



Influence of Word of Mouth, Store Atmosphere, Location, and Service Quality on Purchasing Decisions for MSME Product

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Abstract

This study aims to analyze the influence of Word of Mouth, Store Atmosphere, Location, and Service Quality on purchasing decisions for MSME (Micro, Small, and Medium Enterprises) products at MM Food Court Tabalong. The research employs a quantitative method using a multiple linear regression analysis approach. Data sources were obtained through questionnaires distributed to 67 respondents, who were visitors to MM Food Court Tabalong. The results show that Word of Mouth, Location, and Service Quality have a significant positive influence on purchasing decisions for MSME products at MM Food Court Tabalong, as indicated by positive regression coefficients. On the other hand, Store Atmosphere did not show a significant effect on purchasing decisions. Based on the analysis, it is found that the combination of these four variables contributes 41.6% to purchasing decisions, while the remaining 59.4% is influenced by other factors not examined in this study. This study suggests that MSME managers at MM Food Court Tabalong should focus more on improving the quality of Word of Mouth, strategic location, and service quality. Meanwhile, efforts on Store Atmosphere should be maintained and preserved to encourage consumers to continue making purchasing decisions.

Keywords: Word of Mouth, Store Atmosphere, Location, Service Quality, Purchasing Decision.

Introduction

The development of the times and technological advancement, which continue to evolve following prevailing trends, have significantly influenced the lifestyle, mindset, and consumer behavior in Indonesia, particularly in the culinary sector. This is marked by the emergence of various new culinary products in the Indonesian food industry. Today's technological sophistication requires business actors to be creative and innovative in adapting

to consumer preferences and market developments (Adriansyah & Rimadiaz, 2023). This dynamic has encouraged culinary entrepreneurs to continuously innovate and diversify food products. Ongoing development and innovation are crucial for businesses to remain relevant, competitive, and sustainable in the marketplace. At the same time, business actors must consistently maintain high product quality to ensure strong consumer attachment. The rapid growth of the culinary industry, therefore, demands entrepreneurs to be more observant in identifying every opportunity available (Mose & Gachanja, 2023).

The decision-making process represents a series of mental and physical activities undertaken by consumers prior to an actual purchase (Kotler & Armstrong, 2020). Every consumer makes numerous decisions regarding the search, purchase, and use of various products and brands within a given period. These decisions, often related to daily needs, are made regularly, sometimes without the consumer consciously realizing they are engaging in decision-making (Silaban et al., 2023).

The purchasing decisions for products from Micro, Small, and Medium Enterprises (MSMEs) in Indonesia are influenced by multiple factors, both external and internal. In this context, phenomena such as Word of Mouth (WOM), store atmosphere, location, and service quality play vital roles in shaping consumer decisions. WOM, which occurs through consumer-to-consumer communication, functions as a trusted form of recommendation that indirectly drives other consumers' purchasing decisions. Store atmosphere, including physical attributes and the overall ambiance, contributes to creating enjoyable shopping experiences and encourages repeat visits. Moreover, location strongly affects accessibility, often becoming a primary consideration for consumers in purchasing MSME products, especially those prioritizing convenience. Service quality, encompassing speed, friendliness, and responsiveness to customer needs, is also a determining factor in attracting consumers and ensuring satisfaction that can lead to repeat purchases. Nevertheless, research examining the interrelationship of these four factors within the MSME context in Indonesia remains limited. Therefore, this study aims to analyze how WOM, store atmosphere, location, and service quality influence purchasing decisions of MSME products at MM Food Court Tabalong. The study is particularly relevant given the crucial role of MSMEs in Indonesia's economy and the increasing market competition that compels MSMEs to better understand the factors influencing consumer purchase behavior. The urgency of this research lies in the significant contribution of MSMEs to job creation and national economic growth, as well as their potential to enhance competitiveness in both local and global markets by optimizing key factors that shape purchasing decisions.

