The Effect of Price, Social Media Endorsement, and Place Atmosphere on Purchasing Decisions with Consumer Satisfaction as a Moderating Variable in Coffee Shop Consumers

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ABSTRAK

Penelitian ini mengupas dampak dari harga, dukungan media sosial, dan atmosfer tempat terhadap keputusan pembelian, dengan kepuasan konsumen sebagai variabel moderasi, dalam konteks konsumen kedai kopi di Pangkal Pinang, Indonesia. Penelitian ini menggunakan pendekatan kuantitatif dengan menggunakan data survei yang dikumpulkan dari 200 responden yang memenuhi kriteria khusus terkait perilaku digital dan pengalaman pembelian. Data dianalisis menggunakan Partial Least Squares Structural Equation Modeling (PLS-SEM). Temuan mengungkapkan bahwa meskipun harga tidak secara signifikan mempengaruhi keputusan pembelian secara langsung, harga sangat mempengaruhi kepuasan konsumen, yang pada gilirannya berpengaruh signifikan terhadap keputusan pembelian. Dukungan media sosial memberikan pengaruh langsung dan signifikan terhadap kepuasan dan keputusan pembelian, menggarisbawahi kepentingan strategisnya dalam pemasaran digital kontemporer. Sementara itu, atmosfer tempat secara signifikan meningkatkan kepuasan tetapi menunjukkan dampak langsung yang terbatas pada keputusan pembelian, yang menegaskan peran mediasinya melalui pengalaman emosional. Penelitian ini menekankan pentingnya strategi pemasaran terintegrasi yang menggabungkan harga, influencer marketing, dan desain atmosfer untuk mengoptimalkan kepuasan konsumen dan mendorong perilaku pembelian dalam industri berbasis layanan.

Keyword: Keputusan Pembelian; Persepsi Harga; Dukungan Media Social; Atmosphere of The Place; Kepuasan Konsumen

ABSTRACT

This study investigates the impact of price, social media endorsement, and venue atmosphere on purchase decisions, with consumer satisfaction as a moderating variable, within the context of coffee shop consumers in Pangkal Pinang, Indonesia. The research employs a quantitative approach using survey data collected from 200 respondents who meet specific criteria related to digital behavior and purchasing experience. Data were analyzed using Partial Least Squares Structural Equation Modelling (PLS-SEM). The findings reveal that while price does not significantly affect purchase decisions directly, it strongly influences consumer satisfaction, which in turn has a significant effect on purchase decisions. Social media endorsement exerts a direct and significant influence on both satisfaction and purchase decisions, underlining its strategic importance in contemporary digital marketing. Meanwhile, venue atmosphere significantly enhances satisfaction but shows limited direct impact on purchase decisions, confirming its mediating role through emotional experience. This research emphasizes the importance of integrated marketing strategies that combine pricing, influencer marketing, and atmospheric design to optimize consumer satisfaction and drive purchasing behavior in service-based industries.

Keyword: Purchase Decision; Price Perception; Social Media Endorsement; Venue Atmosphere; Consumer Satisfaction

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1. INTRODUCTION

The culinary industry has continued to experience a very dynamic development in recent years, along with changes in consumption patterns and people's lifestyles. One culinary subsector that is experiencing rapid growth is the coffee shop business. In various cities, including medium-sized cities such as Pangkal Pinang, coffee shops have grown to become part of the urban culture of the community, especially among millennials and Generation Z. The presence of coffee shops is no longer just a place to enjoy coffee. The presence of coffee shops is no longer just a place to enjoy coffee, but has evolved into a social space, a co-working space, and a means of self-expression and lifestyle. The phenomenon of the increasing number of coffee shops in Pangkal Pinang shows that the demand for this service continues to rise. However, behind this growth, there is a big challenge in the form of intense competition between businesses. With so many coffee shops to choose from, consumers have more power in determining their preferences. In this context, understanding consumer behaviour is very important, especially regarding the factors that influence their purchasing decisions.

