# The Influence of Digital Marketing, Store Atmosphere, and Product Variation on Purchase Decisions at Warung Mina Dalung

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**Abstract:**

**Purpose:**
The development of tourism in Bali has changed consumer consumption patterns, triggering intense competition in the accommodation, restaurant, and cafe industry. This requires businesses to innovate their marketing strategies to win. This study aims to evaluate the impact of digital marketing, store atmosphere, and product variety on purchasing decisions, using a case study of Warung Mina Dalung.

**Methodology:**
The sampling technique used was accidental sampling with 96 respondents and multiple linear regression analysis. Data were collected through observation, interviews, questionnaires, and literature review, and analyzed using validity and reliability tests and multiple linear regression analysis using SPSS.

**Findings:**
The findings show that all three tested variables significantly influence purchasing decisions, both simultaneously and partially. The three observed factors explain 26.9%, while other factors influence 73.1%.

**Implication:**
Multiple linear regression analysis shows that digital marketing, store atmosphere, and product variety significantly influence purchasing decisions, with a positive influence at Warung Mina Dalung.

## INTRODUCTION

The island of Bali, known as one of the world's most popular tourist destinations, has experienced rapid growth in its tourism industry. This has had a significant impact on local consumption patterns. This transformation demonstrates a shift towards Western cultural influences along with the expansion of the restaurant and cafe industry. Fierce competition in this sector requires entrepreneurs to apply creativity and innovation in their marketing strategies to remain competitive and attract customers (Sucipto, 2022). Consumer purchasing decisions are influenced by various factors, including personal, product, situational, and online factors. Personal factors include age, occupation, and lifestyle, while product factors involve quality and price. Situational factors relate to consumer engagement and market offerings, while in the online context, digital marketing plays a significant role (Kotler et al., 2019).

Digital marketing utilizes digital platforms to promote products or services, encompassing techniques such as online advertising and search engine optimization (SEO). Research shows that digital marketing has a significant impact on purchasing decisions, with some studies supporting its positive influence, while others show mixed results. In addition to digital marketing, store atmosphere also influences purchasing decisions, with a positive atmosphere being able to increase customer loyalty. Product variety, namely the variety of product types and models, also plays a crucial role, as it provides consumers with more choices based on their preferences.

Research on these factors at Warung Mina Dalung, known for its fresh fish-based menu, revealed various findings regarding its impact on purchasing decisions, with observations of business development in 2023. During the current year, Warung Mina Dalung experienced significant sales fluctuations. Data shows that sales were non-existent in January, while February saw a 19.00% decline. This decline worsened to 32.26% in March and reached its highest point of 78.25% in April. However, improvements occurred in May and June, with increases of 25.93% and 33.75%, respectively. July showed stagnation with a zero percent change, but August recorded a significant

sales surge of 111.67%. A decline occurred again in September with a 12.27% decline, but a rebound occurred in October and November with increases of 15.70% and 6.51%, respectively. Sales closed with a significant increase of 41.52% in December, indicating a positive outcome for Warung Mina Dalung.

Warung Mina Dalung utilizes digital promotional media such as Instagram and its official website to increase product and promotional visibility. The website serves as the primary source of information about current products and promotions. Despite its active presence on these platforms, Warung Mina Dalung may face limitations in reaching an effective audience, possibly due to a lack of engagement strategies or content optimization. This obstacle has the potential to reduce promotional effectiveness. Furthermore, Warung Mina Dalung also faces issues related to store atmosphere, such as inadequate lighting, excessively loud music, and an unclean outdoor area. To maintain its appeal, Warung Mina Dalung has increased its variety of food and beverage products, but complaints remain regarding product quality and appearance. Further research is needed to evaluate the influence of digital marketing, store atmosphere, and product variety on purchasing decisions.

