Research.

**INFLUENCE OF WORD OF MOUTH LOCATION AND ROOM
ATMOSPHERE TO DECISION
(Case study on visitors of Maxx Box Coffee Lippo
Cikarang)**

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Abstract. *This research will discuss whether there is an influence between WOM, location, and room atmosphere to the purchase decision in the coffee shop room, given the number of visitors who come when there are many coffee shops in Cikarang. WOM that we know, is the communication from word of mouth is a communication process in the form of either individual or group recommendations on a product or a service aimed at providing personal information. The location in relation to marketing activities is a special and interesting place because the land can be used to shop a variety of needs. There are several factors of atmospheric stores that could affect the emotion, behaviors or purchasing decisions. These factors include exterior of place, design and interior. The decision on the purchase of a product is influenced by many factors, aimed at fulfillment of needs and desires. Researcher will use the entire coffee shop visitors as a population and will use 50 people as respondents, to collect data so that researchers will spread the questionnaire against visitors and then the data will be analyzed using linear regression analysis techniques. The result of the research is WOM, location and atmosphere, influenced the purchase decision. So if we want to sell something, we should give attention to WOM, location and Atmosphere. The researcher hope another researcher could complete this research with trying another object.*

Keywords: *Word of mouth, location, atmosphere of room and purchasing decisions*

INTRODUCTION

Background of the Problem

Businesses at this time, experiencing a condition of intense competition with other businesses, therefore businesses are required to have their own advantages and advantages in the field of business that they run. An example is in the field of consumer-oriented business. Then the manufacturer must be able to make someone interested in the product in the results so that someone who used to not know our products want to make a purchase decision because of the advantages and advantages of product produced.

Deciding to buy is a process of increasing confidence in a brand and what they imagine about the brand they are about to buy. In addition to this, customers also provide other customers for the goods and have the desire to start using them continuously. (Kotler and Gary, 2012).

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Here is a diagram of coffee shop visitors in the lippo deviation, there are two coffee shops in the deviation of Maxx Box Coffee and the Wings Coffee.

Figure 1 Cafe Visitor Data

Purchasing steps on consumers is indicated by several processes in which the consumer makes the process of purchasing an item. The buying and selling agreement begins with knowing what the customer wants, looking for news, after buying. Ferrell and Hartline (2011:154).

Consumer-oriented business areas must offer goods or in the form of the use of services that can be presented to subscriptions. The goods or services offered are certainly there are drawbacks and advantages. Therefore, finally customers have a variety of alternatives in consuming something offered by manufacturers. But for manufacturers, this kind of situation can be interpreted as a challenge because when the number of goods or the use of services that can be chosen to consumers, the more difficult the competition in the business world. Such competition that often occurs is competition in the café business. This can be learned from the many kinds of café-based businesses that offer a variety of products to consumers, be it a new café or a newly established café. The café must have an advantage and uniqueness of each.

Increasing in business actors who set up a business based on culinary, be it in the form of traditional restaurants, fine restaurants and cafes. Nowadays restaurants and cafes are close to consumers, therefore there is a café has become an important thing. This is related to the level of life of the community that is increasingly using the time outside the house so that people are looking for something instant to meet their needs, namely by coming to restaurants, restaurants, food courts and cafes.

In Indonesia itself, talking about consumers consisting of various attitudes and backgrounds, there are also those who visit coffee shops just to fill their free time. And many consumers also hold meetings in coffee shops or are often used as meeting points. Coffee shops have many benefits for different types of consumers. Consumers are taking advantage of coffee shops to their advantage. Different types and backgrounds of consumers make entrepreneurs also regulate the brain and strategy so that the goods or services offered are accepted by the community and become pelaggon. Companies should be observant and meticulous to keep their customers from turning to their competitors. Especially in the coffee shop business that is currently crowded in Indonesia, especially in major cities.

Coffee shop itself is not new to today's society, many Indonesians prefer to drink coffee in a direct coffee shop. In general, coffee shops are places available there are a variety of drinks processed from coffee beans for consumption by the community. Coffee place is a building that is used as a place to sell food and drinks. Coffee shops are also there to meet the needs of producers in carrying out life by providing drinks or product that is coffee in addition to the existence and formed by several other instruments such as

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a culture that likes coffee and make coffee shops as one of several places to socialize with fellow citizens (BPPB 2015).

Coffee shops are places where coffee and similar products are available as core drinks and other beverages such as ice, milk, tea and chocolate, in addition to snacks served as additional food when drinking coffee. Coffee shops are also suggestions for gathering places for people to relax or do other small things such as discussions, meetings, studying, doing assignments for students, making assignments from students to entrepreneurs to enjoy entertainment such as music.