The establishment of MM Food Court has provided a platform for numerous MSME culinary businesses in Tabalong, specifically in Murung Pudak District. Officially opened in August 2023, MM Food Court was created as a hub for the growth of MSME actors offering food and beverage products. Its emergence quickly attracted significant consumer attention, with many visitors purchasing MSME products offered within the venue. Interestingly, MM Food Court experienced a unique phenomenon: despite high visitor turnout, food and beverage purchases declined compared to the previous year. This trend followed a change in operating

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hours, which may have affected both visitor flow at specific times and consumer purchasing patterns. Peak visitor activity typically occurs between 16:00 and 22:00 WITA.

Preliminary observations conducted over a one-week period indicated an average of 203 food and beverage purchases per day by consumers at MM Food Court. To achieve business success, the role of marketing within a company or organization is paramount. The success of any enterprise in promoting its products is inseparable from careful marketing strategy planning and the integration of essential elements within the marketing mix.

Literature Review

Marketing Mix

To achieve the success of a company, the role of marketing within an organization is highly important. The success of a company in marketing its products cannot be separated from well-planned marketing strategies and the integration of various elements within the marketing mix. The elements within the marketing mix complement one another, aiming to shape the desired perception of the target market.

The marketing mix is a set of marketing variables combined and controlled by a company to generate the desired response from its target market. In simple terms, the marketing mix is a strategy used to increase sales by integrating multiple marketing activities simultaneously. According to Kotler & Armstrong (2020), the marketing mix is a tactical marketing tool consisting of four elements: product, price, place, and promotion. The marketing mix is used by companies to generate the desired market response. Tjiptono & Chandra (2014) also state that the marketing mix is a set of marketing tools utilized by companies to achieve their business objectives. Similarly, Thabroni (2022) defines the marketing mix as the tools and methods that form the foundation of the marketing system, in which companies manage and utilize each variable to influence their specific target market in order to achieve marketing goals.

The marketing mix is a set of marketing variables combined and controlled by a company to generate the desired response from the target market. Simply put, the marketing mix is a strategy used to increase sales by integrating various marketing activities at the same time. The marketing mix encompasses all factors that can be leveraged by managers and marketers to influence consumer demand for goods and services Kotler & Armstrong (2020)

The simple marketing mix consists of four elements: product, place, price, and promotion. These four elements form the product-oriented concept known as the 4P marketing mix. In contrast, a more complex marketing mix includes more than four elements, making it no longer solely product-oriented. The 7P marketing mix—Product, Price, Promotion, People, Process, and Physical Evidence—represents a broader concept that not only focuses on products but also on building relationships with markets or target consumers Kotler & Armstrong (2020)

Based on the explanation above, the marketing mix can be understood as a composition of several components. While the 4P focuses on product, price, place, and promotion as a framework for clarifying strategic sales decisions, the 7P extends this by including people, process, and physical evidence, allowing for deeper analysis of market conditions. The 7P combination is designed to meet customer needs, wants, and satisfaction by considering both external and internal market environments.

According to prior studies (Hidayat, 2023), (Winarsih, et.al 2022), (Ahyani 2022) and (Farhani, 2023) Word of Mouth, Store Atmosphere, Location, and Service Quality have a positive and significant effect on purchase decisions. This indicates that improvements in these factors directly influence consumer buying decisions. However, this finding contradicts studies by (Habir, 2018), (Rahayu, et.al, 2019), (Chintia, et.al, 2022) and (Patmala, 2021), which concluded that these variables do not significantly affect purchase decisions.

The consumer decision-making process consists of five stages: need recognition, information search, evaluation of alternatives, purchase decision, and post-purchase behavior. This process illustrates that purchasing begins well before the actual transaction occurs and continues long after. Nonetheless, consumers do not always follow these stages sequentially; they may skip or even reverse certain stages depending on the situation and their needs Kotler & Armstrong (2020).

