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## Electronic word of mouth, price, store atmosphere, and brand image on food purchasing decisions

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### ABSTRACT

This research aims to the culinary business is an activity of producing F&B that aims to be sold to consumers in the hope of getting the maximum possible profit. Kober Mie Setan Branch of Dewi Sri is a well-known culinary business in Bali. Instagram is used by Kober Mie Setan, Dewi Sri Branch to promote the products it sells using the electronic word- of-mouth method. Communication via the internet was carried out by Kober Mie Setan, Dewi Sri Branch, to discuss product issues, one of which was price. Prices are inseparable from the store atmosphere. Mie Setan Kober created a new slogan, namely "Founders are not imitators". This creates a new brand image that is different in the minds of consumers. Consumers consider existing factors before buying a product in different ways according to generations. The purpose of this study was to determine the effect of electronic word of mouth, price, store atmosphere, and brand image on food purchasing decisions partially at the research location of Kober Mie Setan, Dewi Sri Branch. The population in this study are Generation Z consumers of Kober Mie Setan, Dewi Sri Branch. The number of samples in this study was determined using the Hair et al formula, so 125 respondents were obtained with the provisions of the sample criteria for this study. The research hypothesis was tested with the SmartPLS application. The results of this study indicate that the variables electronic word of mouth, store atmosphere, and brand image partially have a positive and significant effect on purchasing decisions and price has no effect on purchasing decisions.

**Keywords:** Electronic Word of Mouth, Price, Store Atmosphere, Brand Image, Purchase Decision, Generation Z

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### INTRODUCTION

Bali's economic growth increased in 2022, based on Q3 year-over-year data. Bali.bps.go.id (2022) reports that this growth was dominated by the provision of accommodation and food and beverages. Accommodation and food and beverages contributed 18.43% of the GDP, followed by agriculture, forestry, and fisheries at 14.81%. Accommodation and food and beverage providers also achieved the second-highest year-over-year growth. Accommodation and food and beverage providers increased by 25.69%, followed by transportation and warehousing, which grew by 35.37%. The growth rate of the accommodation and food and beverage sector in the third quarter of 2022 reached its highest point, after surpassing its lowest point in the third quarter of 2020, which was -34.72%.

As time goes by, people's tendency to eat out has increased for various practical and economic reasons. The food industry is one that is constantly evolving, adapting to changing times and consumer tastes and needs, including restaurants. The culinary business involves producing food and beverages, which are then sold to consumers with the goal of maximizing profits (Handika, 2018).

Kober Mie Setan, Dewi Sri Branch, is a culinary business located in Bali. Kober Mie Setan, Dewi Sri Branch, is now well-known on social media platforms like Instagram. As of November 13, 2022, Kober Mie Setan, Dewi Sri Branch, had around 11,400 followers. Kober Mie Setan, Dewi Sri Branch, uses Instagram to promote its products through electronic word of mouth. According to Arif (2021) electronic word of mouth is social communication via the internet conducted by consumers in the form of conveying or receiving information about a product or service. Research conducted by Yulindasari (2022) explains that partially, electronic word of

mouth has a positive and significant effect on purchasing decisions. This research is also supported by T. Auriel (2022), who explains that partially, electronic word of mouth has a positive and significant effect on purchasing decisions.

The online social communication conducted by Kober Mie Setan, Dewi Sri Branch, and consumers discussed product-related issues, including price. The average price set by Kober Mie Setan, Dewi Sri Branch, is 11,000 rupiah. According to C.M. Gunarsih et al. (2021), price is the amount of money needed as a medium of exchange to obtain a combination of products and services. Research by Soleha et al. (2022) found that partially, price significantly influences purchasing decisions, whereby an increase in price leads to an increase in purchasing decisions.

