

Triggering Consumer Interest: The Roles of Word of Mouth, Social Media Marketing, and Servicescape

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Abstract

This study aims to determine and examine the impact of word-of-mouth, social media marketing and servicescape partially and simultaneously on Purchase Interest in Cols N Brew in Medan City. This research uses numerous straight relapse examination based on SPSS adaptation 25 investigation. The factual examination utilized in this investigate is Legitimacy and Unwavering quality Test, classical presumption test, different straight relapse examination, and theory testing. The population in this research is visitors to Cold N Brew Coffee, and the sample that cannot be known uses the Zikmund formula with a total of 100 respondents who visited Cold N Brew Coffee. The hypothesis used is that word of mouth, social media marketing, servicescape have a noteworthy impact on Consumer Purchase Interest. The results of this study are intended to help with the management of Cold N Brew Coffee in Medan City, in developing strategies to improve social media marketing and servicescape so as consumer buying interest.

Keywords: Word of Mouth, Social Media Marketing, Servicescape, and Consumer Buying Interest.

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INTRODUCTION

In recent years, the Food and Beverage (F&B) industry in the city of Medan has experienced significant growth, driven by shifting consumer lifestyles and preferences. As one of Indonesia's culinary capitals, Medan is known for its rich gastronomic diversity, where culinary experiences are deeply ingrained in the urban culture. One of the most prominent trends within this transformation is the rapid development of coffee shops. The increasing popularity of coffee culture, particularly among young people, has turned coffee shops into more than just places to drink coffee—they have become social hubs, workspaces, and lifestyle symbols. Among the emerging players in this space is Cold N Brew Coffee, a well-known coffee shop in Medan. With a strategic location in the city center, Cold N Brew applies a self-service concept and actively leverages social media and influencer marketing to strengthen its brand presence. The coffee shop is especially known for its bold marketing tactics, distinct coffee aroma, cozy atmosphere, and modern interior design curated by Indie Light Medan. These features make it a preferred location for meetings, social gatherings, and study sessions. Despite these strengths, preliminary findings from a pre-survey of 20 customers revealed several areas of concern: Only 8% expressed interest in trying the product, while 12% were uninterested. Word of mouth marketing from family influence appeared weak, as 14% indicated family was not the reason they visited. Social media communication from admins was seen as insufficient, with 13% stating it failed to capture their attention. Finally, music and ambiance were misaligned with customer expectations, affecting overall comfort. These findings highlight a mismatch between Cold N Brew's

marketing strategies and consumer perceptions, raising questions about what truly influences buying interest in this competitive market. Various studies have attempted to identify key determinants of buying interest in the F&B sector, yet results remain inconsistent:

Robert East, Jenni Romaniuk, Rahul Chawdhary, and Mark Uncles (2017) highlight that positive word of mouth (PWOM) significantly boosts consumers' intention to purchase. Interestingly, its influence is twice as effective in attracting new customers compared to retaining existing ones. On the flip side, negative word of mouth (NWOM) also plays a critical role—strongly discouraging potential new buyers. A more recent study titled *Electronic Word of Mouth as a Predictor of Purchase Intention: Evidence from Instagram and TikTok in Indonesia* (International Journal of Digital Entrepreneurship and Business, 2023) further supports this. It finds that all elements of e-WOM—including its quality, quantity, credibility, and the expertise of the person sharing the information—have a clear and positive impact on users' purchase decisions on platforms like Instagram and TikTok in Indonesia. Meanwhile, Oelasih and Sumani (2021), in their study on low-cost airlines in Indonesia, found that word of mouth doesn't directly influence buying decisions. Instead, it works through the consumer's perception—positive word of mouth creates a favorable impression, which then encourages purchase intent, while negative perceptions have the opposite effect.