At the moment, the coffee shop is a good place to drink some kind of drink. A place for drinking coffee is well made and designed in an alluring way that makes customers not only drink coffee but also observe themselves in a comfortable atmosphere. But not many are aware, before convenient coffee shops that certainly use WiFi and coffee making devices, coffee shops keep changing over time. The history of coffee shops has existed from a long time ago. It spread and also became human culture in coffee cups. On this occasion, the author wanted to explain a little change and a brief development about the coffee shop.

The first time a coffee shop or shop was in Turkey, until drinking coffee was a hereditary tradition that could not be left alone. Even drinking coffee has entered into the rules or laws of life. Turkish people love to drink their coffee by making it with Turkish-style pots. This kind of coffee drinking culture is still applied in Turkey today." The First Coffee Shop in Europe. The idea of drinking the first coffee with cream and sugar originally existed in Europe in 1529 and this was the same time when the first coffee shop in Europe was founded. At that time, the Austrian City of Vienna was invaded by the Turkish army. And these soldiers left behind an awful lot of coffee supplies in Vienna by the time they fled Vienna.

Recently, coffee shops have sprung up in several regions in Indonesia. The new style of drinking coffee from the times continues to rise making the coffee business quite favored, especially by young people. Coffee shop in Cikarang is also very rapid growth, one of them is a coffee shop named Maxx Box coffee which is located in Lippo Cikarang Shop Terrace, a coffee shop that is fairly new is able to dominate the coffee market in Cikarang, the coffee shop was founded in 2018 by a coffee activist whose skills and expertise have been recognized, Juno Nugroho in addition to the founder of Maxx Box coffee he is also a roastery so that the coffee offered in Maxx Box quality coffee best because the process of choosing beans coffee until available at the bar table tested quality, in addition to providing coffee, Maxx Box coffee also provides food and other drinks such as tea, chocolate, etc., so as to attract many customers because considering the number of coffee shops in Cikarang but Maxx Box coffee is able to dominate the coffee market in Cikarang.

The meaning of word of mouth marketing is a way that makes our products known and liked by many people just from the spread by word of mouth by customers who have come and enjoyed our products. There are several strategies that manufacturers use to make their products a word of mouth conversation (Sernovitz, 2012).

Word of mouth information when introducing our products, then consumer assistance is the main thing. Consumers can spread a message that manufacturers can not convey to others, in other words consumers will convey to other consumers who tell about their experience in receiving the service. Word of mouth delivered by consumers to prospective consumers is very influential on purchasing decisions, here is a table of word of mouth.

Considering the number of coffee shops in Cikarang, especially in the Lippo Cikarang there are several coffee shops such as Hiyra, Café 24 but Maxx Box Coffee is able to attract more customers and dominate the coffee market in Cikarang as evidenced by the many coffee products from Maxx Box coffee circulating everywhere and a very

strategic location because it is close to public facilities and the room atmosphere that provides , ac, free wifi, surgical events literary works and discussions. And Maxx Box coffee is also decorated by plants outside and indoors a lot of plants so as to create a cool atmosphere, then Maxx Box coffee is able to provide the sensation of drinking coffee is comfortable so researchers want to test whether there is an influence between wom, location, and room atmosphere to the purchase decision.

Formulation of the Problem

Researchers will use variables that are factors in making purchasing decisions. Independent variables consist of Wom (X1), Location (X2), and Room Atmosphere (X3). By conducting partial research on these three independent variables.

1. Does WOM influence the level of purchasing decisions at Maxx Box Coffee shops?
2. Will the location of the coffee shop affect the level of purchasing decisions for prospective customers at Maxx Box Coffee shop?
3. Will the room atmosphere affect the purchasing decisions of prospective customers at Maxx Box Coffee?

REVIEW OF LITERATURE

Purchasing Decision

Deciding to buy is a process of increasing trust in a brand and the state of a brand based on each attribute that ultimately refers to the formation of a consumer's image. Another hall is that customers make a look at those products that will make the intention to use a favorite brand and eventually decided to buy it (Kotler, 2012). Deciding to buy a product or service is due to some very important things, intended so that the customers are satisfied with the product or service presented to them. (Ryu and Han, 2010; Kamaladevi, 2010). Deciding to buy an item can be interpreted by buying correctly and continuing to buy in the future. When the item is up, then the consumer will come again to buy it.