The prices set by Kober Mie Setan at the Dewi Sri branch are inseparable from the store atmosphere indicator. Kober Mie Setan at the Dewi Sri branch was previously claimed to be the largest Kober Mie Setan in Bali with a land area of up to 2,000 m<sup>2</sup>. Kober Mie Setan at the Dewi Sri branch displays food and drink menus with scary names, this is intended to arouse the curiosity of buyers. The store atmosphere at the Dewi Sri branch of Kober Mie Setan is suitable for people who like to chat long with friends and family. There is an air-conditioned room, an outdoor area, and a balcony for consumers to eat there. According to M.L. Khais (2021), store atmosphere influences shoppers' emotional states, which can lead to or influence purchases. Hartini & Hartelina (2022) argue that store atmosphere is a store or environment that influences consumers' responses or perceptions and stimulates their five senses. Research conducted by I.K.A.S. Suryagana (2021) and H.S. Hidayat et al. (2021) demonstrated a significant partial influence of store atmosphere on purchasing decisions.

This eatery offers two main dishes: Mie Iblis and Mie Setan. These dishes vary in spiciness, ranging from 12 to 60 chilies. The drinks also have unique names like Genderuwo, Pocong, Sundel Bolong, Kuntilanak, and Tuyul. Kober Mie Setan's brand image, built by combining spicy food with scary menu names, is a distinguishing factor. But in early 2016, a competitor, Kober Mie Setan, emerged with a nearly identical concept. Kober Mie Setan challenged its competitors with its new slogan " Pendiri bukan pengekor". This created a new, distinct brand image in the minds of consumers. According to L. Dairina (2022), brand image represents the overall response to a brand. It is also explained that brand image refers to the image of a product that will influence the minds of consumers en masse. V.F. Pratamasari (2022) argues that a brand's existence in the market influences whether or not it is recognized by the public. Research conducted by Anggraini, Andayani, and Mulyati (2022) found that brand image partially has a significant influence on purchasing decisions.

Consumer purchasing decisions are a process of selecting one of several alternative solutions to a problem, followed by concrete follow-up actions, followed by an evaluation stage to determine the next course of action (Lengkawati & Saputra, 2021). Julian Aryandi & Orsandi (2020) explain that in making purchasing decisions, consumers always consider various factors before purchasing a product. Each generation responds to these factors differently. According to Beresfodresearch.com (2022), there are several generations when categorized by age range and birth year.

	Born	Ages
<b>Gen Z</b>	1997 - 2012	10 - 25
<b>Millennials</b>	1981 - 1996	26 - 41
<b>Gen X</b>	1965 - 1980	42 - 57
<b>Boomers II*</b>	1955 - 1964	58 - 67
<b>Boomers I*</b>	1946 - 1954	68 - 76
<b>Post War</b>	1928 - 1945	77 - 94
<b>WWII</b>	1922 - 1927	95 - 100

**FIGURE 1. Generation Classification (2022)**

Source: Beresfodresearch.com (2022)

According to Kotler et al. (2022), Generation Z is a generation born when the internet was already mainstream, so they are considered the first digital generation. Kotler et al. (2022) explain that they are always connected to the internet through digital devices to learn, hunt for news, network, and shop on social media. Due to their relatively higher willingness to share personal information than older generations, Generation Z wants brands to be able to deliver personalized content, offers, and customer experiences. It is also stated that by 2025, Generation Z will make up the largest part of the workforce and therefore they will be the most significant market for products and services.

Based on the description of the phenomenon, this study aims to determine the partial influence of electronic word of mouth, price, store atmosphere, and brand image on Generation Z's food purchasing decisions at Kober Mie Setan, Dewi Sri Branch.

## LITERATURE REVIEWS

### Electronic Word of Mouth

According to M. Arif (2021), electronic word of mouth is social communication via the internet conducted by consumers in the form of conveying or receiving information about a product or service. Kameswara & Respati (2022) also stated that social media and product reviews are the most common forms of e-WOM, and consumers seek out such platforms when gathering pre-purchase product information and forming purchase intentions.

