

The Influence of Servicescape, Brand Experience and Social Media Marketing on Purchase Decisions through Brand Image as Variables Intervening in the Filosofi Kopi Medan

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ABSTRACT

This study aims to determine the effect of servicescape, brand experience and social media marketing on purchasing decisions through brand image as an intervening variable in the Filosofi Kopi Medan. The type of research in this study is associative research, namely research that connects two or more variables using quantitative descriptive with the number of samples taken in this study as many as 150 people as respondents who are consumers who have visited the Filosofi Kopi Medan and the data analysis techniques used to test the hypothesis in this study is descriptive analysis and analysis using SEM-lisrel. The results of this study on testing the direct effect show that the variable Servicescape influence on Brand Image is concluded to have no significant effect, the Brand Experience variable on Brand Image has a positive effect, Social Media Marketing has a positive and significant effect on Brand Image, Brand Image variable on Purchase Decision has a positive and positive effect. significant, Servicescape variable on Purchase Decision has no significant effect, Social Media Marketing variable on Purchase Decision has a positive and significant effect, Brand Experience variable on Purchasing Decision has a positive and significant effect, while the results of the indirect effect test show that, Brand Experience variable, through Brand Image on consumer purchasing decisions has an indirect effect, Servicescape variable through Brand Image on consumer purchasing decisions does not have an indirect influence, Social Media Marketing variables through Brand

Image on consumer purchasing decisions do not have an indirect influence. For more details have been presented in this study.

Keywords: Servicescape, Brand Experience, Social Media Marketing, Brand Image, Consumer Decisions, Marketing Management,

INTRODUCTION

The third wave of the coffee era had a significant impact on the increase in coffee drinkers in the city of Medan. It can be seen from how easy it is to find contemporary coffee shops in this area. Therefore, the increasingly high level of competition makes many contemporary coffee shops in Medan City face a high failure rate. One of the reasons why many contemporary coffee shops fail to manage their outlets in the long term is because the modern coffee shops in Medan City do not yet understand the preferences of coffee drinkers in the third wave coffee era. Contemporary coffee shops such as Starbucks, Makecents Coffee, Kallia Coffee, Sukku Coffee, Tuesday Communa and others are also triggers for the development of coffee culture in Medan.

The Medan Coffee Philosophy dares to enter the market in Medan City to be able to compete with other coffee shops. Kedai Filosofi Kopi was planned from the beginning, not as a result of the success of the film but as an effort to develop the ecosystem simultaneously so that it

becomes an extraordinary experience when the imagination of the big screen becomes a reality. Filosofi Kopi has a place concept with a unique theme in each of its outlets. Meanwhile, apart from selling coffee and other drinks, some snacks are also served as friends for drinking coffee. Besides that, they sell various accessories typical of Philosophy of Coffee and coffee that has been roasted and also coffee drips. As a brand that tries to empower by creating a dialogue space, not only coffee needs to be developed together but also the creations made by young people in the form of t-shirts, pants, totebags, mugs, pins, toys (characters) and even shoes are created collaboratively. Kopi Philosophy is a space to gather together.

As time goes by, the current condition of Medan Coffee Philosophy is found to be a phenomenon of factors that influence purchasing decisions at Medan Coffee Philosophy. There were 50 respondents who answered they were not satisfied. The phenomenon of the problem that arises is the decline in the level of sales, which can be seen by the increasingly quiet and decreasing number of consumers who come to Filosofi Kopi Medan from February to April. This is in contrast to what the Medan Coffee Philosophy Manager expected.