Consumer purchasing decisions are an aspect of purchasing behavior that reflects consumers' actions in using products or services (Tjiptono, 2017). Digital marketing involves marketing strategies through social media that can influence their followers (Priansa, 2017). Zubaidah and Ansharullah (2023) and Zulfahmi (2023) explain that research related to digital marketing has a positive impact on purchasing decisions. Based on this, the research hypothesis is formulated as follows:

H1: Digital marketing has a positive and significant impact on purchasing decisions.

Store atmosphere has a significant impact on creating a comfortable atmosphere for customers when selecting products. A good store atmosphere can influence consumer emotions, increase attraction, and trigger purchase interest. Research by Oktaviansyah and Rahayu (2022) and Asral et al. (2022) shows that store atmosphere has a positive and significant influence on purchasing decisions. Based on these findings, the research hypothesis is:

H2: Store atmosphere has a positive and significant impact on purchasing decisions.

Product variety benefits consumers by providing a variety of alternatives to suit frequently changing preferences. The greater the variety offered, the more likely consumers are to find a product that meets their needs, thus increasing their desire to purchase. Research by Ramadhani (2022) and Imanulah et al. (2022) supports that product variety has a positive and significant effect on purchasing decisions. Based on this description, the research hypothesis is formulated as follows:

H3: Product variety has a positive and significant effect on purchasing decisions.

## METHODS

This research was conducted at Warung Mina Dalung, Canggu, Badung, with a focus on marketing management, including digital marketing, store atmosphere, product variety, and purchasing decisions. The research population consisted of consumers who made purchases at the shop, and the sample was determined using an incidental sampling method, resulting in 96 respondents. Data were collected through observation, interviews, questionnaires, and literature studies, and analyzed using validity and reliability tests, as well as multiple linear regression analysis with the help of SPSS. Analysis techniques included the classical assumption test, coefficient of determination, F test, and t test to determine the significant influence of variables on purchasing decisions.

## RESULTS AND DISCUSSION

The study has surpassed the research instrument test and met the classical assumptions. This study shows that the average total score for the purchasing decision variable is 3.16, which is included in the fairly good category. However, two key indicators, namely "I tend to buy products from Warung Mina Dalung because of the experience

of buying products from people close to me" (score 2.78) and "I feel confident in my purchasing decision after considering information about the products offered" (score 3.07), are still below the average total score, indicating areas that require further attention. The digital marketing variable has an average total score of 2.98, also in the fairly good category, but four indicators, including "The Warung Mina Dalung content that I saw provided useful and relevant information" (score 2.81) and "I found it easy to access information or products" (score 2.91), are below the average. For the store atmosphere variable, the average total score was 3.34, with several indicators such as "I am satisfied with the availability of parking" (score 2.91) and "The decoration inside the restaurant adds to the appeal" (score 3.01) also showing below average scores. The product variety variable recorded an average score of 3.35, with indicators such as "I feel that the products on display have an attractive variety" (score 3.09) still needing improvement. This study provides insight into areas that need improvement to enhance purchasing decisions at Warung Mina Dalung.

**Table 1.** Results of Multiple Linear Regression Analysis

| | | Coefficients[a] | | | | |
|---|---|---|---|---|---|---|
| **Model** | | **Unstandardized Coefficients** | | **Standardized Coefficients** | **t** | **Sig.** |
| | | **B** | **Std. Error** | Beta | | |
| 1 | (Constant) | 7,683 | 2,039 | | 3,768 | 0,000 |
| | Digital Marketing | 0,179 | 0,075 | 0,248 | 2,402 | 0,018 |
| | Store Atmosphere | 0,176 | 0,054 | 0,329 | 3,228 | 0,002 |
| | Product Variations | 0,306 | 0,102 | 0,266 | 2,989 | 0,004 |
| | F Count | 12,674 | | | | |
| | Sig. F | 0,000 | | | | |
| | Adjusted R Square | 0,269 | | | | |

Using a 95% confidence level or a 5% error level ($\alpha = 0.05$), the degrees of freedom for the numerator are: k = 3, and the degrees for the denominator are: n-k-1 = 96 - 3 - 1 = 92. According to the F Table, the value of $F(\alpha; dfn/dfd)$ for F (3; 92) is = 2.70