Mala (et., all 2023) *The Influence of Social Media Marketing and E-WoM on Purchase Intention Mediated by Brand Image and Brand Trust: Halal F&B MSMEs in Malang City* (Journal of Indonesian Business Analysis) Social media marketing and E-WoM are proven to have a positive and significant effect on purchase intention, both directly and through the mediation of brand image and brand trust. Social media marketing and E-WoM are proven to have a positive and significant influence on purchase intention, both directly and through the mediation of brand image and brand trust. Atrisia (et., all 2023) *Social Media Marketing and Fashion Purchase Intention in Indonesia's Transitional Economy* (Journal of Management Research "IMAGE") social media marketing leads to positive purchase intention; however, brand awareness and consumer satisfaction are not significant mediators meaning the relationship is not mediated as initially hypothesized. Tarigan (et., all 2023) *The Effect of Servicescape and Brand Image on Repurchase Intention Through Customer Satisfaction of Maxx Coffee Customers* Servicescape was proven to have a positive and significant influence on repurchase intention, both directly and through customer satisfaction as a mediator. Fahleti (2024) *The Influence of Servicescape and Service Quality on Customer Satisfaction at Tepian Pandan Restaurant in Tenggara* Servicescape did not significantly influence customer satisfaction, while service quality did. This research contributes a new perspective by combining three variables—word of mouth, social media marketing, and servicescape within a single model, applied specifically to the coffee shop industry in Medan. By addressing local consumer behavior patterns and incorporating real pre-survey data, this study presents a contextual and practical insight that strengthens both academic understanding and business strategy in urban F&B settings.

LITERATURE REVIEW

Consumer Buying Interest

Consumer buying interest is defined as the rational and affective tendency of individuals to purchase, recommend, prefer, or seek further information about a product (Kotler & Keller, 2021). It is typically measured through four indicators: transactional interest, referential interest, preferential interest, and exploratory interest. Studies by Handayani and Arafah (2023) on local coffee shops in Jakarta showed that e-WOM, brand image, and SMM significantly influence purchase intention. Hakim et al. (2023) further identified that brand equity, formed through effective SMM, reinforces consumer buying interest. These findings suggest a strong interconnection between digital marketing strategies and consumer behavioral intentions in the coffee shop industry.

Word Of Mouth

Word of Mouth (WOM), particularly in its digital form—Electronic Word of Mouth (e-WOM)—refers to indirect consumer communication conducted through digital platforms such as Instagram and TikTok, conveying authentic experiences and recommendations (Pratama & Astarini, 2023). Due to its user-generated nature, e-WOM is often perceived as more credible than traditional advertising. Pratama and Astarini (2023)

identified quality, quantity, credibility, and source expertise as key indicators influencing purchase intention on social media platforms. Research on Tuku Coffee in Tangerang by Meisye and Muhmin (2023) revealed that e-WOM significantly affects purchase intention through brand image mediation. Similarly, Putri and Sharif (2023) found that these e-WOM dimensions on TikTok influence consumer buying interest in Starbucks Indonesia. Moreover, Bogdan et al. (2025) demonstrated that perceived product quality, emotional responses, and perceived risk fully mediate the effect of e-WOM credibility on purchase intention. These findings underscore the cognitive and emotional mechanisms underlying consumer evaluation of e-WOM.

Social Media Marketing

Social Media Marketing (SMM) refers to strategic marketing activities that utilize social platforms to enhance brand exposure, consumer interaction, and emotional engagement (Putri Haliyani, 2023; Kokasih, 2023). A study on Starbucks Indonesia's Instagram indicates that entertainment, customization, interaction, trends, and WOM significantly influence purchase intention (Putri Haliyani, 2023). In addition, Kokasih (2023) noted that SMM affects consumer perception, which mediates its impact on purchase intention, as seen in Void Coffee. Hakim et al. (2023) further emphasized that SMM contributes to brand equity, which in turn strengthens consumers' buying intention. Elements such as two-way communication, content quality, and brand storytelling are fundamental components of effective SMM strategies.

