
Enhancing Consumer Purchase Decisions: The Role of Servicescape, Content Marketing, and Experiential Marketing in Urban Street Food Businesses

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Abstract:

The café business in Medan is rapidly growing, but increasing competition demands greater innovation in attracting consumers. Warkop & Fresh Milk Kakilima has experienced a decline in sales from 2021 to 2025, indicating a decrease in consumer purchase decisions. This is suspected to be influenced by suboptimal servicescape, content marketing, and experiential marketing, as supported by pre-survey results showing consumer dissatisfaction. Therefore, this study aims to analyze the influence of these three variables on consumer purchase decisions. The population in this study includes all consumers visiting Warkop & Fresh Milk Kakilima, whose exact number cannot be determined. Considering the uncertainty of the population size and the fluctuation of visiting consumers, the sample size was determined based on Hair's recommendation. Therefore, the researcher decided to use 170 respondents as the research sample. The sampling technique applied is accidental sampling, which involves selecting respondents who are encountered by chance and are willing to participate. Based on the research results, it can be concluded that partially, servicescape, content marketing, and experiential marketing each have a positive and significant influence on purchase decisions at Warkop & Fresh Milk Kakilima Medan, as indicated by the t-value being greater than the t-table value. In addition, simultaneously, these three variables also have a significant effect on purchase decisions, as evidenced by the F-value being greater than the F-table value.

Keywords: *Servicescape, Content Marketing, Experiential Marketing, Purchase Decision*

1. Introduction

The culinary business in Indonesia is a promising and rapidly growing sector, driven by people's need for food and beverages as well as positive economic growth. Competition in this industry is increasingly intense, requiring business actors to be creative and innovative in presenting their products. This growth is also influenced by demographic factors, lifestyle, and high mobility, where people tend to spend more time outside their homes for practicality, socializing, or working, as reflected in the

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increasing variety of culinary business concepts ranging from family restaurants and street food stalls to bistros and cafés (Damayanti et al., 2024).

The development of cafés in Medan City has grown rapidly, in line with changes in urban lifestyles where coffee consumption has become part of social, work, and recreational activities. This growth is driven by rising interest in specialty coffee, the emergence of various local café concepts, and effective digital marketing strategies through social media to attract young customers. This transformation not only increases the number of coffee businesses but also intensifies competition and encourages business owners to improve service quality and product innovation to remain competitive in the local market (Siregar et al., 2024).

Cafés attract attention not only because of their food and beverages but also due to the atmosphere and facilities that provide comfort for customers to spend longer periods, whether for relaxing or working. This phenomenon encourages entrepreneurs to establish cafés with various concepts and menus to meet consumer expectations. Previous studies have shown that atmosphere, comfort, and available facilities positively influence customer satisfaction in cafés (Radiansyah & Andini, 2024).

Currently, competition among coffee stalls in Medan is very tight, with many new establishments offering attractive concepts, innovative menus, and additional facilities such as WiFi and comfortable spaces. This intense competition influences consumer purchasing decisions, as customers become more selective in choosing places that match their preferences, needs, and desired experiences. One of the cafés in Medan is Warkop & Susu Murni Kakilima, located on Jl. Setia Budi No.199a, Medan Sunggal. It offers a wide range of menu items, including coffee, chicken dishes, steamed bread, fresh milk, porridge, ginger milk, tea, juice, and ice cream, along with a comfortable atmosphere and facilities such as WiFi.

However, this competition has impacted consumer behavior, making them more selective and more interested in trying other cafés that offer better experiences, promotions, atmosphere, or menu variety. As a result, Warkop & Susu Murni Kakilima faces challenges in retaining existing customers and attracting new ones, leading to a decline in visits and sales. Sales data from 2021 to 2025 shows a continuous decrease from Rp 2,129,375,000 in 2021 to Rp 1,533,184,000 in 2025, indicating a decline in purchasing decisions and customer loyalty.