Therefore, it is essential to understand the extent to which factors such as Word of Mouth, Store Atmosphere, Location, and Service Quality influence consumer decisions to visit and purchase products offered by MSMEs. The objective of this study is to determine whether these factors significantly affect purchase decisions at MM Food Court Tabalong. The results of this research are expected to provide valuable input for decision-making, particularly for the management of MM Food Court, to enable direct interaction with customers and foster closer relationships. In addition, this can enhance customer loyalty, provide a positive shopping experience, and serve as a guideline for evaluating and improving purchase decision strategies for MSME products at MM Food Court, which play a crucial role in customer growth.

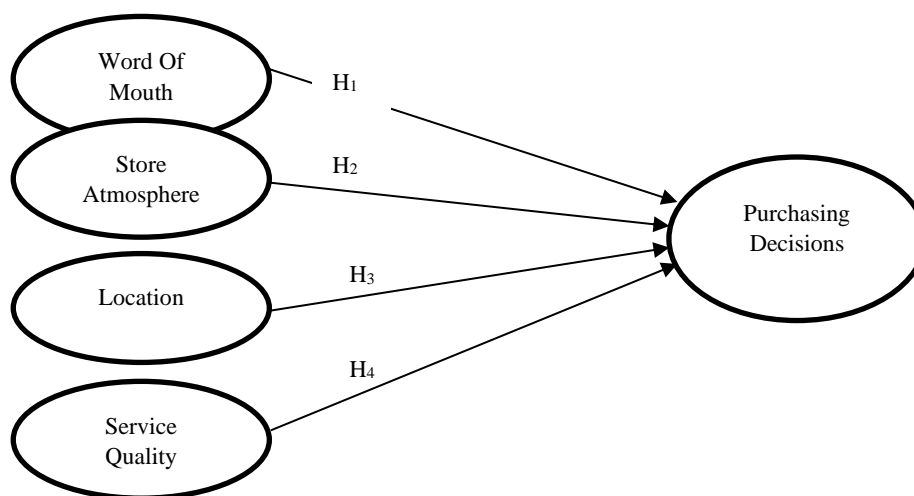


Figure 1. Conceptual Framework

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Based on previous studies reviewed above, the hypotheses of this research are formulated as follows:

H₁: Word of Mouth has an effect on Purchase Decisions.

H₂: Store Atmosphere has an effect on Purchase Decisions.

H₃: Location has an effect on Purchase Decisions.

H₄: Service Quality has an effect on Purchase Decisions.

H₀: All independent variables have no effect on Purchase Decisions.

Research Method

This research is a quantitative study that focuses on four independent variables and one dependent variable, namely Word of Mouth (X1), Store Atmosphere (X2), Location (X3), Service Quality (X4), and Purchasing Decision (Y). The data for this study consists of two data sources: primary and secondary data. Primary data is data obtained directly from sources such as respondent data in the form of questionnaires and observations. Meanwhile, secondary data is data obtained from articles, books, or other publications.

The type of research used is causal correlation, a type of research that aims to determine the relationship between two or more variables, as well as to see the extent to which the relationship is causal or mutually influential. In this study, the researcher not only observed whether there was a relationship between variables but also tried to understand whether a variable could influence another variable, even though the relationship had not been tested in a more controlled experimental context, (Sugiyono, 2019)

The population in this study was 203 consumers. The sample was calculated using the Slovin formula with a confidence level of 90% and an error rate of 10%. This resulted in a sample of 67 respondents who made purchases of MSME products at MM Food Court Tabalong, using a random sampling technique. Data was collected by distributing questionnaires to consumers who purchased MSME products at MM Food Court. The questionnaire measurement used an interval measurement, namely a Likert scale, (Ghozali, 2016). The Likert scale can be used to measure this from the answers of respondents. The questionnaire contains questions about the characteristics of the respondents and statements related to variable indicators. The data measurement technique uses a five-point Likert scale. Meanwhile, the data analysis technique uses statistical tests with the help of SPSS v28 software.