Servicescape

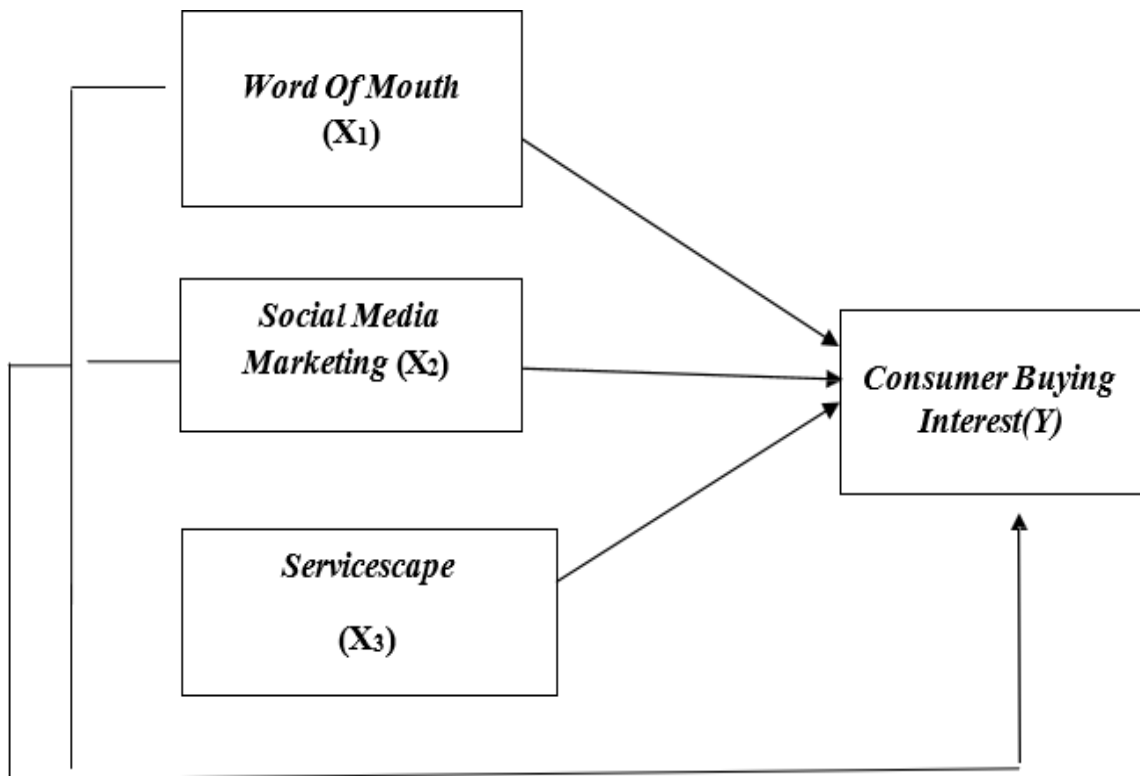
Servicescape encompasses the physical environment in service settings, including ambient conditions (e.g., temperature, lighting, scent), spatial layout, and visual cues that shape consumer perception (Booms & Bitner, 1992, as cited in Lovelock & Wirtz, 2018). These sensory elements influence comfort and service quality perception. Therok et al. (2021) reported that servicescape, along with food quality, significantly affects revisit intention at Decade Coffee Shop. Similarly, Himawan et al. (2025) found that well-designed service environments at Tanamera Coffee enhance perceived service quality and behavioral intention through improved staff interaction and atmosphere. Luthfiani and Tjahjawati (2024) confirmed that thoughtfully crafted servicescapes can significantly increase customer satisfaction and foster emotional attachment to the brand. According to Sugiyono (2022), a hypothesis is a tentative assumption that needs to be proven. Based on the influence of servant leadership and workplace well-being, the following hypotheses were obtained in this study:

H1: Medan City, word-of-mouth significantly and partially influences consumers buying interest on Cold N Brew.

H2 : In Medan City, Socialmediamarketingsignificantly affectsconsumersbuyinginterestinCold N Brew.

H3: Servicescape significantly and partially influences on consumer buying intentions on Cold N Brew in Medan City.

H4: the city of Medan, word of mouth, social media marketing and servicescape both significantly impact consumers buying interest Cold N Brew.