Purchasing decisions are part of consumer behavior which is about how individuals, groups, and organizations choose, buy, use, and how goods, services, ideas or experiences to satisfy their needs and desires (Kotler & Keller, 2016). One of the factors that can influence consumer purchasing decisions is brand image. According to Kotler & Keller (2016) All companies strive to build a brand image with as many strong, favorable, and unique brand associations as possible. Another factor that influences purchasing decisions is servicescape, servicescape is all aspects of a service organization's facilities which include exterior attributes (information boards, parking lots, natural views) and interior attributes (design, layout,

equipment, and decoration). Coffee shops not only use coffee as an attraction, but also a servicescape as a gathering place. In addition to servicescape, another factor that influences purchasing decisions is brand experience. Brand experience is an internal response from consumers after making direct or indirect contact with a product. Brand experience is very important because the Medan Coffee Philosophy must be able to create beautiful moments that can be immediately accepted by consumers so that consumers will feel valued and capture a good impression of the Kopi Philosophy. Furthermore, social media influences purchasing decisions, Kaplan & Haenlein (2010), Social media is a group of internet-based applications that allow the creation and exchange of user-generated content.

The philosophy of Medan Coffee must see developments, coffee is no longer seen as a parent's drink, but becomes a trend itself by making it a youth style, namely status updates on social media. With the large number of existing social media users, this can be Filosofi Kopi Medan's way of marketing its products and building purchasing decisions. However, Zanjabila & Hidayat's research (2017) found different results, namely social media marketing had a positive but not significant effect on purchasing decisions.

LITERATURE REVIEW

Servicescape

Servicescape is defined as the physical facility or organizational environment, where the service is offered. The servicescape framework stems from research conducted in environmental psychology, suggesting that the four dimensions of atmospheric sensory design (sight, sound, smell, and touch) will positively influence buyers' emotions and increase the likelihood of purchase. service, which can have a strong impact on customer perceptions of the service experience. Bitner (1992) provides an explanation that there is a link between the atmosphere and the surrounding environment, as a physical

environment that includes services at an interior facility or an exterior facility. These services include an assessment of the interior design, exterior design, symbols, parking lots, equipment provided, layout, air quality, air temperature in the facility. Servicescape has several dimensions that are formed from previous research. According to Lovelock, et al (2010) who divides the servicescape dimensions into three parts, namely Ambient Condition, Spatial Layout and Functionality and Sign, Symbol and Artifacts.

Brand Experience

Brakus, et al (2009) explained that brand experience is subjective, internal consumer responses (sensations, feelings and cognitions) and behavioral responses generated by brand-related stimuli are part of brand design and identity, packaging, communication, and the environment. In the next section, describe the brand experience further build and distinguish it from other brand concepts, most importantly, distinguish the various dimensions of the brand experience. Khan and Rahman (2015) state that Brand experience is increasingly important in the marketing literature because marketers consider it an important strategy in building long-term consumer brand relationships. When studying the impact of servicescape on customer behavioral intentions, servicescape should be considered both in terms of physical and social aspects, where the needs of the social aspect are concerned with human factors in the service environment (Harris & Ezeh, 2008). Brand Experience has a major influence on customer satisfaction, because customers do not only expect the functional superiority of the products purchased, but also the experience gained when buying or consuming the product. According to Brakus et al (2009), there are four dimensions of Brand Experience, Sensory experience, Affective and Behavioral, and Intellectual Experience.

Social Media Marketing

According to Situmorang (2016) social media is one of the products of the digital world that puts forward the process of interaction between individuals with one another, creating an attraction between social media and the individual. Kotler & Keller (2012) social media is a means for consumers to share text, images, audio, and video information with each other and with companies and vice versa. The number of social media users is countless, users ranging from children, adults to the elderly also use it. In addition, starting from the upper class or elite society, they also use social media as a means of finding information and various information. Meanwhile, according to Dailey (2016) social media is online content created using publishing technology that is very easy and scalable, the most important thing from this technology is the shift in the way people know, read and share stories and find information and content. According to Roberts & Zahay (2013), social media marketing is the business use of selected social media channels to understand customers and to engage them in communication and collaboration in a way that leads to the achievement of ultimate marketing and business goals.