Results

Validity Test

Table 1. Validity Test Result

Item	r Count	r Table	Sig	Description
Word Of Mouth (X1)				
1	0,537	1,669	0.000 < 0,05	VALID
2	0,641	1,669	0.000 < 0,05	VALID
3	0,711	1,669	0.000 < 0,05	VALID
4	0,523	1,669	0.000 < 0,05	VALID
5	0,718	1,669	0.000 < 0,05	VALID
6	0,759	1,669	0.000 < 0,05	VALID
7	0,511	1,669	0.000 < 0,05	VALID
8	0,722	1,669	0.000 < 0,05	VALID
9	0,648	1,669	0.000 < 0,05	VALID
10	0,732	1,669	0.000 < 0,05	VALID
Store Atmosphere (X2)				
1	0,711	1,669	0.000 < 0,05	VALID
2	0,705	1,669	0.000 < 0,05	VALID
3	0,654	1,669	0.000 < 0,05	VALID
4	0,669	1,669	0.000 < 0,05	VALID
5	0,596	1,669	0.000 < 0,05	VALID
6	0,533	1,669	0.000 < 0,05	VALID
7	0,764	1,669	0.000 < 0,05	VALID
8	0,727	1,669	0.000 < 0,05	VALID
9	0,681	1,669	0.000 < 0,05	VALID
10	0,69	1,669	0.000 < 0,05	VALID
11	0,649	1,669	0.000 < 0,05	VALID
12	0,513	1,669	0.000 < 0,05	VALID
13	0,649	1,669	0.000 < 0,05	VALID
14	0,711	1,669	0.000 < 0,05	VALID
15	0,705	1,669	0.000 < 0,05	VALID
16	0,696	1,669	0.000 < 0,05	VALID
17	0,639	1,669	0.000 < 0,05	VALID
18	0,52	1,669	0.000 < 0,05	VALID
19	0,564	1,669	0.000 < 0,05	VALID
20	0,585	1,669	0.000 < 0,05	VALID
Location (X3)				
1	0,688	1,669	0.000 < 0,05	VALID
2	0,586	1,669	0.000 < 0,05	VALID
3	0,66	1,669	0.000 < 0,05	VALID
4	0,697	1,669	0.000 < 0,05	VALID
5	0,714	1,669	0.000 < 0,05	VALID
6	0,676	1,669	0.000 < 0,05	VALID
7	0,611	1,669	0.000 < 0,05	VALID
8	0,653	1,669	0.000 < 0,05	VALID

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Service Quality (X4)				
1	0,415	1,669	0.000 < 0,05	VALID
2	0,357	1,669	0.000 < 0,05	VALID
3	0,358	1,669	0.000 < 0,05	VALID
4	0,522	1,669	0.000 < 0,05	VALID
5	0,681	1,669	0.000 < 0,05	VALID
6	0,664	1,669	0.000 < 0,05	VALID
7	0,664	1,669	0.000 < 0,05	VALID
8	0,625	1,669	0.000 < 0,05	VALID
9	0,54	1,669	0.000 < 0,05	VALID
10	0,621	1,669	0.000 < 0,05	VALID
11	0,519	1,669	0.000 < 0,05	VALID
12	0,404	1,669	0.000 < 0,05	VALID
13	0,535	1,669	0.000 < 0,05	VALID
14	0,552	1,669	0.000 < 0,05	VALID
15	0,624	1,669	0.000 < 0,05	VALID
16	0,47	1,669	0.000 < 0,05	VALID
17	0,373	1,669	0.000 < 0,05	VALID
18	0,534	1,669	0.000 < 0,05	VALID
19	0,418	1,669	0.000 < 0,05	VALID
20	0,252	1,669	0.000 < 0,05	VALID
Purchasing Decisions (Y)				
1	0,627	1,669	0.000 < 0,05	VALID
2	0,794	1,669	0.000 < 0,05	VALID
3	0,698	1,669	0.000 < 0,05	VALID
4	0,605	1,669	0.000 < 0,05	VALID
5	0,771	1,669	0.000 < 0,05	VALID
6	0,715	1,669	0.000 < 0,05	VALID
7	0,821	1,669	0.000 < 0,05	VALID
8	0,81	1,669	0.000 < 0,05	VALID

The table shows that all questionnaire items for all variables have an r-count value greater than the r-table value of 0.2404 ($r_{\text{count}} > r_{\text{table}}$) and a sig < 0.05, so it can be concluded that all questionnaire items are declared valid.

