

RESEARCH ARTICLE**Open Access****ANALYSIS OF THE EFFECT OF PRICE, LOCATION, STORE ATMOSPHERE, AND WORD OF MOUTH ON PURCHASING DECISIONS: A STUDY AT WARUNG GUNUNG (WAGU) KEDIRI**Syahrul Syaiful Riza^(1*), Djunaedi⁽²⁾, Sasi Utami⁽³⁾, Enni Sustiyatik⁽⁴⁾

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Abstract

This study aims to analyze the influence of price, location, store atmosphere, and word of mouth on consumer purchasing decisions at Warung Gunung. Data collection was conducted through a questionnaire that had been tested for reliability, with Cronbach's Alpha values for all variables above 0.70, indicating good internal consistency. The regression results showed that the variables of price ($\beta = 0.368$; $t = 4.217$; $sig = 0.000$), location ($\beta = 0.417$; $t = 2.387$; $sig = 0.020$), and store atmosphere ($\beta = 0.394$; $t = 2.919$; $sig = 0.005$) had a significant effect on purchasing decisions. Conversely, word of mouth was not significant ($\beta = -0.360$; $t = -1.116$; $sig = 0.269$). The R Square value of 0.79 and adjusted R² of 0.775 indicate that the model is able to explain 77.5% of the variation in purchasing decisions. SWOT analysis was used to formulate development strategies, including SO strategies such as strengthening digital promotions based on store atmosphere and competitive prices, and WO strategies such as rebranding word of mouth through social media. These results recommend optimizing store atmosphere and utilizing digital platforms to support purchasing decisions and strengthen Warung Gunung's competitive advantage amidst the competition in the local culinary business.

1. Introduction

Today, business competition is increasingly fierce in both domestic (national) and international markets. In Indonesia, this business competition presents both opportunities and challenges for companies operating in the country. These opportunities present opportunities to expand their product markets, and challenges to compete with companies operating in the same sector. Therefore, companies must continually innovate and determine appropriate marketing strategies to expand their product markets and ensure competitiveness, thereby achieving their goals. One of the most essential consumer needs is food, a primary need and a necessity for sustaining life.(Riyanti, 2022; Suryonaningsih, 2016). In carrying out all activities, humans need energy and this energy is obtained from the food and drink they consume.(Djimantoro & Gunawan, 2020)Therefore, the food business is one of the businesses that provides great opportunities for those who do it, because the need for food is a need that must always be met.(Andryan & Raja, Darwin Saragih, 2023; Rini Putri Utami et al., 2024).

Restaurants are one of the destinations for consumers to consume food needs.(BPS Statistics-Indonesia, 2022). The first restaurant was developed in Paris in 1975, followed by many coffee houses and taverns established in the United States. The word "rumah makan" in Indonesian means to restore or repair.(Cahyani & Hidayat, 2020). A restaurant is a place that provides food and drinks for guests to consume, as a very basic need for food and drink in order to restore stamina.(Sudarto, 2022)The aim of all types of restaurants is to provide and serve food and drinks to the public with the aim of obtaining the desired profit.(Andryan & Raja, Darwin Saragih, 2023; Rosmina et al., 2021). Quoted from www.metrotvnews.com (accessed on April 12, 2022), Qraved, a restaurant directory and reservation application in Indonesia recorded the 10 most searched foods by more than 12 million

active visitors throughout 2016. Unlike the previous year which placed fried rice as the champion in the category of most frequently searched food, in 2016 instant noodles replaced fried rice. This is also a unique phenomenon where instant noodles which are usually identified as cheap food that is usually only found in small restaurants that open late at night, are now classy food served in restaurants with various interesting concepts and toppings.