Information obtained by buyers from other buyers will be considered for new consumers if they want to buy the goods. Knowing the opinion of people who have already purchased the item is the first thing that buyers do before trying it. Consumers usually believe more in the words of people who have come there than what is conveyed by the seller through advertisements, brochures and so on. What is conveyed by buyers who already have experience there will be an interest or not interest in the goods or services.

Sumardy et al.(2011) write that whether it is a large company or a small company, promotion by word of mouth has a very large role to the desire to consume or use the products or services presented and Belch (2009;113) states "the customer purchase decision is generally viewed as consisting stages through which the buyer passes in purchasing a product or service". The essence of the statement presented is to decide to give a customer can actually be seen is a stage consisting of a step step that the customer goes through in choosing something to buy.

Purchasing decisions are basically two motives, namely rational and emotional motives. The meaning of rational here is more intended to the benefits contained from a product, while the meaning of the word emotional motives follow in one's style, such as tred, strata economics, appearance, and other personal factors.

Word of Mouth

WOM marketing intent is a way that makes our products known and liked by many people just from the spread of the talk of customers who have come and enjoyed our products. There are several strategies that manufacturers use to make their products a

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word of mouth conversation (Sernovitz, 2012).

Mouth to mouth information when introducing our products, then consumer assistance is the main thing. Consumers can spread a message that manufacturers can not convey to others, in other words consumers will convey to other consumers who tell about their experience in receiving the service. Word of mouth delivered by consumers to prospective consumers is very influential to purchasing decisions, here is a table of word of mouth.(Sernovitz, 2012).

WOM marketing techniques and ways can be called word of mouth marketing is a way of marketing that depends on consumers who have come or enjoyed produk and talk to others about the advantages that our products have (Kotler &Keller, 2009). Another meaning of WOM Sumardy marketing strategy opinion (2011) is a marketing activity that makes customers speaks, promotions, recommendations even to sell the brand of an item to other prospective buyers.

Word of mouth has great power and can have an impact on consumer purchasing behavior."Recommendations from trusted friends, associations, and other consumers have the potential to be more trusted than from commercial sources, such as advertising and salespeople.For the most part, word of mouth happens naturally, consumers start by talking about a brand they use to others" lives (Kotler &Amstrong, 2012).

Based on the theory of word of mouth above, then we can conclude that "word of mouth communication is a promotional medium that is often done by intermediaries to convey a message about a value of products / services that have been used to others and have an impact on the assessment of the product / service".

Location

The purpose of the location in relation to marketing, is a special and good place where the place can be used for shopping activities. Location greatly influences important things in purchasing, such assimpelling, company position, high demand, and focused strategy (Ghanimata and kKamal, 2012). When deciding where to do this business we must also know the kinds of locations or places to set up a business is the location of the business in accordance with the environment, the location of the business based on history, the company set by the government, the location of the business influenced by economic factors.

Ghanimata researchers (2012) said choosing a place to set up a good business will have a successful influence or not suksenya that effort in the future.Kotler (2010:84) there are a few things; which is very important in determining the location in starting a business, including: 1) Access, 2) Visible, 3) Parking Lot, 4) Development, and 5) Environment. So from the above opinion we can pull a common thread that a good place can provide attractiveness to customers who will come to the business location.

Room Atmosphere

Atmosphere is an effort made by a seller of goods or services by arranging the layout and atmosphere created in a place of business, to give an attraction or something special with the aim of attracting customers to come and comfortable in the place. There are two things that will be explored with a good atmosphere, the first is the fondness of the room and the second is the comfort of the room (Kusumowidagdo, 2010). There are several things that must be considered if one wants to set the room with the intention of providing a good atmosphere in the room. Starting from the outside, the layout of the room, and the inside (Kusumowidagdo, 2010).

Researcher Nofiawati et al (2014) wrote that "the exterior, the layout of the room, and the inside have a big effect on purchasing decisions". Similarly, Meldarianda and Lisan research (2010) that indoor arrangements have an influence on consumer buying interests, so that it can be used as one of the marketing tools to attract consumers to visit

and make purchases.

The environment in the market is to create an atmosphere in designing a good room, lighting, giving colors, songs, and scents to provoke one's passion and love and to influence people to buy goods. The atmospheric meaning of Berman and Evan (2007:) "Atmosphere refers to the store's physical characteristics that project an image and draw customer".

METHODOLOGY

This research uses quantitative techniques with variables as exogenous variables are WOM variable, Atmosphere and location. These variables will be tested whether it affects purchasing decisions.

