Negative	-.060
Test Statistic		.060
Asymp. Sig. (2-tailed)		.200 <sup>c,d</sup>
a. Test distribution is Normal.		
b. Calculated from data.		
c. Lilliefors Significance Correction.		
d. This is a lower bound of the true significance.		

Source: Primary Data Processing Results, SPSS version 23, (2024)

Since the p-value exceeds 0.05, the null hypothesis ( $H_0$ ) is accepted, indicating that the data follows a normal distribution. This confirms that the regression model satisfies the normality assumption and is appropriate for further analysis.

### Multicollinearity Test

A multicollinearity test was performed to examine whether there were significant correlations among the independent variables in the regression model. Multicollinearity occurs when independent variables are highly correlated, affecting the accuracy of regression coefficients and diminishing the model's reliability.

**Table 4.** Multicollinearity Test

Model		Unstandardized Coefficients		Standardized Coefficients	T	Sig.	Collinearity Statistics	
		B	Std. Error	Beta			Tolerance	VIF
1	(Constant)	5.507	2.381		2.313	.023		
	Electronic Word of Mouth	.228	.109	.187	2.084	.040	.395	2.530
	Kualitas Pelayanan	.322	.107	.345	3.013	.003	.242	4.137
	Suasana Café	.362	.096	.378	3.766	.000	.315	3.172
a. Dependent Variable: Purchasing Decisions								

The analysis revealed that all independent variables had Tolerance values greater than 0.10 and VIF values below 10, indicating no multicollinearity in the regression model. This result confirms that the independent variables are not highly correlated, allowing for a reliable interpretation of their individual and combined impacts on purchasing decisions.

### Heteroscedasticity Test

A heteroscedasticity test was conducted to assess whether the regression model's residuals exhibited constant variance across all levels of the independent variables. The presence of heteroscedasticity can lead to inefficient estimates and weaken the reliability of statistical conclusions in regression analysis.

**Table 5.** Heteroscedasticity Test

Coefficients <sup>a</sup>						
Model		Unstandardized Coefficients		Standardized Coefficients	T	Sig.
		B	Std. Error	Beta		
1	(Constant)	-.779	5.368		-.145	.886
	<i>Electronic Word Of Mouth</i>	-.081	.149	-.140	-.543	.593
	<i>Kualitas Pelayanan</i>	.060	.101	.144	.597	.558
	<i>Suasana Cafe</i>	.064	.097	.175	.661	.517
a. Dependent Variable: ABS_RES						

Source: Primary Data Processing Results, SPSS version 23, (2024)

The analysis revealed that the p-values for all independent variables exceeded 0.05, leading to the acceptance of the null hypothesis ( $H_0$ ). This outcome indicates that heteroscedasticity is absent in the regression model. Consequently, the assumption of homoscedasticity is satisfied, ensuring the validity and reliability of the statistical analysis.

### Multiple Linear Regression

A multiple linear regression analysis was performed to evaluate the influence of Electronic Word of Mouth ( $X_1$ ), Service Quality ( $X_2$ ), and Café Atmosphere ( $X_3$ ) on Purchasing Decisions ( $Y$ ) at Zozo Garden Coffeeshop.

**Table 6.** Multiple Linear Regression Result

		Coefficients <sup>a</sup>						
Model		Unstandardized Coefficient		Standardized Coefficients	T	Sig.	Collinearity Statistics	
		B	Std. Error	Beta			Tolerance	VIF
1	(Constant)	5.507	2.381		2.313	.023		
	<i>Electronic Word of Mouth</i>	.228	.109	.187	2.084	.040	.395	2.530
	<i>Kualitas Pelayanan</i>	.322	.107	.345	3.013	.003	.242	4.137
	<i>Suasana Café</i>	.362	.096	.378	3.766	.000	.315	3.172
a. Dependen Variabel: Keputusan pembelian								

Source: Primary Data Processing Results, SPSS version 23, (2024)

The estimated regression model is formulated as follows:

$$Y = a + b_1X_1 + b_2X_2 + b_3X_3 + e$$

$$Y = 5,507 + 0,228 (X_1) + 0,322 (X_2) + 0,362 (X_3) + 2,381$$

Where:

Y = Purchasing Decision

a = Constant

e = Standard Error

b = Regression Coefficient for Each Independent Variable

X<sub>1</sub> = Electronic Word of Mouth

X<sub>2</sub> = Service Quality

X<sub>3</sub> = Café Atmosphere

Based on the regression equation, the following insights can Be drawn:

1. If the independent variables—Electronic Word of Mouth (X<sub>1</sub>), Service Quality (X<sub>2</sub>), aNd Café Atmosphere (X<sub>3</sub>)—remain constant, the estimated value of Purchasing Decision (Y) is 5.507.
2. The regression coefficient for Electronic Word of Mouth (X<sub>1</sub>) is 0.228, suggesting that a 1% increase in this variable will lead to a 22.8% increase in Purchasing Decision. Conversely, a 1% decrease in Electronic Word of Mouth will result in a 22.8% decrease in Purchasing Decision, assuming all other variables remain constant.
3. The regression coefficient for Service Quality (X<sub>2</sub>) is 0.322. This indicates that a 1% improvement in Service Quality will lead to a 32.2% increase in Purchasing Decision. Similarly, a 1% decline in Service Quality will cause a 32.2% decrease in Purchasing decisions, with other variables held constant.

4. The regression coefficient for Café Atmosphere ( $X_3$ ) is 0.362, suggesting that a 1% improvement in Café Atmosphere will result in a 36.2% increase in Purchasing Decision. Conversely, a 1% reduction in Café Atmosphere will lead to a 36.2% decrease in Purchasing Decision, provided the other variables remain unchanged.

### Partial Test (t-Test) Results

Coefficients <sup>a</sup>								
Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.	Collinearity Statistics	
		B	Std. Error	Beta			Tolerance	VIF
1	(Constant)	5.507	2.381		2.313	.023		
	Electronic Word of Mouth	.228	.109	.187	2.084	.040	.395	2.530
	Kualitas Pelayanan	.322	.107	.345	3.013	.003	.242	4.137
	Suasana Cafe	.362	.096	.378	3.766	.000	.315	3.172

a. Dependen Variabel: Purchasing Decision

Source: Primary Data Processing Results, SPSS version 23, (2024)

1. Effect of Electronic Word of Mouth ( $X_1$ ) on Purchasing Decision (Y)

The alternative hypothesis ( $H_a$ ) suggests that Electronic Word of Mouth (e-WOM) positively and significantly impacts purchasing decisions at Zozo Garden Coffeeshop. The partial test results show a t-value of 2.084, which exceeds the critical t-table value of 1.986, with a significance level of 0.040 below the 0.05 threshold. Therefore,  $H_a$  is accepted, confirming that e-WOM significantly and positively influences purchasing decisions.

2. Effect of Service Quality ( $X_2$ ) on Purchasing Decision (Y)

The alternative hypothesis ( $H_a$ ) posits that Service Quality positively and significantly impacts purchasing decisions. The t-test results show a t-value of 3.013, exceeding the t-table value of 1.986, with a significance level of 0.003, below 0.05. Hence,  $H_a$  is accepted, demonstrating that improvements in service quality significantly enhance purchasing decisions at Zozo Garden Coffeeshop.

3. Effect of Café Atmosphere ( $X_3$ ) on Purchasing Decision (Y)

The alternative hypothesis ( $H_a$ ) suggests that Café Atmosphere positively and significantly impacts purchasing decisions. The analysis reveals a t-value of 3.766, more significant than the t-table value of 1.986, and a significance level of 0.000, well below 0.05. As a result,  $H_a$  is accepted, confirming that a favorable café atmosphere significantly influences purchasing decisions at Zozo Garden Coffeeshop.

### Simultaneous Test (F Test)

The F Test was conducted to evaluate the simultaneous influence of Electronic Word of Mouth ( $X_1$ ), Service Quality ( $X_2$ ), and Café Atmosphere ( $X_3$ ) on Purchasing Decision (Y) at Zozo Garden Coffeeshop.

### Hypothesis Formulation

- $H_0$  (Null Hypothesis):  $X_1$ ,  $X_2$ , and  $X_3$  do not simultaneously affect  $Y$ .
- $H_1$  (Alternative Hypothesis):  $X_1$ ,  $X_2$ , and  $X_3$  simultaneously have a significant effect on  $Y$ .

**Table 7.** Simultaneous Test (F Test)

ANOVA <sup>a</sup>						
Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	1940.961	3	646.987	74.409	.000 <sup>b</sup>
	Residual	799.946	92	8.695		
	Total	2740.906	95			

a. Dependen Variabel: Keputusan pembelian

b. Predictors: (*Constant*), Suasana Cafe, Electronic Word of Mouth, Kualitas Pelayanan

Source: Primary Data Processing Results, SPSS version 23, (2024)

- Since the F-value (74.409) exceeds the F-table value (2.70) and the significance level (p-value = 0.000) is less than 0.05, the null hypothesis ( $H_0$ ) is rejected.
- This result indicates that Electronic Word of Mouth, Service Quality, and Café Atmosphere collectively positively and significantly affect Purchasing Decisions at Zozo Garden Coffeeshop.
- The model is statistically valid, meaning that the independent variables explain variations in purchasing decisions.