Warung Gunung (Wagu) Kediri is a culinary company first established in Bandung in 2014. As the name suggests, the menu at Warung Gunung (Wagu) Kediri offers a variety of toppings and creations, including toast, and a variety of coffees. Interestingly, Warung Gunung (Wagu) Kediri also offers games like Uno and free Wi-Fi for its customers. The exterior and interior are designed to be as attractive as possible, allowing customers to enjoy their meals comfortably (www.indonesiana.tempo.co, accessed December 18, 2021). The data above demonstrates that Warung Gunung (Wagu) Kediri has made significant progress, with Warung Gunung (Wagu) Kediri entering and even occupying fourth place in the Top Brand Index list for the cafe/hangout category in 2021, while Warung Gunung (Wagu) Kediri was not included in the list in the previous year, 2020. This shows that Warung Gunung (Wagu) Kediri has been able to attract the interest of consumers who previously chose other products/restaurants to its products and is able to hold a position as one of the most popular restaurants and shift other products/restaurants that previously held that position. This also shows that Warung Gunung (Wagu) Kediri has a great opportunity to expand its market considering the rapid progress it has experienced. However, there are things that Warung Gunung (Wagu) Kediri must pay attention to so that new consumers can continue to come.

Many factors can influence consumers in making purchases, such as providing affordable prices.(Lestari & Widjanarko, 2023; Zahra et al., 2024). Companies must provide or sell goods and services that consumers want at a reasonable price and commensurate with the quality of the goods and services they provide.(Nugroho et al., 2020; Rini Putri Utami et al., 2024)The large number of retail outlets that are popping up nowadays makes consumers more selective in determining their choices.(Mendur et al., 2021)One of the considerations that consumers have is the price aspect, where each outlet has varying prices according to the marketing strategy that has been prepared.(Purbaningrat & Utomo, 2023). According to(Rohmah et al., 2024)Price is the amount of money charged for a product or service. Price is the value of goods or services expressed in rupiah or other monetary units. Meanwhile, the selling price is the amount charged to buyers or users of goods and services.(Anwar & Vitaharsa, 2022; Rahayu, 2021)Another important consideration is store location. While not part of the store's internal environment, store location is a crucial aspect of channel strategy. A good location facilitates access, attracts a large number of customers, and can significantly alter consumer shopping patterns. As retail outlets with similar product offerings emerge, even slight differences in store location can significantly impact market share and profitability.(Sinar Hubtrian Ade, Evinta Amalia Nurhidayah, Fidyah Yuli Ernawati, 2024)Consumers now increasingly crave stores with a unique, comfortable, and homey store atmosphere.(Rizal Hermawan & Hadibrata, 2023). Therefore, companies must strive to provide a store atmosphere that consumers desire, keeping up with current developments, in order to attract and maintain consumer interest. Kottler and Keller argue that store atmosphere involves affect in the form of emotional states of consumers shopping in a store that they may not be fully aware of.(Kotler & Keller, 2013)Environmental stimuli, including store atmosphere, influence consumers' emotional states, which in turn influence their approach or avoidance behavior. An attractive and comfortable store atmosphere will influence consumers' approach behavior. Conversely, a less attractive and comfortable store atmosphere will influence behavior in supplying products to consumers.(Indrasari et al., 2024).

The company's marketing strategy in fulfilling consumer desires can be further optimized with word of mouth.(Maghfiroh & Aminah, 2024)Word of mouth communication (WOM) is a communication process that involves providing recommendations, either individually or in groups, for a product or service with the aim of providing personal information.(Kotler & Armstrong, 2018)Consumers use word of mouth to talk about dozens of brands every day, from media and entertainment products like movies, TV shows, and publications to food products, travel services, and retail stores.(Djimantoro & Gunawan, 2020; Rajput & Gahfoor, 2020).

The purpose of this study is to design consumer behavior, specifically through empirical testing of the integration of price, location, store atmosphere, and word of mouth variables on purchasing decisions in the context of local culinary businesses. The results of this study support marketing theories such as consumer value theory and stimulus-organism-response (SOR) theory, and enrich the literature related to external and social factors in influencing purchasing decisions. Practically, these findings are useful for business actors, especially in the culinary sector, to develop more effective marketing strategies based on consumer perceptions, with a focus on setting prices that are appropriate to the value of benefits, selecting strategic locations, creating a comfortable and attractive store atmosphere, and managing word of mouth as a strong and organic promotional medium, thereby increasing customer loyalty and purchasing intensity.