Using a 95% confidence level or a 5% error level ($\alpha = 0.05$), df: 96 - 3 - 1 = 92, the t-table value of the two-sided test (0.05; 92) is 1.662

a. Dependent Variable: Purchase Decision

In this study, examining the influence of digital marketing, store atmosphere, and product variety on purchasing decisions at Warung Mina Dalung, multiple linear regression analysis was used to identify the contribution of each independent variable to purchasing decisions. Table 1 presents the results of the regression analysis, including the unstandardized coefficient, standardized coefficient, t-value, and significance value (Sig.) for each tested variable. The analysis yielded several important findings:

1. The unstandardized coefficient for digital marketing was 0.179, with a calculated t-value of 2.402 and a Sig. Value of 0.018. Because this Sig. Value is less than 0.05, and digital marketing has a positive and significant effect on purchasing decisions. The standardized beta coefficient of 0.248 indicates that a one-unit increase in digital marketing is expected to increase purchasing decisions by 0.248 units. This indicates that digital marketing strategies, including promotions through social media, have a significant impact on consumer purchasing decisions. The results of this study support the research of Zubaidah and Ansharullah (2023) and Zulfahmi (2023).

2. The unstandardized coefficient for store atmosphere is 0.176, with a calculated t-value of 3.228 and a Sig. Value of 0.002. A Sig. value less than 0.05 indicates that store atmosphere also has a positive and significant effect on purchasing decisions. The standardized beta coefficient of 0.329 indicates that changes in store atmosphere will influence purchasing decisions, with a one-unit increase in store atmosphere increasing purchasing decisions by 0.329 units. This confirms that a pleasant store atmosphere and environment can increase consumer comfort and interest in shopping. The results of this study support the research of Oktaviansyah and Rahayu (2022) and Asral et al. (2022).

3. Product variety has an unstandardized coefficient of 0.306, with a calculated t-value of 2.989 and a Sig. Value of 0.004. The Sig. value. A value of less than 0.05 confirms that product variety has a positive and significant effect on purchasing decisions. The standardized beta coefficient of 0.266 indicates that the greater the variety of products offered, the higher the likelihood of consumers making a purchase. Diverse product variety allows consumers to find options that match their preferences, which in turn can improve purchasing decisions. The results of this study support the research of Ramadhani (2022) and Imanulah et al. (2022).

Further analysis showed an F-value of 12.674 with a Sig. F value of 0.000, indicating that the overall regression model is significant at the 95% confidence level. With an Adjusted R Square of 0.269, this model explains approximately 26.9% of the variability in purchasing decisions based on the three independent variables tested. The F table shows that the calculated F value (12.674) is significantly greater than the F table value (2.70) for degrees of freedom (3, 92), supporting the significance of the constructed regression model. Furthermore, the t-test showed that the calculated t-values for each independent variable (digital marketing, store atmosphere, and product variety) were all greater than the t-table value (1.662), supporting the individual significance of each variable.

Overall, the results of this study underscore the importance of digital marketing, store atmosphere, and product variety in influencing purchasing decisions at Warung Mina Dalung, suggesting that companies need to pay attention to these three aspects to improve the effectiveness of their marketing strategies.

## CONCLUSION

Multiple linear regression analysis shows that purchasing decisions are significantly influenced by digital marketing, store atmosphere, and product variety, and the direction indicates a positive influence at Warung Mina Dalung. The better the digital marketing, store atmosphere, and product variety, the higher the purchasing decisions will be. This is achieved through improvements in several aspects, namely referral programs with discounts or incentives, creating customer story content, and providing clearer product information. For digital marketing, focus on content that solves customer problems, conducts information needs surveys, and improves the user experience through website and application improvements. For store atmosphere, the company needs to improve the interior design, provide valet service, adjust the music, improve the layout, and add attractive facilities and decorations. In terms of product variety, the company should display products creatively, follow market trends, provide complete information about quality and offer products at various price levels.

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