According to A. Mariska (2022), the application of electronic word of mouth with social media can reach a wider community more efficiently. Apriastuti, Anggraini, and Ribek (2022) explained that due to greater accessibility and high reach where consumers use internet media with the aim of sharing their own experiences with a brand, product, or service that they have experienced themselves, electronic word of mouth is considered more effective than word of mouth. According to Mahaputra & Setiawan (2019), the indicators of electronic word of mouth are as follows:

- Information: This indicator represents the online information sources provided about e-commerce or by e-commerce to consumers at large.
- Knowledge: This indicator represents the ability of social media as an online information source to provide knowledge to consumers about e-commerce.
- Answer: This indicator represents the ability of social media as an online information source to provide answers to consumer questions about e-commerce.
- Reliability: This indicator represents the correspondence between the information consumers obtain online through social media and reliable reality regarding e-commerce.

According to B. Pambudi (2022) the electronic word of mouth indicators are as follows:

- Intensity: Electronic word of mouth intensity is the number of opinions typed by consumers within a social networking cycle. Intensity consists of the following indicators:
  - a) Frequency of accessing information from the site.
  - b) Frequency of interaction with social networking site users.
  - c) Number of reviews written by social networking site users.
- Positive Valence: Positive valence is the number of positive consumer opinions about a product, service, or brand. Indicators of positive valence are:
  - a) Positive comments from social networking site users
  - b) Recommendations from social networking site users.
- Negative Valence: Negative valence is the number of negative consumer opinions about a product, service, or brand.
- Content: Content is the information contained on social networking sites related to products and services. Content consists of the following indicators:
  - a) Product variety information
  - b) Product quality information
  - c) Product price information

### Price

According to C.M. Gunarsih et al. (2021), price is the amount of money needed as a medium of exchange to obtain a combination of products and services. According to Adwan et al. (2022), companies that create a product in their production process require facts regarding the total costs used in publishing these products and are also expected to be able to calculate and determine the appropriate cost of goods sold and the resulting product. It is also explained that prices are not determined based on estimates alone, but with careful calculations. The price indicators used according to A. Firmansyah (2022) are:

- Price Appropriate to Benefits: A product must have a price that aligns with its benefits.
- Price and Benefit Perception: Companies must be precise in determining the price of a product. Companies must be able to create a perception among consumers that the product's price is appropriate for the benefits they receive.
- Affordable Prices: Products that want to thrive in the market are usually those that are affordable for consumers. Affordable prices tend to attract public interest in purchasing the product.
- Price Competition: One reason companies must determine the right price is not only to sell well in the market but also to compete with competitors. If a company does not set the right price, it risks losing out

to similar products.

- Price Appropriateness to Quality: One important thing for companies to pay attention to is determining a product that aligns its price with its quality. If a company can achieve this, the product will usually sell well in the market and grow rapidly.

Sukmawati et al. (2022) in determining prices used the following indicators:

- a) Price Affordability
- b) Price Competitiveness
- c) Price Matching Product Quality
- d) Discounts
- e) Price Matching Benefits

### Store Atmosphere

Hartini & Hartelina (2022) argue that store atmosphere is a store or environment that influences consumer responses or perceptions and stimulates their five senses. H.S Hidayat et al. (2021) further explain that the impact of store atmosphere can create a new impression on buyers to increase their purchases or just buy a little or also have no intention of returning to the place to buy. According to D.R. Jannah (2022) is a store atmosphere that is designed according to plan through the interior appearance, exterior, layout, internal traffic of the store, comfort, store temperature, good service, music, uniforms, facilities, unique design, and so on which can create an attraction for consumers so that consumers feel comfortable and increase their desire to buy. Mochamad (2022) defines store atmosphere as the activity of designing an attractive store environment that creates an impression on consumers. This activity can be achieved through visual communication, lighting, color, music, and aroma. According to Mochamad (2022), store atmosphere indicators are as follows:

- Visual Communication: Visual communication consists of graphics and signs used to help increase sales by providing product information and suggesting specific items or purchases.