2. Research methodology

2.1. Design

This type of research uses a quantitative method, namely a method that describes in detail something that is the object of research. According to (Sugiyono, 2016). The quantitative method uses all research data in the form of numbers and statistical analysis. Calculations for this quantitative method are based on questionnaires given to respondents.

2.2. Population and Sample

Kediri in the last six months. A population is a generalized area consisting of objects or subjects with certain characteristics determined by the researcher to be studied and conclusions drawn. (Sugiyono, 2012b) The target population in this study includes all individuals who have experience transacting at Warung Gunung (Wagu) Kediri within a specified period. The population is not only limited to the number of individuals, but also includes the characteristics or traits possessed by the research objects or subjects.

The sample in this study is a small part of the population taken to represent the entire population. According to (Sugiyono, 2012a), a sample is a part of the population used in research. In line with the opinion (Laely & Lidiawan, 2022) If the population is less than 100, then the entire population should be sampled (population research). However, if the population is more than 100, then a sample of 10-15%, 20-25%, or more can be taken. In this study, the sample size was 60 respondents, determined based on methodological considerations and recommendations from various sources regarding an appropriate sample size for the study.

The sampling technique used in this study is non-probability sampling with the incidental sampling method. According to (Sugiyono, 2012a), non-probability sampling is a sampling technique that does not provide an equal opportunity for each member of the population to be selected as a sample. The incidental sampling technique was chosen because it allows researchers to take samples from individuals who are encountered by chance and are considered suitable as data sources. (Sugiyono, 2018). Thus, the sample in this study consisted of individuals who had made purchases at Warung Gunung (Wagu) Kediri and happened to meet the researcher during the data collection process.

In determining the number of samples, this study also refers to recommendations (Sugiyono, 2018), which states that a suitable sample size in research ranges from 30 to 500 respondents. If the sample is divided into certain categories, then the minimum number of respondents for each category is 30. In addition, if the research uses multivariate analysis such as multiple regression, then the minimum sample size is 10 times the number of variables studied. Considering the number of variables in this study, the number of samples used is 60 respondents, which is expected to provide representative and valid results in analyzing the influence of price, location, store atmosphere, and word of mouth on purchasing decisions at Warung Gunung (Wagu) Kediri.

2.3. Operational Research Variables

The operational variables in this study are as follows.

Table 1. Operational Definition of Variables

Variables	Indicator	Descriptive Variables
Price (X1)	a. Price is linked to the perceived benefits of a good or service.	1. The prices set at Warung Gunung (Wagu) Kediri are in accordance with the benefits I feel.
	b. The price is in accordance with the quality of the product	1. The prices set at Warung Gunung (Wagu) Kediri are in accordance with the quality I get.
	c. Price can provide satisfaction to consumers	2. The prices set at Warung Gunung (Wagu) Kediri make me satisfied
Location (X2)	a. Access	1. Access to Warung Gunung (Wagu) is easy because it is frequently passed and accessible by means of transportation.
	b. Visibility	2. The location of Warung Gunung (Wagu) Kediri is easy to see
	c. Traffic	3. The location of Warung Gunung is in the area of public traffic
	d. Parking area	4. Warung Gunung (Wagu) Kediri has a large and comfortable parking area
	e. Expansion	5. Warung Gunung (Wagu) Kediri has a fairly large area of land, allowing for future expansion.
	f. Environment	6. Warung Gunung (Wagu) Kediri is close to the boarding house area, dormitories, campuses, schools, offices, and so on
	g. Competition (competitor locations)	7. Warung Gunung (Wagu) Kediri is far from other restaurants