Reliability Test

Table 2. Reliability Test

Reliability Statistics	
Cronbach's Alpha	N of Items
Word Of Mouth (X1)	
,846	10
Store Atmosphere (X2)	
,928	21
Location (X3)	
,806	8

Service Quality (X4)	
,845	20
Purchasing Decisions (Y)	
,875	8

Based on the output results, it can be seen that a variable is declared reliable if the Cronbach's alpha > 0.6. The table shows that all variables have a Cronbach's alpha above 0.6. Therefore, it can be concluded that all research questions are reliable, so these questions can be used in the study.

Normality Test

Table 3. Normality Test.

One-Sample Kolmogorov-Smirnov Test

		Unstandardized Residual
N		67
Normal Parameters ^{a,b}	Mean	,0000000
	Std. Deviation	2,67255498
Most Extreme Differences	Absolute	,111
	Positive	,091
	Negative	-,111
Test Statistic		,111
Asymp. Sig. (2-tailed)		,039 ^c

a. Test distribution is Normal.

b. Calculated from data.

c. Lilliefors Significance Correction.

Based on the normality test results, it can be seen that the Asymp. Sig value is $0.039 > 0.05$. This means that the variable has a normal distribution

Multicollinearity Test

Table 4. Multicollinearity Test

Coefficients^a

Model		Collinearity Statistics	
		Tolerance	VIF
1	Word Of Mouth	,969	1,032
	Store Atmosphere	,968	1,033
	Location	,917	1,091
	Purchasing Decisions	,895	1,117

a. Dependent Variable: Keputusan Pembelian

Based on the multicollinearity test results, the tolerance value for the Word of Mouth variable is $0.969 > 0.1$, and the VIF value is $1.032 < 10$. This indicates that the Word of Mouth variable does not have multicollinearity. The Store Atmosphere variable has a tolerance value of $0.968 > 0.1$ and a VIF value of $1.033 < 10$, which means that the Store Atmosphere variable

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does not have multicollinearity. The Location variable has a tolerance value of $0.917 > 0.1$ and a VIF value of $1.091 < 10$, so it can be concluded that the Location variable does not have multicollinearity. The Service Quality variable has a tolerance value of $0.895 > 0.1$ and a VIF value of $1.117 < 10$, so it can be concluded that the Service Quality variable does not have multicollinearity.

Heteroscedasticity Test

Table 5. Heteroscedasticity Test

Coefficients^a

Model	Unstandardized Coefficients		Standardized Coefficients	t	Sig.
	B	Std. Error	Beta		
1 (Constant)	5,644	5,024		1,123	,266
Word Of Mouth	-,069	,053	-,166	-1,305	,197
Store Atmosphere	-,001	,028	-,004	-,030	,976
Location	-,035	,076	-,060	-1,457	,150
Service Quality	,004	,032	,018	,138	,891

a. Dependent Variable: ABS_RES

Based on the glejser test results, the significance values of the regression between the absolute residual value and the independent variables are all greater than 0.05. This means that there is no heteroscedasticity in this regression model. Based on the classic assumption tests above, it can be seen that the regression model in this study has met the requirements of the classic assumption tests, namely the normality test, multicollinearity test, and heteroscedasticity test. Therefore, this regression model has met the requirements and is suitable for regression analysis.

F Test

Table 6. F Test

ANOVA^a

Model	Sum of Squares	df	Mean Square	F	Sig.
1 Regression	262,622	4	65,655	8,635	,000 ^b
Residual	471,408	62	7,603		
Total	734,030	66			

a. Dependent Variable: Purchasing Decisions

b. Predictors: (Constant), Kualitas Pelayanan, Store Atmosphere, Word Of Mouth, Locations

Based on the data in the table, the significance value for the simultaneous influence of X1, X2, X3, and X4 on Y is $0.000 < 0.05$. The F-count or F-statistic value is 8.635, while the F-table is 2.52. Based on the data, it is known that simultaneously $F\text{-count} > F\text{-table}$, so H_0 is rejected and H_a is accepted, meaning that the variables Word of Mouth (X1), Store Atmosphere (X2), Location (X3), and Service Quality (X4) together have a significant effect on purchasing decisions (Y). This indicates that the hypothesis proposed is accepted (proven).