- Lighting: Good store lighting is useful for illuminating the space, highlighting merchandise, sculpting the space, capturing a mood or feeling that can enhance the store's image, and minimizing unattractive permanent features.

- Color: Creative use of color can enhance a retailer's image and help create a mood.

- Music: Music is easy to change and customize to suit the store's atmosphere. Many commercial establishments offer services to change the company's music throughout the day to reflect different consumer tastes.

- Scent: Smell has a significant impact on human emotions. Certain scents can put consumers in a better mood or encourage them to spend more time in the store.

According to Evans (2013) the store atmosphere indicators are as follows:

- Exterior: The exterior can build trust and goodwill among consumers by showcasing the beauty and sturdiness of the storefront. Exterior elements include:

- a) Storefront
- b) Marquee
- c) Height and Size Building
- d) Entrance
- e) Parking
- f) The environment around the shop

- General interior: General interior is the visual optimization of the interior of a store by designing the interior of the store. The elements of the general interior consist of:

- a) Flooring
- b) Colors and Lighting
- c) Fixtures
- d) Temperature
- e) Width of Sales
- f) Personnel
- g) Merchandise
- h) Levels and Displays
- i) Cleanliness
- j) Cashier

- Store layout: Store layout is designed based on the space requirements available in the store and is designed according to the space program. Store layout elements consist of:

- a) Floor space allocation, for example: sales floor, merchandise floor, and personnel room.
- b) Product groupings, which can be grouped based on product functionality, purchasing motivation, and market segment.
- c) Traffic flow, which consists of straight and curved traffic flows

- Interior displays: These are signs that provide information to consumers and influence the atmosphere around the store. The primary purpose of these signs is to increase sales and profits. Interior display elements include:
  - a) Assortment Displays are interior displays used for a variety of different products.
  - b) Theme-Setting Displays are interior displays that use specific themes to create a store atmosphere.
  - c) Ensemble Displays are interior displays used for a set of products from a combination of various products.
  - d) Rack Displays are interior displays that serve as holders or hangers for products intended for consumers.
  - e) Posters, Signs, and Cards Displays are interior displays that provide information about the location of items within the store.

### **Brand Image**

According to Firmansyah & Purwanto (2022), brand image is formed based on public perception of the output or product produced. Therefore, a good brand name adds value to a company by increasing consumer awareness of a particular brand. According to L. Dairina (2022), brand image is a form that represents the overall response to a brand. It is also explained that brand image refers to the image of a product that will influence the minds of consumers massively. R.P.Y.B. Sinaga (2022) argues that in building a brand image, companies must create awareness of the product or service brand created to attract consumer attention, such as by creating quality products to create a positive brand image and differentiate them from competitors' products. According to A. Erina et al. (2022), it is necessary to provide an identity that sticks in the minds of consumers so that the product can be recognized. There are six brand elements, namely:

- Memorability: This element means that the product must be easily recognized and remembered.
- Meaningfulness: This element means that the product can impress by clearly explaining, both descriptively and persuasively, its relationship to a product.
- Likeability: The shape, color, or name of the product must be formulated attractively to attract consumer attention and also have good aesthetic value.
- Transferability: A brand element should be able to be used for broader business purposes.
- Adaptability: A brand element has a flexible time span.
- Protectability: When a brand element is selected, the result of that choice must be protected legally and in order to maintain an internationally competitive image.