Brand Image

According to Keller (2013) Brand Image is the perception of a brand which is a reflection of consumer memory of their association with the brand. The image of the brand is related to attitudes in the form of consumer beliefs and preferences towards a brand. Consumers who consider the brand to have a positive image will be more likely to make purchases and will form brand loyalty to these consumers. Sangadji and Sopiiah (2013) argue that Brand Image is a set of memories in the minds of consumers about a brand, both positive and negative. Kotler and Armstrong (2018) state that Brand Image is the perception and trust by consumers as a description of the associations contained in consumer

memory. Building and maintaining a strong image is very important for a company if it wants to attract and retain customers.

Purchase Decision

According to Kotler & Armstrong (2018), Consumer behavior is the study of how individuals, groups, and organizations select, buy, use, and dispose of goods, services, ideas, or experiences to satisfy their needs and wants. According to Alma (2016), who defines purchasing decisions as a consumer decision that is influenced by financial economics, technology, politics, culture, products, promotional prices, physical evidence, people and processes, thus forming an attitude on consumers to process all information and take decisions. The conclusion is in the form of a response that appears what product to buy. Purchasing decisions are a series of processes that start from the consumer recognizing the problem, seeking information about a particular product or brand and evaluating the product or brand how well each alternative can solve the problem, which then a series of processes that lead to a purchase decision (Tjiptono, 2012). . Kotler & Armstrong (2018) stated that purchasing decisions have dimensions, namely product choice, brand choice, dealer choice, purchase time, number of purchases and payment methods.

MATERIALS & METHODS

The type of research in this study is associative research, namely research that connects two or more variables (Situmorang, 2017) using a quantitative approach. The variables that are connected in this research are Servicescape, Brand Experience, Social Media Marketing, Brand Image and Purchase Decision. This research

was conducted in Filosofi Kopi Medan. This research was conducted from August 2021 to September 2021. The population in this study were consumers who visited Filosofi Kopi Medan for an unknown number. If the exact number of the population is not known, then a technique or formula is used in accordance with Malhotra's (2006) theory, which must be at least four or five times the number of question items. The total questions in this study were 30 questions, so the minimum sample size of this study was $30 \times 5 = 150$, so the number of samples taken in this study were 150 respondents who were consumers who had visited Filosofi Kopi Medan. Data analysis of this research used Structural Equation Modeling (SEM) with lisrel software.

RESULT

Respondents' Descriptive Results

Based on the results of the analysis, respondents in this study were dominated by the age of 21-30 years which is a young age. This is because the age range of 21-30 years prefers to drink coffee while gathering in a coffee shop while doing lectures or work. Based on gender, 99 respondents or 66% are male and the remaining 51 people or 34% are gender. woman. From this percentage, it can be concluded that men more often visit or subscribe to Medan's coffee philosophy, while based on occupation, the number of respondents is dominated by students with a total of 70 people or 47%. This can be caused by many students who like to gather over coffee and do lecture activities such as online lectures or doing college assignments.

Data Analysis Results

The results of the direct and indirect effects test can be seen in the following table:

Table 1 Direct Effect Hypothesis Test

Hypothesis	Path	t-value	Standard Coefficient	Result
H1	Srvc → Brni	-0,85	(- 0.15)	Rejected
H2	Brne → Brni	3.18	1.05	Accepted
H3	Scmm → Brni	0.099	0.022	Rejected
H4	Brni → Kppm	2,45	0,34	Accepted
H5	Srvc → Kppm	(-0,19)	0,017	Rejected
H6	Scmm → Kppm	3,75	0,4	Accepted
H7	Brne → Kppm	0,42	0,13	Rejected

Table 2 Indirect Effect Hypothesis Test

Path	Path Coefficient	Std Error	Z Sobel	T Statistic	Result
Brne → Brni	1.05	0,33			
Brni →Kppm	0,34	0,14			
Srvc →Brni	(- 0.15)	0,17			
Scmm →Brni	0,022	0,22			
Brne → Brni → Kppm			1.965	>1,96	Indirect influence
Srvc → Brni → Kppm			(-0,829)	>1,96	No effect
Scmm →Brni → Kppm			0.09991533	>1,96	No effect