Source : Processed by researchers (2025)

Figure 1 Conceptual Framework

METHOD

Based on inquire about conducted by the creator on the factors to be considered, this inquire about strategy is affiliation investigate which points to display the structure, factuality and precision of realities based on the relationship between factors. learning. Concurring to Sugiyono (2017), inquire about is investigate that points to decide the relationship between two or more factors. In this inquire about, it is conceivable to make hypotheses that can clarify, foresee and control indications. This sort of investigate is quantitative. This inquire about was carried out at Cold N Brew Coffee Jl. Abdulah Lubis No.77 North Sumatra's Merdeka, Kec. Medan Baru, Medan city, 20153. This inquire about was carried out from September – December 2024. A generalization region made up of the following might be the population: objects or individuals with particular qualities and traits selected by analysts to be taken into account and from which conclusions are then derived (Sugiono, 2018). The population included in this study is Cold N Brew Coffee patrons at Jl. Abdulah Lubis No.77 Merdeka, kec. Medan Baru, Medan city, North Sumatra 20153. The test is a subset of the population's size and features (Sugiyono, 2018). The test in this think about was taken from a parcel of the existing populace with the arrangements.

RESULT

a. Validity and Reliability Test Results

Table 1. Validity Test Results

Variable	Item Statement	Corrected Item Total Correlations	R-Table	Results
Word Of Mouth (X1)	X1.1	0,800	0,361	Valid

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	X1.2	0,860		Valid
	X1.3	0,741		Valid
	X1.4	0,43		Valid
	X1.5	0,707		Valid
Social Media Marketing (X2)	X2.1	0,841		Valid
	X2.2	0,823		Valid
	X2.3	0,690		Valid
	X2.4	0,845		Valid
Servicescape (X3)	X3.1	0,694		Valid
	X3.2	0,594		Valid
	X3.3	0,588		Valid
	X3.4	0,692		Valid
	X3.5	0,640		Valid
	X3.6	0,432		Valid
Consumer Buying Interest (Y)	Y.1	0,682		Valid
	Y.2	0,821		Valid
	Y.3	0,774		Valid
	Y.4	0,786		Valid

Based on table 1. the truthful test comes almost over, it is known that the balanced thing relationship regard > 0.361 , so the data is reported valid.

Table 2. Reliability Test Results

NPNo	Variable	Cronbach's Alpha	Results
1	Word Of Mouth (X1)	0,796	Reliable
2	Social Media Marketing (X2)	0,816	Reliable
3	Servicescape (X3)	0,742	Reliable
4	Consumer Buying Interest (Y)	0,804	Reliable

Source : Researchers' processing (2025)

According to the above table 2. the Cronbach alpha esteem for all investigate factors Word Of Mouth, Social Media Showcasing, Servicescape and Customer Buying Intrigued > 0.60 , it can be said that the in general unwavering quality test comes about are solid (reliable).

b. Normality Test Results

Table 3. Kolmogorove-Smirnov Normality Test Results

One-Sample Kolmogorov-Smirnov Test		
		Unstandardized Residual
N		100
Normal Parameters ^{a,B}	Mean	.0000000
	std. Deviation	0,84899928
Most Extreme Differences	Absolute	.067
	Positive	.051
	Negative	-.067
Test Statistic		0.067
Asymp. Sig. (2-Tailed)		.200
A. Test Distribution Is Normal.		

Source : Researchers' processing (2025)

The asymptotic sig (2-tailed) value, which is 0.200 > 0.05 based on the data in the previous table 3. , shows that this study is normally distributed and satisfies the normality test conditions.

c. Multicollinearity Test Results

Table 4. Multicollinearity Test Results

Coefficients ^a			
Model		Collinearity Statistics	
		Tolerance	VIF
1	(Constant)		
	Word Of Mouth	0,935	1,070
	Social Media Marketing	0,897	1,115
	Servicescape	0,956	1,046

a. Dependent Variable: Consumer Buying Interest

Source : Researchers' processing (2025)

Based on table 4. the multicollinearity test table, it is possible to conclude that there is no multicollinearity because the two VIF values for each variable are greater than 10 tolerance <0.10.

d. Heteroscedasticity Test Results

Tabel 5. Heteroscedasticity Test Results

		Coefficients ^a				
Model		Unstandardized Coefficients		Standardized Coefficients	T	Sig.
		B	Std. Error	Beta		
1	(Constant)	0,540	0,549		0,983	0,328
	Word Of Mouth	-0,002	0,018	-0,013	-0,125	0,900
	Social Media Marketing	0,029	0,022	0,138	1,298	0,198
	Servicescape	-0,011	0,016	-0,073	-0,705	0,482

a. Dependent Variable: Abs_RES

Source : Researchers' processing (2025)