Based on in-depth interviews with 25 customers, it was found that the physical condition and atmosphere of the café are considered less appealing. Issues such as limited seating arrangement, inadequate lighting, inconsistent cleanliness, poor air circulation, less ergonomic layout, and lack of privacy reduce customer comfort and negatively affect their experience, ultimately decreasing visit duration and purchase frequency. Pre-survey results also indicate that most respondents perceive the servicescape as inadequate in terms of lighting, facilities, and interior design. Servicescape, as a physical environment designed to support service delivery, plays an important role in shaping customer experience and influencing purchasing decisions (Rezeki et al., 2025).

In addition, ineffective content marketing also contributes to declining consumer interest. Infrequent social media updates, lack of interactive promotions, and limited engaging information about products and offers make the café less competitive compared to others that are more active digitally. Pre-survey findings show that most respondents consider the promotional content less relevant, less reliable, less informative, and less attractive. Content marketing, which utilizes digital media to attract consumer attention, has been proven to significantly influence purchasing decisions (Giani, 2024).

Furthermore, experiential marketing at the café is still considered weak, as it has not been able to create memorable experiences or strong emotional connections with customers. The relatively monotonous atmosphere, lack of interactive elements, and limited product innovation result in customers visiting only for transactions rather than meaningful experiences. Pre-survey results indicate that most respondents feel that the sensory experience, comfort, uniqueness, and product exploration offered are still lacking. Experiential marketing, which focuses on creating meaningful customer experiences, is essential in influencing perceptions, satisfaction, and purchasing decisions (Effriando et al., 2024).

This study differs from previous research in terms of variable combination, object, and context. While prior studies generally examine one or two variables separately, this research integrates servicescape, content marketing, and experiential marketing simultaneously to analyze their effect on purchasing decisions. Additionally, the research focuses on a local-scale culinary business in Medan, providing more comprehensive and relevant empirical insights into factors influencing consumer purchasing decisions in a highly competitive market.

2. Theoretical Background

Purchase Decision: Purchasing decision is a decision-making process carried out by consumers in determining whether to buy or not to buy a product or service. It is a form of problem-solving in which individuals choose one behavioral alternative from several available options that are considered most appropriate after going through the stages of the decision-making process (Firmansyah, 2020). Purchasing decisions can also be understood as the process consumers go through before deciding to purchase a product or service (Loo et al., 2025). According to Wangsa et al. (2022), a purchasing decision is the process by which consumers manage knowledge and information related to a product to determine the most suitable choice based on their needs. In line with this view, purchasing decisions are part of a series of mental processes and physical activities that occur over a certain period to fulfill specific needs. Sinaga (2024) explains that purchasing decisions are a process in which individuals or groups identify and fulfill needs for goods or services to be used for their purposes. Meanwhile, Rahmawan (2021) states that purchasing decisions reflect consumer behavior in using products, where consumers first evaluate and compare various alternatives before making a final choice. Based on these perspectives, it can

be concluded that a purchasing decision is a choice made by consumers before buying a product or using a service, influenced by needs, preferences, experiences, and the information they possess.

Purchase decision indicator as follow:

1. Satisfaction with the purchase decision
Reflects the level of consumer satisfaction with the shopping decision that has been made.
2. Willingness to recommend the store to others
Indicates the consumer's tendency to recommend the store as a result of their purchase decision.
3. Frequency of making purchases
Describes how often consumers make purchases at the same store.
4. Intention to repurchase
Reflects the consumer's plan to shop again in the future.
5. Overall satisfaction with the purchase
Shows the consumer's overall evaluation of the outcome of their purchase decision.

Servicescape: Servicescape is a concept that refers to the physical environment or facilities where services are delivered, and how this environment influences customer perceptions and experiences. In a café, for example, elements such as layout, decoration, lighting, sound, aroma, and even temperature can create a unique and comfortable atmosphere that encourages customers to stay longer and return in the future. In addition to layout, servicescape is also related to service quality aspects such as consistency of food quality, employee appearance and attitude, as well as technological facilities like WiFi access, digital payment systems, and ease of interaction (Munthe & Budiarta, 2025). According to Rohman (2022), servicescape encompasses all physical facilities where interactions between service providers and consumers occur, generally divided into exterior and interior facilities. Harinie et al. (2024) state that servicescape is the environment in which services are delivered, where the physical conditions experienced by customers play an important role in shaping service experiences and can either increase or decrease customer satisfaction. Meanwhile, Farid (2024) explains that servicescape is a physical environment designed by humans to support service delivery processes, while also attracting and influencing consumer interest through the interactions created. Rohman (2023) further explains that facility exterior includes all external environments where services take place, such as exterior design, signage, parking layout, gardens, and surrounding areas. Facility interior, on the other hand, includes all physical conditions within the service facility used in the interaction process between service providers and consumers. Thus, it can be concluded that servicescape is a concept in service marketing that refers to the physical environment where a service is delivered and where interactions between service providers and consumers occur.