Multiple Linear Regression Analysis

Table 7. Multiple Linear Regression Test

Coefficients^a

Model	Unstandardized Coefficients B	Std. Error	Standardized Coefficients Beta	t	Sig.
1 (Constant)	14,931	7,572		1,972	,053
Word Of Mouth	,439	,079	,573	5,545	,000
Store Atmosphere	-,047	,042	-,114	-1,105	,273
Location	,173	,115	,067	2,632	,030
Service Quality	,111	,048	,024	2,224	,023

a. Dependent Variable: Purchasing Decisions

Based on the regression results, the following linear regression equation is obtained: $Y = 14.931 + 0.439 X_1 + -0.047 X_2 + 0.073 X_3 + 0.011 X_4 + e$. Based on the multiple linear regression test results, the following can be interpreted:

- Constant:** The constant has a value of 14.931, which means that if the independent variable scores (Word of Mouth, Store Atmosphere, Location, Service Quality) are zero, the level of purchasing decisions for MSME products at MM Food Court is 14.931.
- Word of Mouth (X1):** The regression coefficient or beta value for the Word of Mouth variable is 0.439, which indicates that promotion through word of mouth has a positive influence on purchasing decisions.
- Store Atmosphere (X2):** The regression coefficient or beta value for the store atmosphere variable is -0.047, which indicates that store atmosphere has no influence on purchasing decisions.
- Location (X3):** The regression coefficient or beta value for the location variable is 0.173, which indicates that location has a positive influence on purchasing decisions.
- Service Quality (X4):** The regression coefficient or beta value for the service quality variable is 0.111, which indicates that service quality has a positive influence on purchasing decisions.

Hypothesis Test (t-test)

Table 8. t-test

Coefficients^a

Model	Unstandardized Coefficients B	Std. Error	Standardized Coefficients Beta	t	Sig.
1 (Constant)	14,931	7,572		1,972	,053
Word Of Mouth	,439	,079	,573	5,545	,000
Store Atmosphere	-,047	,042	-,114	-1,105	,273
Location	,173	,115	,067	2,632	,030

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Service Quality	,111	,048	,024	2,224	,023
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a. Dependent Variable: Purchasing Decisions

- Word of Mouth (X1): The significance probability is $0.000 < 0.05$, and the t-count $>$ t-table ($5.545 > 1.999$), so H_0 is rejected and H_a is accepted. This means that the Word of Mouth variable influences purchasing decisions.
- Store Atmosphere (X2): The significance probability is $0.273 > 0.05$, and the t-count $<$ t-table ($-1.105 < 1.999$), so H_0 is accepted and H_a is rejected. This means that the Store Atmosphere variable does not influence purchasing decisions.
- Location (X3): The significance probability is $0.030 < 0.05$, and the t-count $>$ t-table ($2.632 > 1.999$), so H_0 is rejected and H_a is accepted. This means that the Location variable influences purchasing decisions.
- Service Quality (X4): The significance probability is $0.023 < 0.05$, and the t-count $>$ t-table ($2.224 > 1.999$), so H_0 is rejected and H_a is accepted. This means that the Service Quality variable influences purchasing decisions.

Coefficient of Determination (R²)

Table 9. Coefficient of Determination Test

Model Summary

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	,598 ^a	,458	,416	3,757

a. Predictors: (Constant), Service Quality, Store Atmosphere, Word Of Mouth, Location

Based on the coefficient of determination (R²) test, the value is 0.416, which means that the influence of Word of Mouth (X1), Store Atmosphere (X2), Location (X3), and Service Quality (X4) is 41.6%. The remaining 59.4% is influenced by other variables not included in the study. The Adjusted R-Square value was used because the research sample was less than 100.