### Coefficient of Determination

The Coefficient of Determination, as mentioned in the uploaded document, is a statistical measure used to assess how well a model explains and predicts the dependent variable. It is represented by the  $R^2$  value, which indicates the proportion of the variance in the dependent variable that is accounted for by the independent variables in the model. A higher  $R^2$  value indicates the model's more substantial explanatory power, meaning it is better at predicting the dependent variable.

**Table 8.** Coefficient Of Determination

Model Summary <sup>b</sup>				
Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.842 <sup>a</sup>	.708	.699	2.949

a. Predictors: (*Constant*), Suasana Cafe, Electronic Word of Mouth, Kualitas Pelayanan

b. Dependen Variabel: Keputusan pembelian

Source: Primary Data Processing Results, SPSS version 23, (2024)

Based on the coefficient of determination analysis presented in Table 4.15, the R Square value of 0.708 indicates that 70.8% of the variation in the dependent variable, purchasing decisions, is explained by the independent variables—Electronic Word of Mouth, Service Quality, and Café Atmosphere. The remaining 29.2% is attributed to other factors not included in this research model.

## Discussion

The findings of this study highlight the significant influence of Electronic Word of Mouth (e-WOM), Service Quality, and Café Atmosphere on purchasing decisions at Zozo Garden Coffeeshop. e-WOM was found to positively impact consumer decisions, aligning with the research by Hennig-Thurau et al. (2004) and Safitri (2019), emphasizing the role of positive online reviews and recommendations in building trust and mitigating perceived risks. This suggests that Zozo Garden should encourage customers to leave reviews on digital platforms to enhance its online reputation.

Service quality was identified as a key factor in purchasing decisions, consistent with the findings of Parasuraman (2002) and Santosa (2019), who emphasized that reliable and professional service improves customer satisfaction and loyalty. Zozo Garden should prioritize staff training and guarantee consistent service delivery across all interactions to ensure continued success.

The café atmosphere also significantly influenced consumer behavior, in line with Savira and Putro (2020) and Krisnaresanti (2022), who noted that a cozy and visually appealing environment encourages positive emotional experiences and repeat visits. While Zozo Garden has successfully cultivated an inviting atmosphere, further improvements could strengthen customer retention, such as updating decor and optimizing seating arrangements.

The  $R^2$  value of 0.708 indicates that the independent variables can explain 70.8% of the purchase decision variance. In comparison, the remaining 29.2% may be influenced by factors not included in the study, such as pricing, promotions, or customer demographics.

These findings contribute to theoretical frameworks like Parasuraman's service quality dimensions and Hennig-Thurau's e-WOM model while offering practical recommendations for Zozo Garden to foster positive e-WOM, focus on service quality, and continuously assess its café atmosphere. However, the study's focus on a single café in Bandar Lampung limits the generalizability of the results. Future research could explore additional factors such as pricing and promotional strategies and extend the scope to multiple locations for a broader perspective.

## Conclusion

This study examined the impact of Electronic Word of Mouth (e-WOM), Service Quality, and Café Atmosphere on purchasing decisions at Zozo Garden Coffeeshop in Bandar Lampung. The results lead to several key conclusions:

### 1. Electronic Word of Mouth (e-WOM):

e-WOM significantly influences purchasing decisions, showing that online reviews, recommendations, and customer discussions are crucial in shaping consumer behavior. Positive e-WOM helps build trust, reduces perceived risks, and increases the likelihood of customers making a purchase.

## 2. Service Quality:

Service quality at Zozo Garden significantly affects purchasing decisions. Reliability, responsiveness, assurance, empathy, and tangible elements are essential in creating a satisfying customer experience. High service quality not only encourages repeat visits but also enhances customer loyalty.

## 3. Café Atmosphere:

The café's atmosphere also significantly influences purchasing decisions. A welcoming environment, including attractive interiors, proper lighting, and comfortable seating arrangements, improves customer satisfaction, promotes longer stays, and increases purchases.

## 4. Overall Influence:

The coefficient of determination ( $R^2$ ) value of 0.708 indicates that e-WOM, service quality, and café atmosphere explain 70.8% of the variation in purchasing decisions. The remaining 29.2% is influenced by other factors not covered in this study, such as pricing strategies or promotional activities.

In conclusion, the study highlights the importance of cultivating positive e-WOM, offering exceptional service quality, and maintaining an inviting café atmosphere to improve customer satisfaction and encourage purchasing decisions. These insights offer practical implications for Zozo Garden and similar businesses, suggesting the need to implement strategies that align with evolving consumer preferences.

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