<i>Store Atmosphere</i> (X3)	h. Government regulations		8. Warung Gunung (Wagu) Kediri in accordance with government regulations
	a. Exterior		1. The exterior of Warung Gunung (Wagu) Kediri looks unique, attractive, stands out, and invites people to come inside.
	b.	<i>General Interior</i>	2. The lighting, choice of paint colors, and choice of music at Warung Gunung (Wagu) Kediri are good so they attract consumers' tastes.
	c.	<i>Store Layout</i>	3. Warung Gunung (Wagu) Kediri has a good layout that increases consumer comfort such as toilets, eating areas, smoking areas.
	d.	<i>Interior (Point of Purchase) Displays</i>	4. Warung Gunung (Wagu) Kediri provides information for customers and uses displays that are in line with trends and special events.
	a.	Consumers' desire to talk about positive things and experiences with others	5. I heard other people's positive experiences about Warung Gunung (Wagu) Kediri.
	b.	Product recommendations to others	6. I recommend Warung Gunung (Wagu) Kediri to others.
<i>Word of mouth</i> (X4)	c.	Encouragement from friends or relatives towards the product	7. I know about Warung Gunung (Wagu) Kediri because of recommendations from friends or relatives.
	d.	Communication with promotional media to other people	8. I know about Warung Gunung (Wagu) Kediri from promotional media and other people
	a.	The stability of a product	1. I decided to buy at Warung Gunung (Wagu) Kediri because I was confident in the products offered.
	b.	Habits in purchasing products	2. I repeatedly buy at Warung Gunung (Wagu) Kediri.
<i>Purchase Decision</i> (Y)	c.	Speed in purchasing a product	3. Purchase intensity at the stall Mount (Wagu) Kediri quite often.

Source: data processing

2.4. Observations and Interviews

The observation method was used in this study with the aim of obtaining relevant data to support the results of the questionnaire that had been distributed to respondents.(Wahid et al., 2023)Observation is a complex process, involving various psychological and biological aspects, with the main objective of systematically recording and observing the phenomena being investigated directly on the research object.(Laely & Lidiawan, 2022)Observations are conducted through direct observation of the research object in order to obtain more in-depth information regarding the variables being studied.

Apart from observation, this research also uses documentation methods as a data collection technique.(Sugiyono, 2016)Documentation is a record of past events, which can take the form of writing, images, or monumental works. Written documents include diaries, life histories, stories, biographies, regulations, and policies. Meanwhile, pictorial documents can include photographs, sketches, or films. Documentation studies in this research are used as a complement to observation and questionnaire methods to obtain more comprehensive data.(Pradana et al., 2024).

Furthermore, a literature study was also conducted to support the theoretical study in this research. According to(Sugiyono, 2012a)Literature review is concerned with the study of references that encompass the values, culture, and norms that develop within the social situation being studied. Literature review is crucial in research because it allows researchers to examine relevant theories and strengthen their analysis based on existing scientific literature. Therefore, this research relies heavily on various scientific reference sources that support the validity and reliability of the research results.

2.5. Research Tools

This study used a questionnaire to collect primary data from respondents, with questions measuring the research variables. The collected data were then entered into Microsoft Excel for initial recapitulation and descriptive statistical calculations, such as frequencies and percentages. Excel was used to organize the data neatly before further analysis. IBM SPSS v17.0 was used for more in-depth statistical analysis, such as validity tests (correlation), reliability tests (Cronbach's Alpha), F-tests and T-tests to measure simultaneous and individual effects, and the coefficient of determination (R^2) to see the extent to which the independent variables explain variation in the dependent variable, thus producing accurate and reliable results.(Field, 2013; Gray & Kinnear, 2012).

2.6. Research Procedure

The research procedure began with the development of an instrument based on variable indicators that had passed construct validity tests from previous studies. The instrument was designed to measure relevant aspects within the research context. After dissemination, the data obtained were summarized using numerical processing software for cleaning, outlier identification, and initial tabulation. Analysis was conducted through validity testing stages using Pearson Product-Moment correlation to measure the strength of the relationship between items within a construct, and reliability testing using Cronbach's Alpha with a minimum value of 0.70 as an indicator of internal consistency. Testing continued with classical assumption tests, including normality, multicollinearity ($VIF \leq 10$), and heteroscedasticity through graphical methods or statistical tests. The F test was applied to determine the simultaneous influence of independent variables on the dependent variable, while the t test was used to identify the influence of each variable partially, with a significance level below 0.05. The coefficient of determination (R^2) value was used to determine the proportion of variation in the dependent variable that can be explained by the model. This stage is complemented by a SWOT (Strengths, Weaknesses, Opportunities, Threats) analysis to map relevant internal and external conditions.