Discussion

The Influence of Word of Mouth on Purchasing Decisions

Word of Mouth has a significant influence on purchasing decisions. This is based on the significance value of $0.000 (< 0.05)$ and a t-value of $5.545 (> 1.999)$. Consequently, H_0 is rejected and H_a is accepted, which means that Word of Mouth has an impact on the purchasing decisions of MSME products at MM Food Court Tabalong. The positive regression coefficient indicates that if the Word of Mouth indicators—namely talkers, topics, tools, talking part, and tracking—increase, then purchasing decisions will also increase. The positive influence of the Word of Mouth variable on purchasing decisions shows that a good evaluation of Word of

Mouth aligns with consumer desires and encourages them to make a purchase of MSME products at MM Food Court Tabalong. When successful Word of Mouth occurs, consumers will give a positive evaluation of the food and beverage products sold by the MSMEs, which will lead them to make a purchase decision. When consumers receive good or positive word-of-mouth communication, it can attract their attention and thus influence their purchasing decisions.

These findings are consistent with previous research by (Willy, 2021) and (Hidayat, 2023), who stated that Word of Mouth significantly influences purchasing decisions. However, this study refutes the findings of (Habir, 2018), which concluded that Word of Mouth has no effect on purchasing decisions. Thus, it can be concluded that there is an influence of Word of Mouth (X1) on purchasing decisions (Y) for MSME products at MM Food Court Tabalong, because the t-value is greater than the t-table value and the significance value is less than 0.05, so H0 is rejected and Ha is accepted.

The Influence of Store Atmosphere on Purchasing Decisions

Store Atmosphere does not have a significant influence on purchasing decisions. This is based on a significance value of 0.273 (> 0.05) and a t-value of -1.105 (< 1.999). Consequently, H0 is accepted and Ha is rejected, which means that Store Atmosphere has no impact on the purchasing decisions of MSME products at MM Food Court Tabalong. The negative regression coefficient indicates that if the Store Atmosphere indicators—namely exterior, general interior, store layout, and interior display—increase, purchasing decisions will remain favorable. The lack of influence from the Store Atmosphere variable on purchasing decisions suggests that the current atmosphere at MM Food Court is well-regarded and should be maintained.

These findings are consistent with previous research by (Rahayu, et.al, 2019), which stated that Store Atmosphere does not influence purchasing decisions. However, this study contradicts the findings of (Apriliani, et.al, 2022) and (Winarsih, et.al 2022), who stated that Store Atmosphere influences purchasing decisions. Therefore, it can be concluded that there is no influence of Store Atmosphere (X2) on purchasing decisions (Y) for MSME products at MM Food Court Tabalong, because the t-value is smaller than the t-table value and the significance value is greater than 0.05, so H0 is accepted and Ha is rejected.

The Influence of Location on Purchasing Decisions

Location has a significant influence on purchasing decisions. This is based on a significance value of 0.030 (< 0.05) and a t-value of 2.632 (> 1.999). Consequently, H0 is rejected and Ha is accepted, which means that Location has an impact on the purchasing decisions of MSME products at MM Food Court Tabalong. The positive regression coefficient means that if the Location indicators—namely accessibility, visibility, traffic, and parking—increase, purchasing decisions will increase. The positive influence of the Location variable on purchasing decisions shows that a good evaluation of the location aligns with consumer desires and encourages them to purchase MSME products at MM Food Court Tabalong. If the location is good, consumers will give a positive evaluation of the convenience of the place to shop for food and beverage products sold by the MSMEs, so consumers will decide to make a purchase.

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These findings are consistent with previous research by (Ragasya, 2022) and (Ahyani, 2022), who stated that Location significantly influences purchasing decisions. However, this study refutes the findings of (Cynthia, 2022), which stated that Location has no influence on purchasing decisions. Therefore, it can be concluded that there is an influence of Location (X3) on purchasing decisions (Y) for MSME products at MM Food Court Tabalong, because the t-value is greater than the t-table value and the significance value is less than 0.05, so H0 is rejected and Ha is accepted.