According to Kotler & Armstrong (2014) brand image indicators are as follows:

- Corporate Image: Corporate image is the associations consumers have with a company producing a product or service. These elements include:
  - a) Reputation
  - b) Credibility
  - c) Networks
- User Image: User image is the associations consumers have with a product or service. These elements include:
  - a) Personality
  - b) Lifestyle
  - c) Social status
- Product Image: Product image is a set of associations consumers have with a product. These elements include:
  - a) Product attributes
  - b) Consumer benefits
  - c) Guarantees

### **Purchase Decision**

According to Ammah and Sudarwanto (2022), purchasing decision is an attitude or action in the form of evaluating several alternative choices and making that choice to make a purchase. According to Sitanggang & Damiyana (2022), a purchasing decision is the final reaction of a consumer to purchase a product or service based on several alternative solutions, which is carried out consciously by analyzing the existing possibilities of these alternatives along with their consequences and the final decision to consciously purchase the product or service at an agreed price. M. Sofyan et al. (2022) explain that the purchasing decision process is a process that consumers go through through five stages, starting with problem recognition, followed by information search, evaluation of alternatives that can solve the problem, purchasing decision, and post-purchase behavior, which begins long before the actual purchase is made by the consumer and has a long-lasting impact afterward. According to Cesariana et al. (2022),

the purchasing decision indicators are as follows:

- Problem recognition. This is the stage where consumers identify the right brand to meet their needs.
- Information search. This stage involves consumers seeking information about brands through various media to learn about their brand's advantages.
- Alternative evaluation. This is the stage where consumers evaluate alternative brands to determine the most suitable brand.
- Purchase decision. This is the stage where consumers feel confident in making a decision about a brand.
- Post-purchase behavior. This is the stage where positive/negative perceptions emerge from consumers after using the product of the purchased brand.

## Generation Z

Schmidt (2019) states that a generation is a group of individuals who identify groups based on their birth year, age, location, and life events that have a significant influence on their growth phase. Kotler et al. (2022) explain that currently there are 5 generational groups living together, namely, Baby Boomers, Generation X, Generation Y, Generation Z, and Generation Alpha. Kotler (2022) explains that Generation Z was born when the internet was already mainstream, so they are considered the first digital generation. It is also explained that they are always connected to the internet through digital devices for shopping, learning, and networking on social media. Generation Z has similarities with Generation Y, but Generation Z is able to apply all activities at once such as tweeting using a mobile phone, browsing with a mobile device, and listening to music using a headset. Everything they do is mostly related to the virtual world. Since childhood, Generation Z has been familiar with technology and is familiar with sophisticated gadgets that indirectly influence their personality. At this age, Generation Z is categorized as teenagers who at this age experience rapid changes in physical, emotional, social, moral and intellectual. Adolescents are divided into three categories of adolescence: early adolescence aged 12-15 years, middle adolescence aged 15-18 years, and late adolescence aged 18-21 years (Monks, et al. 2020).

## METHODS

The type of data used in this study is quantitative. The research location used in this study is Kober Mie Setan, Dewi Sri Branch, located at Jalan Dewi Sri No. 15, Banjar Abianbase, Kuta, Badung, Bali. In this study, the population is Generation Z consumers of Kober Mie Setan, Dewi Sri Branch. The number of research population, namely Generation Z consumers of Kober Mie Setan, Dewi Sri Branch, is unknown.

Purposive sampling was applied as a sampling technique by the researcher. The sample criteria in this study include:

- Own the app, Google Maps, GoFood, or Instagram
- Aged 13-25 years old
- Have seen information about Kober Mie Setan Dewi Sri Branch on Google Maps, GoFood, or Instagram
- Have made at least one purchase

The number of the research population is not known with certainty, so in determining the number of samples using the formula of Hair et al., namely a minimum sample size of 5 to 10 multiplied by the number of indicators, then the calculation of sampling in this study is  $5 \times 25 = 125$ . 125 respondents of Generation Z consumers of Kober Mie Setan, Dewi Sri Branch who have seen information about Kober Mie Setan, Dewi Sri Branch via Google Maps, GoFood, or Instagram and have made a purchase at least once became the sample in this study. The data collection technique used in this study is a questionnaire. This questionnaire will be given to Generation Z consumers of Kober Mie Setan, Dewi Sri Branch. Then the questionnaire is measured with a Likert scale, where respondents can choose the available statements according to their wishes as follows:

- Strongly Agree: given a score of 4
- Agree: given a score of 3
- Disagree: given a score of 2
- Strongly Disagree: given a score of 1

The instrument in this study is a questionnaire containing five (5) variables which will be measured using indicators for each variable: electronic word of mouth, price, store atmosphere, brand image, and purchasing decisions which are processed using SmartPLS software.