DISCUSSION

The Influence of Servicescape on Brand Image

The results showed that the Servicescape variable sourced from hypothesis testing and the results of research analysis concluded that H1 was rejected. This is based on the results of the standard path coefficient output produced by -0.15 and the t-value of -0.85, so it can be concluded that the influence of the Servicescape variable on the Brand Image variable has a negative and insignificant effect on Brand Image, as the results of descriptive statistical analysis. Respondents' answer variable to the Servicescape variable that has been distributed to 150 respondents shows that the relationship between Servicescape to Brand Image has a negative and insignificant effect, this is because the Servicescape variable statement tends to get an agreeable response by the respondent. This is reinforced in the research of Van Anh et al (2020), which reveals that the servicescape idea is a different idea that affects service quality and behavioral intentions. Meanwhile, the findings of this study are reversed from the statement of previous research conducted by Emor & Soegoto (2015) which stated that Servicescape had a significant positive effect on Purchase Decisions, meanwhile, Kurniawan et al (2018) found from the findings of the direct effect test on this research model that Servicescape variable has a positive and substantial effect on Brand Image, implying that Servicescape has an effect on Brand Image.

The Influence of Brand Experience on Brand Image

The results of the study indicate that the Brand Experience variable on Brand

Image is based on the submission of the hypothesis and the results of the research analysis can be concluded that H2 is accepted. This is based on the results of the standard path coefficient output produced by 1.05 and the t-value of -3.18, so it can be concluded that the influence of the Brand Experience variable on the Brand Image variable has a negative and insignificant effect, as the results of descriptive statistical analysis of respondents' answer variables. The Brand Experience variable that has been distributed to 150 respondents shows that the relationship between Brand Experience and Brand Image has a negative and insignificant effect, which means that Brand Experience is considered to have no effect on Brand Image so that there is no relationship between the two variables. The results of this study are not in line with the research of Yoel et al (2019) and Devia et al (2018) which revealed that Brand Experience has a positive and significant effect on Brand Image so that it affects consumer decisions.

The Influence of Social Media Marketing on Brand Image

Based on the submission of the hypothesis and the results of the research analysis, it was concluded that H3 was rejected. From the results of the standard output path coefficient, it is 0.022 and the t-value is 0.099, so it can be concluded that the Media Marketing variable has a direct effect on the Brand Image variable, so the value given has a positive but not significant effect on Brand Image. Descriptively that the application of social media marketing at the Medan coffee philosophy shop will help increase the positive value on the Brand Image, this will help increase the sales of a product. As from the results of descriptive

statistical analysis of respondents' answers to the Social Media Marketing variable which has been distributed to 150 respondents, it shows, the relationship between Social Media Marketing and Brand Image can be interpreted that Social Media Marketing is a good promotion space at this time, namely by improving Social Media Marketing. then the Brand Image will have its own added value to the consumer purchasing decisions of Medan coffee philosophy. The results of the Social Media Marketing variable on Brand Image in this study are contrary to previous research conducted by Bader MA Almohaimmed (2019) and Ather et al (2018) which concluded that Social Media Marketing has a positive and significant effect on Brand Image which can be used as a marketing tool. effective, so that it affects consumer decisions.

The Influence of Brand Image on Purchase Decisions

Based on the submission of hypotheses and the results of research analysis, it is concluded that H4 can be accepted. From the results of the standard output path coefficient generated by 0.34 and the t-value of 2.45, so it can be concluded that the direct influence of the Brand Image variable on the given Purchase Decision variable has a positive and significant influence on the Purchase Decision. As from the results of descriptive statistical analysis of respondents' answers to the Brand Image variable that has been distributed to 150 respondents, it shows that the relationship between Brand Image and Purchase Decision can be concluded b that respondents have their own charms, for example wanting to feel a different sensation in the coffee shop brand philosophy of coffee as advertised in the film "Filosofi Kopi" which seems different from other coffee shops. This research is in line with previous research conducted by Narayana (2020) with the results of the study finding that Brand Image on consumer decisions has a positive and significant

influence on purchasing decisions, while Parengkuan et al (2014) in their research disagree with the results of this study which indicates that brand image has no significant effect on purchasing decisions. This means that every time there is an increase in the brand image, the purchasing decision will decrease. On the other hand, if the brand image decreases, the consumer's purchasing decisions will increase.