Serviscape indicator as follow:

1. **Ambient Conditions**
Environmental conditions perceived through customers' senses that shape the atmosphere within the service setting.
2. **Spatial Layout and Functionality**
The arrangement of space and physical facilities that enable customers to move easily and use the service effectively.
3. **Signs, Symbols, and Artifacts**
Visual elements that function as a means of communication between service providers and customers.

Content Marketing: Content marketing is a marketing strategy that focuses on creating and distributing relevant, valuable, and consistent content to attract and retain consumer attention, with the aim of influencing their behavior toward a product or brand. According to Saragih et al. (2020), content marketing is a marketing activity carried out by distributing high-quality website content that provides benefits and offers solutions. This approach does not only focus on product offerings but also shares helpful, value-based tips that can generate higher conversion rates compared to direct product promotion. Content marketing is also emphasized by Amrita et al. (2024) as a strategy that focuses on creating, delivering, and distributing valuable and relevant content to attract, engage, and retain a specific audience. In line with this, Alimudin and Purwantoro (2022) state that content marketing is a marketing approach that emphasizes the creation and distribution of valuable, relevant, and consistent content to attract and maintain a defined audience while encouraging profitable customer actions. This view is supported by Erwin et al. (2024), who argue that content marketing is one of the most effective strategies for online businesses, as consumers tend to engage more with content that aligns with their interests compared to traditional marketing. Furthermore, Nugroho and Suryadi (2023) assert that content marketing is a strategy that emphasizes the creation and sharing of high-quality content to influence target audiences and assist consumers in making purchasing decisions. Based on these perspectives, it can be concluded that content marketing is a marketing approach focused on designing and distributing informative, engaging, and useful content that aligns with the needs of the target audience.

Content marketing indicator as follow:

1. **Relevance**
Relevance refers to the degree to which the content presented matches consumers' needs and interests. Relevant content provides the information consumers need, helping them consider and make purchasing decisions.
2. **Reliability**
Reliability refers to the level of consumer trust in the content delivered. Reliable content is honest, accurate, and consistent with the actual condition of the product or service, thereby building consumer trust.
3. **Value**
Value indicates the benefits that consumers gain from the content presented. Valuable content not only provides information but also enhances knowledge or

experience that is useful for consumers and encourages their interest in purchasing.

4. Attractiveness

Attractiveness is the ability of content to capture consumer attention through appealing presentation and design. Content with high attractiveness can generate consumer interest and make them more attracted to the offered products or services.

Experiential Marketing: Experiential marketing reflects a marketing approach that emphasizes the creation of direct and memorable experiences for consumers through interaction with products, brands, or services, thereby building emotional engagement and strengthening long-term relationships with consumers. According to Tresyanto and Panjaitan (2021), experiential marketing is a marketing concept that integrates emotional, logical, and cognitive processes in building connections with consumers. Febrini et al. (2021) also define experiential marketing as a strategy aimed at creating memorable customer experiences by fostering positive feelings and emotions that align with marketing objectives. In line with this view, Harmayani and Santoso (2023) state that experiential marketing is a modern marketing approach that focuses on emotional aspects, where customers are able to differentiate products or services based on the direct experiences they encounter. Similarly, Margery et al. (2023) explain that this approach emphasizes the creation of deep and meaningful experiences for customers, not merely selling products but delivering positive experiences that are strongly associated with a brand or service. Thus, it can be concluded that experiential marketing is a strategy that emphasizes active consumer involvement with a brand through real experiences designed to trigger emotional responses, shape perceptions, and strengthen the relationship between consumers and the brand. These experiences can arise through various activities, both planned and spontaneous, in formal or informal settings, ultimately leaving a lasting impression in consumers' minds.