The Influence of Service Quality on Purchasing Decisions

Service Quality has a significant influence on purchasing decisions. This is based on a significance value of 0.023 (< 0.05) and a t-value of 2.224 (> 1.999). Consequently, H0 is rejected and Ha is accepted, which means that Service Quality has an impact on the purchasing decisions of MSME products at MM Food Court Tabalong. The positive regression coefficient means that if the Service Quality indicators—namely Responsiveness, Assurance, Tangible, Empathy, and Reliability—increase, purchasing decisions will increase. The positive influence of the Service Quality variable on purchasing decisions shows that good service will have an impact that encourages consumers to purchase MSME products at MM Food Court Tabalong. If the service provided is of good quality and performed well, consumers will give a positive evaluation of the comfort of shopping for food and beverage products sold by the MSMEs. These findings are consistent with previous research by (Farhani, 2023), which stated that service quality has a significant influence on purchasing decisions. However, this study refutes the findings of (Fatmala, et.al, 2021), which stated that Service Quality has no influence on purchasing decisions. Therefore, it can be concluded that there is an influence of Service Quality (X4) on purchasing decisions (Y) for MSME products at MM Food Court Tabalong, because the t-value is greater than the t-table value and the significance value is less than 0.05, so H0 is rejected and Ha is accepted.

Based on the results of the simultaneous test, it can be interpreted that there is a simultaneous influence of Word of Mouth, Store Atmosphere, Location, and Service Quality on purchasing decisions for MSME products at MM Food Court Tabalong. The Adjusted R-Square value from the Coefficient of Determination Test is 0.416, which means that the influence of Word of Mouth (X1), Store Atmosphere (X2), Location (X3), and Service Quality (X4) on Purchasing Decisions (Y) for food and beverages at MM Food Court Tabalong is 41.6%. The remaining 59.4% is influenced by other variables not included in the study. The Adjusted R-Square value was used because the research sample was less than 100 (Pallant, 2020). Based on the correlation strength level, an Adjusted R-Square of 0.416 or 41.6% falls within the 0.40–0.599 interval, which indicates a moderate strength of relationship.

Conclusion

Provide the conclusion to your study, and final words on the value of your analysis, research, or paper. Limitations of your study should be addressed. Recommendations for future research related to your topic should also be mentioned.

Based on the research findings, it can be concluded that Word of Mouth, Location, and Service Quality have a significant influence on purchasing decisions for MSME products at MM Food Court Tabalong. However, the Store Atmosphere variable did not show any significant influence. Given these findings, several recommendations can be made to improve purchasing decisions. First, MSME managers are advised to focus on creating a positive customer experience. By providing satisfactory service, they can encourage customers to share their positive experiences, which will strengthen Word of Mouth and attract new consumers. Managers can also use social media and customer testimonials to broaden their promotional reach. Second, even though the store's atmosphere did not have a significant influence, managers should still maintain cleanliness, lighting, and an appealing layout to ensure customer comfort. Third, location optimization is crucial. MSMEs need to ensure their location is easily accessible and visible to visitors. Improving accessibility, stall visibility, and providing adequate parking will enhance consumer convenience and encourage them to make a purchase. Finally, MSME managers should continue to improve Service Quality, including staff responsiveness, empathy, and reliability. Training employees to provide friendly and fast service can increase customer satisfaction, which will ultimately impact their purchasing decisions. Since the factors examined only contributed 41.6% to purchasing decisions, it is recommended that further research be conducted to explore other variables, such as price and perceived product quality, to obtain a more comprehensive overview.

Based on the research findings, the factors examined only contributed 41.6% to purchasing decisions. This implies that the remaining 59.4% was influenced by other factors not included in this study.

Therefore, it is recommended that further research be conducted to identify other variables that might affect purchasing decisions, such as price and perceived product quality. This follow-up research would provide a more comprehensive overview of the factors influencing consumer decisions. By implementing these suggestions, it is hoped that MSME managers at MM Food Court can enhance their business appeal and drive growth.

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