Figure 2. Research Design

The process of data collection, researchers do the following ways:

1. Direct observation at Maxx Box Coffee as a research object on purchasing decisions
2. Interviewing customers.
3. Questionnaire
4. Literature Study

Population and Samples

In this research, researchers used a population of all customers who consumed coffee in Maxx Box. The number of these populations cannot be determined or is unlimited. For sample problems, researchers took 50 samples as respondents. Those are the people who come to Maxx Box on any given day, precisely on December 8, 2020. Sampling techniques like this are called accidental sampling.

Data analysis

How to analyze, the researcher data using several tests. The first is a Validity Test. Validity is to obtain the validity level of the item. The instrument can be concluded valid if it can measure and can get the data contained in each variable well. The high and low validity of the instrument informs how well the data collected does not misappropriated

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from the intended purpose and objective of validity.

The second is a Reability Test. Reliability is a fairly reliable instrument used to get data, because all these items are good. In this research, in order to find good results, items in the form of alpha α form, with the reason for the tools used in this study is a list of questionnaires or questions.

Normality Test is the next test that serves so that researchers are sure the sample used is spread normally or not. The decision refers to the value or probability score obtained, namely at:

1. If the probability exceeds 0.05 it means that the model can be concluded to be spread normally.
2. If the probability is less than 0.05, it means that the model can be concluded not spread properly.

Multiple Linear Regression

In this research, we as researchers want to do multiple linear regressions to find out the results of the study. Researchers want to test whether WOM significantly affects purchasing decisions. The second, researchers want to test whether the location had an influence on the purchase decision or not, and the latter researchers wanted to test whether the room atmosphere had an influence on the decision of adi Maxx Box Coffee Lippo Cikarang.

RESULTS AND DISCUSSION

Research Data Analysis

The analysis and discussion presented in this section showed the results of the analysis data were viewed on a baseline after observing from both independent and dependent variables used in the regression analysis model, which in this study researchers used multiple linear analysis.

Validity Test

The validity or invalidity of an item is to test whether the r count result of the calculation is greater or smaller than the r table. So in producing r table can be done with table r product moment that determines alpha 0.05 then with a sample of 50 respondents. So, it can be obtained the value of table r of 0.273. Based on the results of the validity test above it appears that all instruments of statement items in variables WOM, Location, and Room atmosphere produce r count above 0.273. All statements in this article questionnaire can be concluded valid and can be used as statements in the research.

Reliability Test

The reliability test in this article uses a limit score of 0.60 as conveyed by Agus Djoko (2020) and uses the Cronbach's Alpha formula to set the instruments in this article reliable or even unreliable. From all reliability tests that have been conducted obtained a result that all instruments question in variables WOM, Location and Room atmosphere and purchasing decisions have a value of Cronbach's Alpha above 0.60. So it can be said that all statements in this research questionnaire can be declared reliable.

Partial Test

Partial test serves to determine the influence of each independent variable (WOM, Location, Room atmosphere) contained in this research model on dependent variables (purchasing decisions). It is intended to know how far one independent variable affects in explaining independent variables. If the significance value is less than 0.05 then it can be

concluded that the independent variable partially or each has a significant effect on dependent variables, if the significance value is greater than 0.05 then it can be concluded that independent variables have less effect on dependent variables.

a. Influence of Word of Mouth on Purchasing Decision

Based on the table 1, it is obtained t count for word of mouth variable (x1) of 7,052 and sig of 0.000. While the table t value is 2,012. Because t calculates $> t$ table ($7,052 > 2,012$) and sig value ($0.000 < 0.05$) then H_0 is rejected and H_a is accepted, meaning partially there is a significant influence between word of mouth and Purchasing Decision. So it can be concluded that partially word of mouth affects purchasing decisions.

Table 1 Partial Test Results X1

Coefficients ^a					
Model		Unstandardized Coefficients		Standardized Coefficients	Sig.
		B	Std. Error	Beta	
1	(Constant)	11.790	2.834		.000
	word of mouth	.594	.084	.713	.000

a. Dependent Variable: keputusan pembelian

H_0 : There is no significant influence of wom on the purchasing decisions.

H_a : There is a significant influence between wom on purchasing decisions.

b. Influence of Location on Purchasing Decision

Table 2 Partial Test Results X2

Coefficients ^a					
Model		Unstandardized Coefficients		Standardized Coefficients	Sig.
		B	Std. Error	Beta	
1	(Constant)	13.389	2.587		.000
	lokasi	.479	.067	.716	.000

a. Dependent Variable: keputusan pembelian

H_0 : There is no significant influence of location on the purchasing decisions.