Experiential marketing indicator as follow:

1. Sense Experience
Experience related to consumers' sensory stimulation, such as sight, smell, taste, and touch that are perceived when interacting with a product or service environment.
2. Feel Experience
Experience that evokes consumers' feelings and emotions, such as comfort, happiness, or a positive mood while being at a place of business.
3. Think Experience
Experience that stimulates consumers' thinking, attention, and interest through creative and engaging activities, information, or brand communication.
4. Act Experience
Experience that influences consumers' actions, lifestyles, and behaviors, including the encouragement to try, interact, or adapt certain behaviors during a visit.

5. Relate Experience

Experience that connects consumers with others, social groups, or certain identities, making them feel a sense of social belonging and alignment with the place.

3. Methodology

This study was conducted at Warkop & Susu Murni Kakilima Medan from March to April 2026 using a descriptive quantitative approach. Data were collected through questionnaires and interviews, supported by secondary data from literature and relevant documents. The population consisted of all customers of the café, with an unknown total number, so a sample of 170 respondents was determined using accidental sampling. The variables examined include servicescape, content marketing, and experiential marketing as independent variables, and purchase decision as the dependent variable, measured using a Likert scale.

Data analysis was carried out through validity and reliability tests, classical assumption tests (normality, multicollinearity, and heteroscedasticity), and multiple linear regression analysis. Hypothesis testing used the t-test for partial effects, the F-test for simultaneous effects, and the coefficient of determination (R^2) to measure the contribution of independent variables to the dependent variable. The analysis aims to ensure that the model used is valid, reliable, and capable of accurately explaining the relationships among variables.

4. Empirical Findings/Result

Instrument Test

Validity test

The research instrument was first assessed for validity using the Pearson Product-Moment Bivariate Correlation technique. This process compared each item's correlation coefficient with the overall score to the critical Pearson value at a 5% significance level using a two-tailed test (Sinaga, 2023). The validity test aimed to evaluate how well each item represented the concept being measured. An item was deemed valid if its calculated correlation coefficient (r-value) was positive and exceeded the r-table value at the 0.05 significance level. Conversely, items with r-values lower than the r-table were considered invalid (Priyatno, 2022). The results indicated that all variables had Corrected Item-Total Correlation values above the minimum threshold of 0.361, confirming that all questionnaire items were valid.

Reliability Test

Reliability testing is used to assess the consistency of responses collected through questionnaires or interviews, ensuring that the instrument consistently reflects the concept being measured. This reliability is generally evaluated using the Cronbach's Alpha coefficient. If the Cronbach's Alpha value is below 0.6, it suggests that the data obtained is not sufficiently reliable to support the study's conclusions (Marzuki et al., 2020).

Table 1. Reliability Test Results

Variable	Reliability Value	Standard	Information
<i>Servicescape</i>	0.793	0,6	Reliable
<i>Content Marketing</i>	0.797		Reliable
<i>Experiential Marketing</i>	0.860		
Purchase Decision	0.736		Reliable

Source: 2026 processed original data

Since each variable's Cronbach's Alpha coefficient esteem is higher than the study's pivotal esteem of 0.6, the unwavering quality calculations' comes about illustrate the legitimacy of each variable utilized within the think about.

Traditional assumption test

Test of normalcy

This test is employed to assess whether the residuals in a regression model are normally distributed. In linear regression, it is essential that the random error terms (ϵ) exhibit a normal or near-normal distribution to ensure the appropriateness of the data for statistical analysis. A regression model with normally distributed errors supports more reliable statistical conclusions. One widely used approach to evaluate normality is the probability plot method, which compares the cumulative distribution of the residuals to that of a normal distribution.