2.7. Framework of thinking

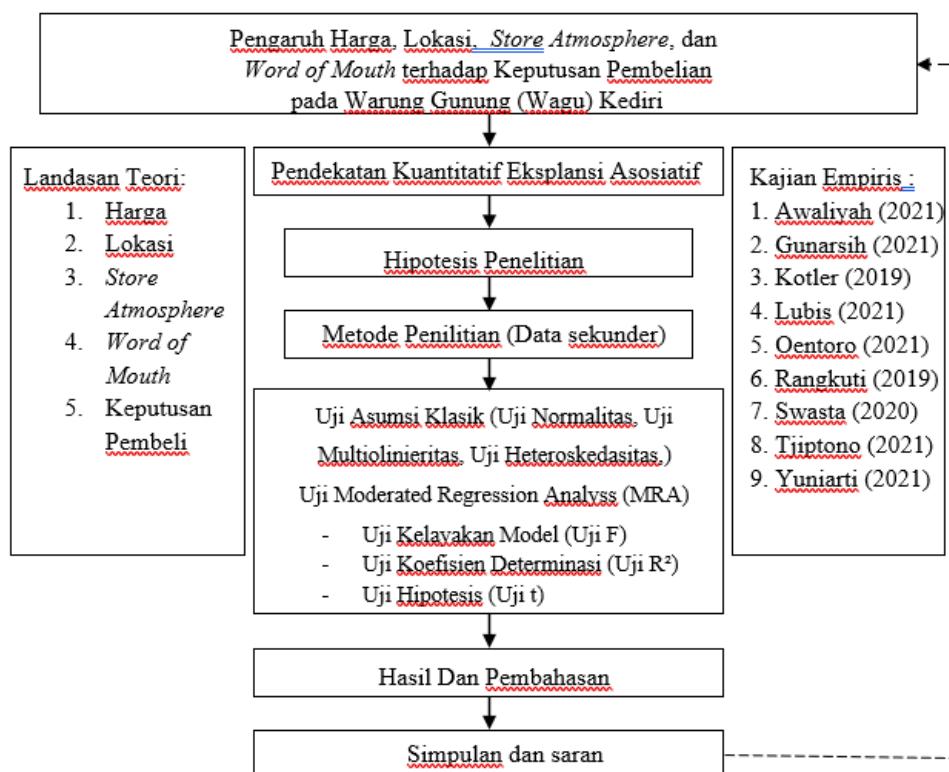


Figure1. Framework of thinking

Source: data processing

A hypothesis is a temporary answer to the formulation of a research problem, where the formulation of the research problem has been stated in the form of a statement.(Sugiyono, 2012a). From the problem formulation that has been formulated above, the researcher will propose the following hypothesis:

1. H1: Price influences consumer purchasing decisions at Warung Gunung (Wagu) Kediri.
2. H2: Location influences consumer purchasing decisions at Warung Gunung (Wagu) Kediri.
3. H3: Store atmosphere influences consumer purchasing decisions at Warung Gunung (Wagu) Kediri.
4. H4: Word of mouth influences consumer purchasing decisions at Warung Gunung (Wagu) Kediri.
5. H5: Price, location, store atmosphere, and word of mouth simultaneously influence consumer purchasing decisions at Warung Gunung (Wagu) Kediri.

3. Results and Discussion

3.1. Result

Basic statistical tests include reliability values (Cronbach's Alpha), regression coefficients (B), standard errors, standardized beta coefficients, and inferential statistics in the form of calculated t values, significance (Sig.), and multicollinearity indicators (Tolerance and VIF). The results of the reliability test show that all independent variables have Cronbach's Alpha values above 0.6, namely between 0.738 and 0.896, which indicates that all constructs in the model can be considered reliable and internally consistent. The Price variable (X1) has a positive influence on purchasing decisions with a B value of 0.115 and a Beta of 0.368. The calculated t value of 4.217 and a significance of 0.000 indicate that the influence of price is statistically significant. Likewise, the Location variable (X2) shows a significant influence (B = 0.151; t = 2.387; Sig. = 0.020) with a Beta of 0.417, which means that location contributes greatly to purchasing decisions. Store Atmosphere (X3) also provides a positive and significant contribution (B = 0.084; t = 2.919; Sig. = 0.005; Beta = 0.394), confirming the importance of store atmosphere in influencing consumer behavior. This is different from Word of Mouth (X4) which shows a negative coefficient (B = -0.282; Beta = -0.360), is not significant (t = -1.116; Sig. = 0.269), and has a high VIF value of 6.499.