Influence of Servicescape on Purchase Decision

The results of the research for the Servicescape variable on Purchase Decisions, it can be concluded that H5 is rejected. From the results of the standard path coefficient output produced by 0.017 and a t-value of (-0.19), it can be concluded that the direct influence of the Servicescape variable on the given Purchase Decision variable has a negative and insignificant effect on the Purchase Decision. The results of descriptive statistical analysis of respondents' answers to the Servicescape variable which have been distributed to 150 respondents show that the relationship between Servicescape and Purchase Decision shows that many respondents disagree, of course Servicescape is one of the important aspects that influence their return to coffee philosophy. Fitzsimmons (2011) argues that servicescape is a service facility designed for consumer needs that influences consumer behavior and will have a positive impact on consumers and service owners. Other research results revealed by Kurniawan et al (2018) from the results of the test of the influence of the Servicescape variable that has a positive and significant effect on consumer decisions.

The Influence of Brand Experience on Purchase Decisions

The results of the study based on the submission of hypotheses and the results of research analysis on the influence of the brand experience variable on purchasing decisions, it can be concluded that H6 is accepted, it is based on the results of the

standard path coefficient output generated by 0.13 and the t-value of 0.42, so it can be concluded that the influence of the brand variable experience on purchasing decision variables has no effect and is not significant, as the results of descriptive statistical analysis of variables in respondents' answers that have been distributed to 150 respondents show, the relationship between brand experience on purchasing decisions has a negative and insignificant influence which can be interpreted that brand experience is not necessarily immediately, the main aspect in consumer purchasing decisions at the Medan coffee philosophy shop, this happened because most of the respondents were non-permanent visitors to the coffee philosophy. Barakus, et al (2009) stated that brand experience is subjective, internal consumer responses (sensations, feelings and cognitions) and behavioral responses generated by brand-related stimuli that are part of brand design and identity, packaging, communication, and the environment. Meanwhile, the results of this study are not in line with the research of Yoel et al. (2019) and Devia et al. (2018) which reveal that Brand Experience has a positive and significant effect on Brand Image so that it affects consumer decisions.

The Influence of Social Media Marketing on Purchase Decisions

The submission of the hypothesis and the results of the research analysis concluded that the Social Media Marketing variable on the Purchase Decision in H7 was rejected. This is evidenced by the standard output path coefficient of 0.4 and the t-value of 3.75, so it can be concluded that the direct influence of the Social Media Marketing variable on the given Purchase Decision variable has a negative and insignificant effect on the Purchase Decision. This research hypothesis is in line with previous research conducted by Bader M. A. Almohaimmed (2019) and Ather et al (2018) which concluded that Social Media Marketing has a positive and

significant effect on consumer purchasing decisions.

The Influence of Servicescape Variables Through Brand Image on Purchase Decisions

From the test results obtained that the influence of the servicescape variable through brand image on purchasing decisions H8 score Z-Sobel is -0.829 with a statistical standard score - T of > 1.96 which means that the relationship between these variables has no indirect influence, it can be interpreted that servicescape is does not directly affect the brand image so that purchasing decisions will increase and have a direct effect. As many as 150 respondents who were distributed answered that servicescape and brand image influenced purchasing decisions, as perceptions of servicescape and brand image, as well as purchasing decisions. The attitude of consumers who decide to buy or use an item or service that they need is known as a consumer decision. Consumer decisions are influenced by various factors, one of which is the servicescape of the brand image of a product. This means that the better the servicescape, the better consumer purchasing decisions and brand image will be indirectly influenced. These results are in line with research conducted by Nurochani & Mulyana (2017) which found that purchasing decisions are the last action expected by the company towards consumers for the products it produces. Servicescape and Brand Image that have been presented well will give birth to good values and positive consumer attitudes towards the product and can lead to a purchase decision process.