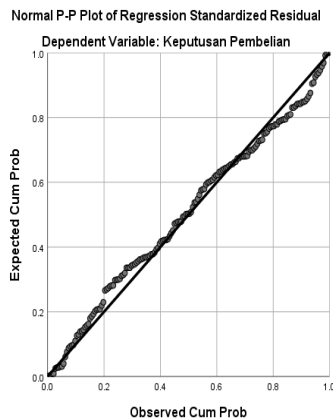


Figure 1. Results of the Normalcy Test

Source: 2026 processed original data

Residuals are regarded as normally distributed when the data points closely cluster around and follow the direction of the diagonal line on a probability plot. This alignment indicates a normal distribution pattern. On the other hand, if the points significantly diverge from the diagonal or do not follow its direction, it suggests a deviation from normality. Based on the results presented, the data points are positioned along the diagonal line and follow its trend, signifying that the residuals are approximately normally distributed.

Test of Multicollinearity

The multicollinearity test is conducted to determine whether strong or near-perfect correlations exist among the independent variables in a regression model. In cases of perfect multicollinearity, regression coefficients cannot be estimated and the standard errors become infinite. If multicollinearity is high but not perfect, the coefficients may still be calculated, but large standard errors can lead to less precise estimates. Multicollinearity is generally indicated when the tolerance value is less than 0.1 or the Variance Inflation Factor (VIF) is greater than 10 (Supriadi, 2020).

Table 2. Results of the Multicollinearity Test

Model	Collinearity Statistics	
	Tolerance	VIF
1		
	(Constant)	
	<i>Servicescape</i>	.669 1.495
	<i>Content Marketing</i>	.670 1.493
	<i>Experiential Marketing</i>	.990 1.010

Source: 2026 processed original data

Based on the decision-making criteria, multicollinearity is deemed absent when the tolerance value is above 0.10 and the Variance Inflation Factor (VIF) is below 10, indicating no significant correlation among the independent variables. Referring to the results in the table above, all tolerance values are greater than 0.10 and the VIF values for each independent variable are well under 10. Thus, it can be concluded that multicollinearity does not exist among the independent variables in the regression model.

Test of Heteroscedasticity

The heteroscedasticity test aims to determine whether the residuals in a regression model have constant variance across observations. When the variance remains constant, this condition is known as homoscedasticity; if the variance varies, it is called heteroscedasticity. For the regression model to be valid, it is crucial that heteroscedasticity is absent. One common method to detect heteroscedasticity is by using a scatterplot analysis.

Test for Heteroscedasticity in

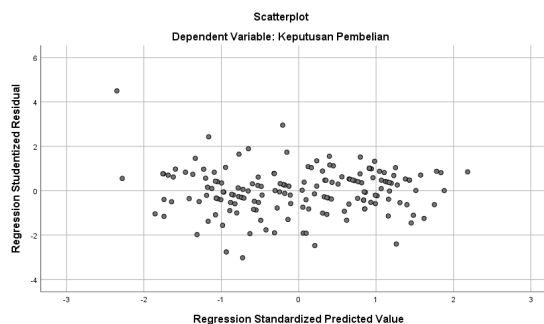


Figure 2

Source: 2026 processed original data

The determination of whether heteroscedasticity is present depends on the pattern of data distribution. If the data points are scattered randomly without forming any clear

pattern, it suggests that heteroscedasticity is not present. According to the results above, the scatterplot displays a random distribution without any noticeable pattern, indicating that there is no heteroscedasticity issue in the data.

Analysis of Regression

Multiple regression analysis is a statistical method used to determine the presence of both partial and simultaneous effects of two or more independent variables on a single dependent variable. Based on the number of independent variables, regression is divided into two types: simple linear regression and multiple linear regression. Simple linear regression examines the relationship between one independent variable and one dependent variable, whereas multiple linear regression analyzes the influence of two or more independent variables on one dependent variable.