H_a : There is a significant influence between location on purchasing decisions.

According to the table 2, it is obtained t count for variable location (x2) of 7,112 and sig of 0.000. While the table t value is 2,012. Because t calculates the $> t$ table ($7,112 > 2,012$) and sig value $0.000 < 0.05$ then H_0 is rejected and H_a is accepted, meaning separately there is a significant influence between the location and the purchase decision so it can be concluded that partially the location affects the purchase decision.

c. Influence of Room atmosphere on Purchasing Decisions

Table 3 Partial Test Results X3

Coefficients^a

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	17.609	2.460		7.158	.000
	atmosfer ruangan	.590	.102	.640	5.766	.000

a. Dependent Variable: keputusan pembelian

Ho: There is no significant influence of atmosphere on the purchasing decisions.

Ha: There is a significant influence between location on purchasing decisions.

Based on the table 3, t calculated for room atmosphere variable (x3) of 5,766 and sig of 0.000. While the table t value is 2,012. Because t calculates the table $t > (5,766 > 2,012)$ and sig value ($0.000 < 0.05$) then Ho is rejected and Ha is accepted meaning partially there is an influence of variable room atmosphere on the purchase decision.

Based on the results of instrument testing and the results of the data analysis above conducted can be explained in more detail on the discussion of the influence of word of mouth, location and atmosphere of the room in consumers Maxx Box Coffee Lippo Cikarang.

Data analysis that has been done using classic assumption test, multiple linear regression test and hypothesis test of each variable can be concluded as follows:

1. Based on the description of the research data above, it can be concluded that the WOM variable has a significant effect on purchasing decisions. This is evidenced by the data obtained from t count is greater than t table ($7.052 > 2.012$) and the value ($0.000 < 0.05$) means that Ho is rejected and Ha is accepted, meaning that partially there is a significant influence between WOM and Purchasing Decision. So it can be concluded that partially word of mouth influence on purchasing decisions.
2. From the description of the research data above, it can be concluded that the location variable has a significant effect on purchasing decisions. This is evidenced by the data obtained from t arithmetic is greater than t table ($7.112 > 2.012$) and the value of sig ($0.000 < 0.05$) means that Ho is rejected and Ha is accepted, meaning that partially there is a significant influence between location and purchasing decisions. it can be concluded that the location partially influences the purchasing decision.
3. Influence of room atmosphere on purchasing decisions Based on the description of the research data above, We can conclude that the room atmosphere can influence purchasing decisions. This is evidenced by the data obtained from t arithmetic is smaller than t table ($5.766 > 2.012$) and sig value ($0.000 < 0.05$) then Ho is rejected and Ha is accepted meaning. Variable atmosphere of the room affects purchasing decisions.

CONCLUSION AND RECOMMENDATION

Conclusion

Based on the results of the research and discussion above, it can be concluded in this research, that there is a "positive influence between word of mouth, location and room atmosphere variables on purchasing decisions". Word of mouth promotion and supported by social media can make someone make a purchasing decision, because

Maxx Box Coffee offers the best quality coffee as evidenced by a barista who has been certified by the state, meaning that expertise has been recognized by a legitimate and tested institution and Maxx Box Coffee selects the coffee directly from the farmers before processing it to the bar counter, all of this is done independently and with its own roaster machine in order to ensure that the best quality coffee is served and in addition to a strategic location close to campus and offices so that the location variable has significant effect on purchasing decisions, as well as an atmosphere that is able to create comfort and order. Good space and good lighting and plants that add a natural impression can increase purchasing decisions for Maxx Box Coffee Lippo Cikarang.

Recommendation

From this research, the researchers gave several suggestions so that Maxx Box Coffee should be more active in promotion, because positive word of mouth is able to make someone make purchasing decisions, as well as a strategic location close to campus and offices. Further, expanded cleanliness is maintained so that consumers are more comfortable. And the researchers also give suggestions for more attention to spatial planning, interior and exterior decorations so that the room atmosphere is more live, that consumers can do more positive word of mouth whose impact will be able to bring in more consumers.

Based on the results of the study, it shows that the results of this study support the existing theory. The results of research on the effect of location and room atmosphere on purchasing decisions still have shortcomings and limitations. Therefore, for future researchers, it is hoped that it can be used as a bridge to carry out further research by adding a sample level and paying more attention to the seriousness of respondents in filling out questionnaires, as well as increasing the number of respondents so that they can complete the limitations.

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