It is evident from the data in the above table 5. that all independent variables tested Word Of Mouth, Social Media Marketing, and Servicescape have significance values (Sig.) > 0.05. This demonstrates that there's inadequately prove to conclude the presence of heteroscedasticity within the relapse demonstrate. In other words, In this regression model, the errors' volatility seems to be constant, meaning there is no significant heteroscedasticity issue.

e. Multiple Linear Regression Test Results

Tabel 6. Multiple Linear Regression Test Results

		Unstandardized Coefficients		Standarrdized Coefficients	T	Sig
Model		B	Std. Error	Beta		
1	(Constant)	-1,304	0,992		-1,314	0,192
	Word Of Mouth	0,223	0,033	0,336	6,785	0,000
	Social Media Marketing	0,138	0,040	0,173	3,428	0,001
	Servicescape	0,424	0,029	0,727	14,851	0,000

n the table 6. , the relapse condition is gotten as take after:

$$Y = -1,304 + 0,223 X1 + 0,138 X2 + 0,424 X3 + e$$

The word-of-mouth variable's regression coefficient is positive, at 0.223. which is positive. This implies that in the event that Word Of Mouth variable increments by one unit, the Buyer Buying Intrigued variable will increment by 0.118, accepting that other factors are not considered in this ponder. The Social Media The relapse coefficient for the marketing variable is 0.138. It is also advantageous. This demonstrates that on the off chance that the Social Media Showcasing variable increments by one unit, the Shopper Buying Intrigued

will increment by 0.138, expecting that other factors stay unaltered. The Servicescape variable's regression coefficient is 0.424, meaning that for every unit rise in the Servicescape variable, the Buyer Buying Interest variable will increment by 0.424, expecting that other factors are not considered. Generally, it can be concluded that all three autonomous factors (Word of mouth, social media marketing, servicescape) possess a positive impact on dependent variable, consumer buying interest.

1.

f. Simultaneous Test Results (F-Test)

Table 7. Simultaneous Test Results (F-Test)

		ANOVA ^a				
	Model	Sum of Squares	df	Mean Square	F	Sig.
1	Regression	253,391	3	84,464	113,629	.000 ^b
	Residual	71,359	96	0,743		
	Total	324,750	99			

a. Dependent Variable: Consumer Buying Interest

H4 is accepted. According to the above data in table 7. , the significance level is 0.000 and the f number is 113,629, respectively. This indicates that the centrality regard is less than 0.000 ($0.000 < 0.05$) and the f number regard is more pronounced than the f table ($113,629 > 2.70$). Consequently, it can be said that social media marketing, word of mouth, and servicescape all simultaneously have a favorable and significant influence on consumer buying interest. H4 is accepted

g. Partial Test Results (t-test)

Table 8. Partial Test Results (t-test)

	Model	Unstandardized Coefficients		Standardized Coefficients	T	Sig.
		B	Std. Error	Beta		
1	(Constant)	-1,304	0,992		-1,314	0,192
	Word Of Mouth	0,223	0,033	0,336	6,785	0,000
	Social Media Marketing	0,138	0,040	0,173	3,428	0,001
	Servicescape	0,424	0,029	0,727	14,851	0,000

Source : Researchers' processing (2025)

Based on table 8. , The t-table value at n-k (100-4) is 96 at a significance level of 5% (0.05), or 1.66, according to the t-test results above. Thus, in order to partially analyze the results, the explanation that follows can be provided: The t-value for the word-of-mouth variable is 6.785, is greater than the T-table value ($6.785 > 1.66$), and the significant value is 0.000, which is less than 0.05. This implies that the variable of word-of-mouth (X1) and consumer buying Interest (Y) have a positive and substantial relationship. so hypothesis H1 is accepted. The important esteem is 0.001, The t-value for the word-of-mouth promotion variable is 3.428, which is more significant than the t-value for awards ($3.428 > 1.66$) which is below 0.05. This indicates that Consumer Purchase Intention (Y) is positively and significantly influenced by the Social Media Marketing Variable (X2). Thus, hypothesis H2 is accepted. The importance esteem is 0.000, The Servicescape variable's t-value is 14.851, which is more significant, and

it is less than 0.05. than the t-table esteem (14.851 > 1.66). This indicates that Consumer Buying Interest (Y) is greatly and favorably influenced by the Servicescape (X3). So hypothesis H3 is accepted.