Results of Multiple Linear Regression

Table 3. Multiple Linear Regression

Model		Unstandardized Coefficients		Standardized Coefficients
		B	Std. Error	Beta
1	(Constant)	.465	1.824	
	<i>Servicescape</i>	.391	.067	.383
	<i>Content Marketing</i>	.330	.055	.395
	<i>Experiential Marketing</i>	.116	.042	.151

Source: 2026 processed original data

1. The constant (α) = 0.465 indicates that if the independent variables servicescape (X1), content marketing (X2), and experiential marketing (X3) are all equal to 0, then the purchase decision remains at 0.465.
2. The coefficient of X1 (b_1) = 0.391 shows that the servicescape variable (X1) has a positive effect on purchase decisions. This means that any increase in servicescape (X1) will increase purchase decisions by 39.1%.
3. The coefficient of X2 (b_2) = 0.330 indicates that the content marketing variable (X2) positively influences purchase decisions by 0.330. In other words, for every one-unit increase in content marketing (X2), purchase decisions will increase by 33%.
4. The coefficient of X3 (b_3) = 0.116 shows that the experiential marketing variable (X3) has a positive effect on purchase decisions by 0.116. This means that for every one-unit increase in experiential marketing (X3), purchase decisions will increase by 11.6%.

Godness Of Fit Test

Fractional Parameter Centrality Test (T Measurable Test)

The t-test is used to determine the extent to which each independent variable individually influences the variation in the dependent variable. This test is also known as a partial test because it is conducted to examine the significance of each independent variable separately on the dependent variable. In this study, the calculated t-value will be compared with the t-table value at a 5% significance level (α). The

decision-making criteria in the t-test are as follows: the null hypothesis (H_0) is accepted if t-count is less than t-table, while the alternative hypothesis (H_a) is accepted if t-count is greater than t-table. The determination of the t-table value requires degrees of freedom calculated using the formula $df = n - k - 1$, resulting in $df = 170 - 4 = 166$. Here, n represents the number of research samples, while k is the number of independent variables.

Table 5. t Test Results

Model		t	Sig.
1	(Constant)	.255	.799
	<i>Servicescape</i>	5.824	.000
	<i>Content Marketing</i>	6.016	.000
	<i>Experiential Marketing</i>	2.786	.006

Source: 2026 processed original data

Regression analysis results lead to the following outcome:

1. For the servicescape variable (X1), it can be seen that the t-value (5.824) is greater than the t-table value (1.974) with a significance level of $0.000 < 0.05$. Therefore, it can be concluded that there is a positive and statistically significant partial effect of servicescape on the purchasing decision at Warkop & Susu Murni Kakilima Medan.
2. For the content marketing variable (X2), it can be seen that the t-value (6.016) is greater than the t-table value (1.974) with a significance level of $0.000 < 0.05$. Therefore, it can be concluded that there is a positive and statistically significant partial effect of content marketing on the purchasing decision at Warkop & Susu Murni Kakilima Medan.
3. For the experiential marketing variable (X3), it can be seen that the t-value (2.786) is greater than the t-table value (1.974) with a significance level of $0.000 < 0.05$. Therefore, it can be concluded that there is a positive and statistically significant partial effect of experiential marketing on the purchasing decision at Warkop & Susu Murni Kakilima Medan.

Simultaneous Test (F Measurable Test)

The F-test is conducted to examine the simultaneous significance of the independent variables on the dependent variable with a confidence level of 0.05. If the calculated F-value is greater than the F-table value, then the alternative hypothesis stating that the independent variables simultaneously have a significant effect on the dependent variable is accepted. In this study, the F-calculated value will be compared with the F-table value at a 5% significance level (α). The decision-making criteria for the F-test are that H_0 is accepted if F-calculated is less than F-table, while H_a is accepted if F-calculated is greater than F-table. The determination of the F-table value requires degrees of freedom, namely $df \text{ numerator} = k - 1 = 3 - 1 = 2$ and $df \text{ denominator} = n - k - 1 = 170 - 3 - 1 = 166$, where n represents the number of samples and k represents the number of independent variables.

Table 6. R Square Test Results,

Model		F	Sig.
1	Regression	59.949	.000 ^b
	Residual		
	Total		

With the numerator degrees of freedom (df) of 3 and the denominator degrees of freedom (df) of 166, the F-table value obtained is 2.66. Meanwhile, the F-calculated value is obtained using the SPSS program and then compared with the F-table value at a significance level of $\alpha = 5\%$. The results of the F-test show that the F-calculated value (59.949) is greater than the F-table value (2.66) with a significance level of $0.000 < 0.05$. Therefore, it can be concluded that servicescape, content marketing, and experiential marketing simultaneously have a significant effect on the purchasing decision at Warkop & Susu Murni Kakilima Medan.