## RESULTS AND DISCUSSION

### Results

The data for this study was obtained from Through purposive sampling, the sample size used in this study was 125 respondents. All respondents in this study filled out their identity information, including name, gender, and age. The profiles of the 125 participating respondents can be seen in the table below.

**a) Respondents Demographics Based on Gender**

**TABLE 1. Respondents Demographics Based on Gender**

No.	Gender	Total Number	Percentage %
1.	Male	75	60%
2.	Female	50	40%
<b>Total</b>		125	100%

*Source: Primary data processing results (2022)*

Table 1 shows the profile of the research respondents based on gender. It is known that the sample consisting of Generation Z consumers of Kober Mie Setan, Dewi Sri Branch, who have seen information about Kober Mie Setan, Dewi Sri Branch, through Google Maps, GoFood, or Instagram and have made at least one purchase consists of 75 male respondents and 50 female respondents. Based on Table 1, it can be concluded that the majority of respondents in this study are Generation Z males who are consumers of Kober Mie Setan, Dewi Sri Branch, with a percentage of 60%. Respondents in this study were 100% aged 13-25 years.

**b) R-Square (Coefficient of Determination)**

**TABLE 2. R-Square Results**

	R Square	R Square Adjusted
<b>Purchase Decision</b>	0.720	0.711

*Source: Data processing results (2022)*

Based on Table 2, it can be seen that the coefficient of determination R-square of the purchasing decision variable is 0.720. This result indicates that 72% of the purchasing decision variable can be influenced or explained by the variables of electronic word of mouth, price, store atmosphere, and brand image. The R-square value of 0.72 or 72% can be said that the predictive power of the research model is classified as moderate because the value exceeds 50% but is still below 75% while the remaining 28% (100% - 72%) is influenced by other factors outside the research model.

**c) T-Statistic Value**

**TABLE 3. Bootstrapping Results**

	Original Sample (O)	Sample Mean (M)	Standard Deviation (STDEV)	T Statistics ( O/STDEV )	P Values
<b>Brand Image -&gt; Purchase Decision</b>	0.589	0.585	0.113	5.201	<b>0.000</b>
<b>Electronic Word of Mouth -&gt; Purchase Decision</b>	0.168	0.170	0.086	1.958	<b>0.025</b>
<b>Price -&gt; Purchase Decision</b>	-0.033	-0.033	0.107	0.304	<b>0.381</b>
<b>Store Atmosphere -&gt; Purchase Decision</b>	0.171	0.173	0.096	1.779	<b>0.038</b>

Based on the results of the bootstrapping analysis in Table 3, the relationship between the independent variables and the dependent variable in this study can be explained. Table 3 shows that the path values obtained for electronic word of mouth, store atmosphere, and brand image on purchasing decisions are positive, while price has a negative value on purchasing decisions. The results of the bootstrapping analysis also show that not all hypotheses can be accepted, where the t-statistic and p-values obtained are greater than the t-table of 1.65 and below the significance value of 0.05. The results of the analysis show that the relationship between price and purchasing decisions obtained a t-statistic value below 1.65 with a p-value above 0.05, so the hypothesis is rejected.