Evaluation of the model with comprehensive statistical parameters. The intercept value (constant) of 9.188 with a calculated t of 4.142 (Sig. = 0.000) indicates that the model has a significant intercept. The R Square value of 0.790 indicates that 79% of the variation in purchasing decisions can be explained by the combination of Price, Location, Store Atmosphere, and Word of Mouth variables. This indicates that the model has excellent predictive power. Furthermore, the F test produces a calculated F value of 51.765 with a significance level of 0.000 which confirms that the model is simultaneously significant in explaining the dependent variable.

Table 2. Basic Statistical Tests

Variables	Cronbach's Alpha	B (Unstd.)
Price (X1)	0.765	0.115
Location (X2)	0.896	0.151
Store Atmosphere (X3)	0.793	0.084
Word of Mouth (X4)	0.738	-0.282
Purchase Decision (Y)	0.796	

Variables	t count	Sig.
Price (X1)	4,217	0
Location (X2)	2,387	0.02
Store Atmosphere (X3)	2,919	0.005
Word of Mouth (X4)	-1,116	0.269
Purchase Decision (Y)	t count	Sig.

Variables	Tolerance	VIF
Price (X1)	0.176	5,667
Location (X2)	0.525	1,905
Store Atmosphere (X3)	0.659	1,518
Word of Mouth (X4)	0.154	6,499

Source: data processing

Table 3. Statistical Parameter Evaluation

Parameter	Mark
Constant (Intercept) - B	9,188
Standard Error (Intercept)	2,218
t count (Intercept)	4,142
R Square	0.79
F count	51,765
Sig. F	0

Source: data processing

Table 4. SWOT Strategy

Weaknesses (W)
W1: Word of mouth is negative and insignificant
W2: Does not include other variables that may be relevant
W3: Conventional promotional strategies are not optimal
W4: Minimal digital marketing integration

Threats (T)

T1: Competition between similar business locations

T2: Dynamics of local consumer tastes

T3: Risk of negative reputation in the community

T4: Uncontrollable external factors (economic/social)

Strengths (S)

S1: Price, location, and atmosphere are significant → increased purchases

S2: High instrument reliability

S3: Statistical model is valid and fit

S4: Adjusted R² of 77.5%

Opportunities (O)

O1: Digitalization of word of mouth

O2: Development of experiential marketing

O3: Local influencer collaboration

O4: Further research for the development of predictive models

SO (Maxi-Maxi) Strategy

Strengthening price & location + atmosphere based promotional programs with digital content.

Use the power of store atmosphere for UGC (user generated content).

Build a simple app/website for a local delivery service.

ST (Maxi-Mini) Strategy

Optimize pricing power & location to compete in densely populated areas.

Change the design and atmosphere of the store periodically to follow market trends.

Create a digital customer feedback system that is linked to purchasing decisions.

WO (Mini-Maxi) Strategy

Do word of mouth rebranding through social media and micro-influencers.

Add external variables such as service quality and customer loyalty.

Train marketing teams to manage community-based and digital promotions.

WT (Mini-Mini) Strategy

Re-evaluate promotional communication content to avoid counter-productiveness.

Develop a data-driven approach to word of mouth strategy evaluation.

Partner with local business partners to strengthen your position and public perception.

Source: data processing

3.2. Discussion

Regression analysis shows that the variables of price ($\beta = 0.115$; $t = 4.217$; $p < 0.001$) and location ($\beta = 0.151$; $t = 2.387$; $p = 0.020$) have a positive and significant influence on consumer purchasing decisions at Warung Gunung (Wagu) Kediri. This means that the more the price is assessed in accordance with the benefits, quality, and level of consumer satisfaction, and the more strategic the accessibility and visibility of the location, the more purchasing decisions tend to increase. The average value of consumer perception of price is in the very high category ($\mu = 4.22$), and that of location is in the high category ($\mu = 4.19$), strengthening the analytical findings that these two factors are ideal in the eyes of consumers.(Laely et al., 2024; Lidiawan et al., 2024; Lidiawan & Laely, 2024). Confirmation of the survey data is consistent with the literature on the role of price and location as key determinants in consumer behavior theory.