Coefficient of Determination (R Square)

The value of the coefficient of determination (R^2) ranges between zero (0) and one (1). A low R^2 value indicates that the independent variables have very limited ability to explain the variation in the dependent variable. Conversely, a value close to one suggests that the independent variables provide nearly all the necessary information to predict changes in the dependent variable.

Table 7. R Square Test Results,

Model Summary ^b				
Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.721 ^a	.520	.511	2.662

a. Predictors: (Constant), *Experiential marketing*, *Content marketing*, *Servicescape*

b. Dependent Variable: Keputusan pembelian

Source: 2026 processed original data

Based on the results of the coefficient of determination test, it is known that the R Square (R^2) value obtained is 0.511. This means that the purchasing decision variable can be explained by the servicescape, content marketing, and experiential marketing variables by 51.1%, while the remaining 48.9% is influenced by other factors outside the scope of this research model.

5. Discussion

The effect of servicescape on purchasing decisions shows that the t-value (5.824) is greater than the t-table value (1.974) with a significance level of $0.000 < 0.05$. Therefore, it can be concluded that there is a positive and statistically significant partial effect of servicescape on the purchasing decision at Warkop & Susu Murni Kakilima Medan. The coefficient of X1 ($b_1 = 0.391$) indicates that servicescape has a positive influence on purchasing decisions, meaning that every increase in servicescape will increase purchasing decisions by 39.1%.

The effect of content marketing on purchasing decisions shows that the t-value (6.016) is greater than the t-table value (1.974) with a significance level of $0.000 < 0.05$. This indicates that there is a positive and statistically significant partial effect of content marketing on purchasing decisions at Warkop & Susu Murni Kakilima Medan. The coefficient of X2 ($b_2 = 0.330$) shows that content marketing has a positive effect on purchasing decisions of 0.330. This means that every increase of 1 unit in content marketing will increase purchasing decisions by 33%.

The effect of experiential marketing on purchasing decisions shows that the t-value (2.786) is greater than the t-table value (1.974) with a significance level of $0.000 < 0.05$. Therefore, it can be concluded that there is a positive and statistically significant partial effect of experiential marketing on purchasing decisions at Warkop & Susu Murni Kakilima Medan. The coefficient of X3 ($b_3 = 0.116$) indicates that experiential marketing has a positive effect on purchasing decisions of 0.116, meaning that every increase of 1 unit in experiential marketing will increase purchasing decisions by 11.6%.

Based on the simultaneous hypothesis testing using the F-test, it is known that the F-calculated value (59.949) is greater than the F-table value (2.66) with a significance level of $0.000 < 0.05$. This indicates that servicescape, content marketing, and experiential marketing simultaneously have a significant effect on purchasing decisions at Warkop & Susu Murni Kakilima Medan. The coefficient of determination (R Square) is 0.511, meaning that purchasing decisions can be explained by servicescape, content marketing, and experiential marketing variables by 51.1%. Meanwhile, the remaining 48.9% is influenced by other factors outside this research model.

6. Conclusions

Based on the results and discussion of the study, the author draws several conclusions as follows: the results of the t-test show that the t-value is greater than the t-table value with a significant result, indicating that there is a positive and statistically significant partial effect of servicescape on the purchasing decision at Warkop & Susu Murni Kakilima Medan. Similarly, the t-test results show that the t-value is greater than the t-table value with a significant result, indicating that there is a positive and statistically significant partial effect of content marketing on purchasing decisions at Warkop & Susu Murni Kakilima Medan. In addition, the t-test results also show that the t-value is greater than the t-table value with a significant result, indicating that there is a positive and statistically significant partial effect of experiential marketing on purchasing decisions at Warkop & Susu Murni Kakilima Medan. Furthermore, the F-test results show that the F-value is greater than the F-table value with a significant result, indicating that servicescape, content marketing, and experiential marketing simultaneously have a significant effect on purchasing decisions at Warkop & Susu Murni Kakilima Medan.

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