## Discussion

### The Influence of Electronic Word of Mouth on Purchasing Decisions

The first hypothesis in this study reveals that electronic word of mouth has a positive and significant effect on purchasing decisions. The results of the bootstrapping analysis show that the path coefficient value of the latent variable electronic word of mouth on purchasing decisions is 0.168 or a positive effect of 16.8% on the construct of purchasing decisions. The t-statistic value obtained based on the results of the bootstrapping analysis also shows a value greater than the t-table value (1.65) which is 1.958. The p-values obtained are smaller than the significance level  $\alpha$  (0.05) which is 0.000. All of these analysis results prove that the relationship between electronic word of mouth and purchasing decisions is statistically proven to be positive and significant, so that the first hypothesis can be accepted.

Electronic word of mouth is a marketing strategy that uses social communication via the internet to convey or receive information about a product. This is proven by the fact that Kober Mie Setan's Instagram account, Dewi Sri Branch, is able to become a source of information for Generation Z consumers of Kober Mie Setan's Instagram account, Dewi Sri Branch. Information provided about Kober Mie Setan's food through Instagram increases Generation Z's food purchasing decisions. The application of electronic word of mouth through social media can reach a wider audience efficiently.

### The Influence of Price on Purchasing Decisions

The second hypothesis in this study reveals that price has no effect on purchasing decisions. The results of the bootstrapping analysis show that the path coefficient value of the latent variable price on purchasing decisions is -0.033 or has a negative effect of 3.3% on the construct of purchasing decisions. The t-statistic value obtained based on the results of the bootstrapping analysis shows a value smaller than the t-table value (1.65) which is 0.304. The p-values obtained are greater than the significance level of  $\alpha$  (0.05) which is 0.381. Therefore, it can be said that the relationship between price and purchasing decisions is statistically proven to be negative and has no effect, so the second hypothesis is rejected.

Price is the amount of money needed as a medium of exchange to obtain a number of combinations of products and services. The affordable price of Kober Mie Setan food at Dewi Sri Branch has not been able to increase food purchasing decisions by Generation Z. Many competitors of Kober Mie Setan at Dewi Sri Branch sell similar spicy noodle foods such as Indomie Seleraku on Jalan Pemogan at a cheaper price and there are also competitors who sell food at a more expensive price but promise better taste and quality than Kober Mie Setan at Dewi Sri Branch (Rating 4.5/5) such as Mie Kriting Awie Denpasar (Rating 4.7/5) However, this does not affect the decrease in purchasing decisions for Kober Mie Setan at Dewi Sri Branch. The more competitors who sell food at affordable prices, this does not affect the purchasing decision for Kober Mie Setan at Dewi Sri Branch.

### The Influence of Store Atmosphere on Purchasing Decisions

The third hypothesis in this study reveals that store atmosphere has a positive and significant effect on purchasing decisions. The results of the bootstrapping analysis show that the path coefficient value of the latent variable store atmosphere on purchasing decisions is 0.171 or can be interpreted as a store atmosphere that has a positive effect of 17.1% on the construct of purchasing decisions. The t-statistic value obtained based on the results of the bootstrapping analysis also shows a value greater than the t-table value (1.65) which is 1.779. The p-values obtained are smaller than the significance level of  $\alpha$  (0.05) which is 0.038. All of these analysis results prove that the relationship between store atmosphere and purchasing decisions is statistically proven to be positive and significant, so that the third hypothesis can be accepted.

Store atmosphere is an activity of designing an attractive store environment and giving an impression to consumers, this activity can be done by means of visual communication, lighting, color, music, and aroma. Kober Mie Setan Dewi Sri Branch by creating an attractive exterior appearance can increase purchasing decisions of Generation Z Consumers. Kober Mie Setan Dewi Sri Branch displays the main menu and discounts with a large monitor that can increase consumer purchasing decisions because it makes it easier for consumers to choose the menu.