h. Determination Test Results

Table 9. Determination Test Results

Model Summary				
Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.883	0,780	0,773	0,862
a. Predictors: (Constant), Servicescape, Word Of Mouth, Social Media Marketing				

Source : Researchers' processing (2025)

The explanation from table 9 is predicated on the findings the previous table's coefficient of determination test:

According to the Adjusted R Square of 0.773, 77.3% of the factors Consumer Buying Interest in Cold N Brew in Medan can be described by the variables word of mouth , social media marketin, servicescape. Meanwhile, the remaining 22.7% can be accounted for by additional variables not examined in this investigation. The standart of expected values is measured by the Gage's standard error. The standard deviation can also be inferred from the gage's standard error.The gauge's standard error, based on the values given, is 0.862. The more often a demonstration is used, the lower the standard deviation.

DISCUSSION

a. The Effect Of Word Of Mouth on Consumer Buying Interest

The study's findings show that word-of-mouth significantly affects consumers' interest in purchasing from Cold N Brew in Medan City; the regression coefficient for the word-of-mouth variable is 0.223. indicates a positive correlation with consumer buying interest, the t test comes about appear the t esteem (6.785) is more prominent than the table esteem (1.66) and the noteworthy esteem (0.000) is littler than 0.05, which suggests the impact is measurably critical. In this manner, It can be inferred that positive word-of- mouth and noteworthy impact on consumer buying interest. Juhriatun & Amirul (2021) which state date significant positive effect was found between WOM and consumer buying interest of Foodbox in Bima, although statistical details were not explicitly included in the abstract.

b. The Effect of Social Media Marketing on Consumer Buying Interest

According to the results of the study, the regression coefficient indicates that social media marketing significantly affects consumers buying interest from Cold N Brew in Medan City. The t test findings indicate that there is a positive correlation between consumer buying interest and the t value (3.428), which is higher than the table value (1.66). The effect is statistically significant because the significant value (0.001) is less than 0.05. Consequently, it can be said that Social Media Showcasing features a possitive and noteworthy impact on Consumer buyinge interest. Ardiyansyah,PW, & Nilowardono (2019) he results of the study show that Brand Image Social Media Marketing have a positive and significant influence simultaneously on the Consumer buying interest Samsung smartphones

c. The Effect of servicescape on Consumer Buying Interest

The results of the study indicate that Servicescape significantly influences customers' desire to purchase from Cold N Brew in Medan City; the Servicescape variable's regression coefficient (0.424) suggests implies the There is a positive correlation between the two variables. Due to the fact that the t value (14.851) and the significant value (0.000) are less than 0.05, the results of the t test demonstrate that the influence is factually crucial. exceeds the value in the table (1.66). Thus, it can be claimed that Servicescape has a significant and favorable influence on Buyer Buy Intrigued. It can be inferred that

Servicescape has a significant and favorable influence on consumers' purchasing intentions. Ramanda, A. A. R. (2016) servicescape has a significant influence on consumer buying interest

D. The Effect of Word of Mouth, Social Media Marketing, And Servicescape on Consumer Buying Interest

Concurrently, word-of-mouth, social media marketing, and servicescape have a substantial impact on consumers' interest in purchasing Cold N Brew in Medan. The f test shows that the three variables collectively have a substantial impact on customer buying interest, with 113.629 as the f value and a significant value of 0.000, < than 0.05. Individually word of mouth, social media marketing, and servicescape show positive coefficients and t test results are statistically significant.

CONCLUSION

The following justifies the conclusions drawn from the aforementioned research findings:

Word of mouth partially has a significant effect on consumer buying interest in Cold N Brew, Medan city. Social media marketing significantly influences consumers buying interest Cold N Brew, Medan city. Servicescape somewhat contains a noteworthy impact on customer buying interest in Cold N Brew, Medan city. Word of mouth, social media marketing, servicescape simultaneously have a significant influence on consumer buying interest in Cold N Brew, Medan City.

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