The Influence of Brand Experience Variables, Through Brand Image on Purchase Decisions

In the results of the test of the influence between the brand experience variables, through brand image on purchasing decisions made on H9, it shows a Z-Sobel score of 1,965 and a Statistics - T

score of > 1.96 which means that the relationship between these variables has no indirect effect, which can be interpreted that the brand experience variable has no effect on the brand image but has a direct effect on the purchasing decision variable. This research is in line with that conducted by Siregar (2013) which shows that brand experience has an influence on purchasing decisions. When consumers have a good experience with a brand, whether a product or service, it will affect purchasing decisions, this is supported by research from Rifena and Hidayat (2018) which reveals that the better the Brand Experience and purchasing decisions, the better the brand image of a product.

Effect of Social Media Marketing Variables through Brand Image on purchasing decisions

The results of testing the influence of social media marketing variables through brand image on purchasing decisions on H10 show a Z-Sobel score of 0.09991533 and a statistical standard score - T of > 1.96 which means that the relationship between these variables has no indirect effect. which means that social media marketing has a direct effect on brand image and has a significant positive effect on purchasing decisions. This is in accordance with the words of Pamungkas and Zuhroh (2016) who found that social media marketing had a positive and significant effect on purchasing decisions, but it was different from the findings of Zanjabila & Hidayat (2017) who found that social media marketing had a positive but no effect on purchasing decisions. significant impact on purchasing decisions.

CONCLUSION

Based on the results of the analysis that has been done, this research can be concluded as follows:

1. Servicescape on Brand Image has a positive but not significant effect on the Filosofi Kopi Medan Coffee Shop.

2. Brand Experience on Brand Image has a negative and insignificant effect on the Filosofi Kopi Medan Coffee Shop.
3. Social Media Marketing on Brand Image has a positive but not significant effect on the Filosofi Kopi Medan Coffee Shop.
4. Brand Image on Purchase Decisions has a positive and significant effect on the Filosofi Kopi Medan Coffee Shop.
5. Servicescape on Purchase Decision has a positive but not significant effect on the Filosofi Kopi Medan Coffee Shop.
6. Brand Experience on Purchase Decisions has a negative and insignificant effect on the Filosofi Kopi Medan Coffee Shop.
7. Social Media Marketing on Purchase Decisions has a positive and significant effect on the Filosofi Kopi Medan Coffee Shop.
8. Servicescape has a positive and insignificant effect through Brand Image on Purchase Decisions at the Filosofi Kopi Medan Coffee Shop.
9. Brand Experience has a negative and insignificant effect through Brand Image on Purchase Decisions at Filosofi Kopi Medan Coffee Shop.
10. Social Media Marketing has a positive and significant effect on Brand Image on purchasing decisions at the Filosofi Kopi Medan Coffee Shop.
11. This research was conducted with a field study, with the title The Effect of Servicescape, Brand Experience and Social Media Marketing on Purchase Decisions Through Brand Image as an Intervening Variable in the Filosofi Kopi Medan by distributing questionnaires to 150 Filosofi Kopi customers in Medan City which aims to see the influence between variables and analyzed using SEM-Lisrel.
12. From each variable there is a significant direct relationship or indirect effect, it is concluded that not all independent variables (Servicescape, Brand Experience and Social Media Marketing) affect the dependent variable

(Purchase Decision) and Intervening variable (Brand Image). Meanwhile, from the results of the study, for indirect effects, it is concluded that all variables do not have a direct effect, which means that the dominance of the influence of the variables is more on testing the direct effect, therefore it is necessary to do research with other variables to test their influence on purchasing decisions in Filosofi Kopi Medan.

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