The store atmosphere variable was also shown to have a significant partial influence on purchasing decisions ($\beta = 0.084$; $t = 2.919$; $p = 0.005$). The average assessment of the store atmosphere was at a very high level ($\mu = 4.40$), especially the exterior aspect, which is considered the most attractive to customers.(Mohamed Diaa, 2022; Tantowi & Pratomo, 2020). In contrast, word of mouth showed a negative coefficient ($\beta = -0.282$; $t = -1.116$; $p = 0.269$), indicating no significant effect, and perhaps even a detrimental one. This finding contradicts the majority of marketing research that identifies WOM as a key asset in shaping purchasing decisions. In the local context, this indicates that word of mouth communication, both formal and informal, has not been managed optimistically and may contain negative perceptions.

The research instrument was tested to be reliable (Cronbach's Alpha for all variables ≥ 0.738), while multicollinearity and heteroscedasticity tests showed no violation of classical assumptions; VIF for each variable < 10 and tolerance > 0.10 . The resulting multiple linear regression model had an Adjusted R² of 0.775, meaning that 77.5% of the variation in purchasing decisions can be explained by the independent variables; the remaining $\approx 22.5\%$ is influenced by other external factors outside the scope of the study. The combination of these results demonstrates the strength of the model, which is robust and reliable as a basis for managerial decision making.

Managerially, these findings require a focus on strengthening pricing, location, and store atmosphere as strategic priorities to improve purchasing decisions. It is recommended that Warung Gunung maintain a pricing

structure that reflects benefits and quality, optimize location access and visibility, and continue to improve store design and comfort. Meanwhile, the negative findings regarding word of mouth require intervention: management needs to design a digital-based communication strategy (UGC, social media, local influencers) so that word of mouth can develop into a positive and measurable promotional asset.(Reswari et al., 2024)A digital feedback system and incentives for consumers who share positive experiences can be an effective strategy for improving perceptions and turning customers into brand ambassadors. With an integrative and adaptive approach to modern consumer behavior, Warung Gunung has the potential to strengthen its competitiveness in the local culinary segment.

4. Conclusions and Recommendations

This study shows that price, location, and store atmosphere significantly and positively influence consumer purchasing decisions at Warung Gunung (Wagu) Kediri, while word of mouth does not show a significant influence and even tends to be negative. The regression model is proven to be reliable (Cronbach's Alpha > 0.6), free from multicollinearity and heteroscedasticity, and has an adjusted R² of 77.5%, meaning that this model is able to explain 77.5% of the variation in purchasing decisions. These results confirm that the physical elements and accessibility of the business premises are more influential in determining purchasing decisions than interpersonal influences such as word of mouth. For the management of Warung Gunung (Wagu) Kediri, these findings provide a strategic basis to focus on strengthening product quality according to price, selecting a strategic location, and improving the store atmosphere as top priorities to encourage purchasing decisions. The weakness of word of mouth indicates the need for evaluation and improvement of informal communication strategies and community promotion. It is recommended to develop a digital marketing strategy that combines consumer experience (experiential marketing) with social media content, including the use of user-generated content (UGC) and local influencers. Additionally, building a digital customer feedback system can be an important tool in improving buyer experience and loyalty.

Declaration of Competing Interest

None

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CRediT authorship contribution statement

Syahrul Syaiful Riza contributed to the conceptualization and design of the study, data collection and processing, and writing the initial draft of the manuscript. Djunaedi provided methodological supervision, instrument validation, and substantial revision of the analysis results. Sasi Utami played a role in the literature review, interpretation of the research results, and preparation of the discussion section. Enni Sustiyatik performed further statistical tests, finalized the manuscript, and ensured that the writing format complies with publication guidelines. All authors have read and approved the final version of the manuscript for publication.

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