### The Influence of Brand Image on Purchasing Decisions

The fourth hypothesis in this study reveals that brand image has a positive and significant effect on purchasing decisions. The results of the bootstrapping analysis show that the path coefficient value of the latent variable brand image on purchasing decisions is 0.589 or can be interpreted as brand image has a positive effect of 58.9% on the construct of purchasing decisions. The t-statistic value obtained based on the results of the bootstrapping analysis also shows a value greater than the t-table value (1.65) which is 5.201. The p-values obtained are smaller than the significance level  $\alpha$  (0.05) which is 0.000. All of these analysis results prove that the relationship between brand image and purchasing decisions is statistically proven to be positive and significant, so that the fourth hypothesis can be accepted.

Brand image is formed based on public perception of the output or product produced so that good image naming provides added value to the business, because it can increase the level of consumer sensitivity to a brand so that this also increases purchasing decisions. Kober Mie Setan, Dewi Sri Branch, builds the perception of Generation Z consumers by creating scary food names to increase consumer interest in it to encourage purchasing decisions. The high level of popularity of Kober Mie Setan, Dewi Sri Branch, also increases food purchasing decisions by Generation Z. The better the brand image of Kober Mie Setan, Dewi Sri Branch, the more food purchasing decisions by Generation Z increase.

## CONCLUSIONS AND SUGGESTION

### Conclusions

Based on the research results and comprehensive discussion, it can be concluded that electronic word of mouth has a positive and significant effect on purchasing decisions. This indicates that the increasing intensity, quality, and credibility of electronic word of mouth carried out by consumers towards Kober Mie Setan, Dewi Sri Branch, through various digital media, such as social media and online review platforms, will further improve consumer purchasing decisions. These findings indicate that information, recommendations, and experiences shared by other consumers play a significant role in influencing consumer perceptions and beliefs, especially those of Generation Z, in determining purchasing decisions.

Furthermore, the price variable in this study did not influence purchasing decisions. This can be interpreted as indicating that the increasingly better, competitive, and affordable pricing set by Kober Mie Setan, Dewi Sri Branch, does not necessarily directly increase purchasing decisions among Generation Z consumers. This finding indicates that Generation Z consumers tend not to consider price as the main factor in making purchasing decisions, but rather consider other factors such as the experience, atmosphere, and brand image offered by the restaurant.

Furthermore, store atmosphere has been shown to have a positive and significant impact on purchasing decisions. These results indicate that the better the store atmosphere created by Kober Mie Setan, Dewi Sri Branch, including layout, lighting, cleanliness, comfort, and interior design, the more it will increase consumer interest and purchasing decisions. An attractive and comfortable store atmosphere can create a positive experience for consumers, thus encouraging them to make purchases and potentially make repeat visits.

Finally, brand image has also been shown to have a positive and significant influence on purchasing decisions. This shows that the better the brand image of Kober Mie Setan, Dewi Sri Branch, in the minds of consumers, the higher the purchasing decisions made by Generation Z consumers. A strong, unique, and memorable brand image can foster consumer trust and loyalty, thus encouraging consumers to choose Kober Mie Setan, Dewi Sri Branch, compared to similar competitors.

### Suggestion

This research is expected to provide academic contributions in the form of additional insight and development of science, particularly in the field of marketing management, with a focus on the culinary industry. The results of this study are expected to enrich theoretical studies on consumer behaviour, particularly related to factors that influence purchasing decisions, such as electronic word of mouth, price, store atmosphere, and brand image. Furthermore, this research is expected to serve as a reference and comparison material for similar and other relevant research, thus supporting the development of more comprehensive and applicable marketing theories and concepts in the context of the culinary business.

For further researchers, the results of this study are expected to be used as a reference and source of relevant scientific information regarding the influence of electronic word of mouth, price, store atmosphere, and brand image on food purchasing decisions among Generation Z consumers. This study is also expected to be a reference in developing further research, either by expanding the research object, adding other variables that have the potential to influence purchasing decisions, or using different research methods and approaches, so that they can produce more in-depth, varied, and sustainable findings.

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