Purchasing decisions are part of a complex process that involves various rational and emotional considerations. In the coffee shop sector, consumers not only consider the beverage product itself, but also external factors that shape perceptions of overall service quality. Among these factors, price, social media endorsements, and the ambience of the place are the main aspects that consumers consider in deciding to buy or not. Price is a fundamental element in marketing strategy. The right pricing can be a major attraction for consumers and signal product quality. According to Putra and Suparna (2021), consumers will evaluate the price paid and the benefits received. If the price is considered by the perceived value, then the likelihood of consumers making a purchase will increase. However, in an industry such as coffee shops that also sell experience and ambience, pricing must be done carefully so as not to detract from the perceived value of the overall service. On the other hand, social media has become a major force in shaping consumer behaviour. Endorsement by influencers or public figures through social media is now one of the dominant marketing strategies, especially in reaching the young consumer segment. Consumers tend to trust recommendations from individuals they admire or follow on platforms such as Instagram, TikTok, and YouTube. Nurhalimah and Wibowo (2022) revealed that endorsements from relevant influencers significantly increase consumer purchase intention, especially when accompanied by attractive visual content and personalised narratives.

The beauty of the endorsement strategy lies in its ability to create an emotional connection between consumers and brands. In the coffee shop industry, this strategy is particularly relevant as consumers tend to share their experiences on social media, which then organically expands their marketing reach. Coffee shops that successfully utilise endorsements appropriately not only increase brand awareness but also build consumer loyalty in the long run. Besides price and endorsements, ambience is a key factor in the coffee shop industry. Modern consumers pay a lot of attention to the atmosphere of the place-whether it is cosy, aesthetically pleasing, instagrammable, quiet, and suitable for certain activities such as studying or working. Wulandari and Prasetyo (2023) stated that the place atmosphere has a significant impact on consumer satisfaction and purchasing decisions. Coffee shops that can present a pleasant atmosphere and match the expectations of the target market will have a strong competitive advantage. The place atmosphere factor includes various sensory and emotional elements such as lighting, layout, aroma, background music, and interaction with staff. Many consumers prefer coffee shops not because of the drinks, but because of the pleasant atmosphere for gathering or working. This shows that the ambience of the place is a major attraction as well as a strong reason for consumers to return.

Although the three variables above have a major influence on purchasing decisions, the consumer satisfaction variable plays an important role as the main determinant in strengthening or weakening the influence of the three. Satisfied consumers will be more likely to make repeat purchases, leave positive reviews, and recommend to others. Susanti and Arifin (2020) emphasise that customer satisfaction can act as a significant moderating variable in the relationship between marketing strategies and purchasing behaviour. Consumer satisfaction is subjective and depends heavily on the match between initial expectations and experience. In the context of coffee shops, satisfaction comes not only from the taste of coffee but also from the atmosphere of the place, service, price, and the image built through social media. Therefore, businesses need to conduct a thorough evaluation of all elements that influence the consumer experience.

Amid intense competition in the coffee shop industry, business owners in Pangkal Pinang must be able to design an integrated marketing strategy that is not only visually appealing on social media but also provides real value to consumers through service, competitive prices, and a comfortable atmosphere. Understanding how price, social media endorsements, and ambience influence purchase decisions-with customer satisfaction as a moderating variable-can be an important foundation in designing such strategies. Unfortunately, in a city like Pangkal Pinang, there is still very limited research that empirically examines the relationship between these four variables simultaneously. This information is urgently needed by local businesses to understand market characteristics and design targeted and sustainable marketing strategies. This

research is expected to fill this gap in the literature as well as make a practical contribution to the development of the creative industry sector in the region.

This research is expected to provide benefits for various parties, both current researchers and future researchers. Theoretically, this research contributes to the development of science in the field of marketing management, especially related to consumer behaviour and marketing strategies in the food and beverage service industry. The findings of this study will enrich the literature on the influence of factors such as price, social media endorsement, and place atmosphere on purchasing decisions, as well as the role of customer satisfaction as a moderating variable, as well as a basis for future research that wants to examine similar relationships in other sectors or locations. From a practical perspective, the results of this study can be utilised by coffee shop businesses in Pangkal Pinang City in formulating more effective marketing strategies, such as pricing, selecting influencers for endorsements, and designing a comfortable place atmosphere according to consumer preferences, to increase competitiveness and customer loyalty. In addition, for local governments and related agencies, the results of this study can be an input in the preparation of MSME development policies in the culinary sector through training or coaching programmes based on empirical data, especially in digital marketing, price management, and customer experience management, to encourage local economic growth through the creative sector in the Pangkal Pinang area.

2. LITERATURE REVIEW
A. Price

Price is one of the important elements in the marketing mix that influences consumer purchasing decisions. According to Kotler and Keller (2020), price is the amount of money charged for a product or service, or the amount of value exchanged by consumers to benefit from owning or using the product or service. In the context of coffee shops, the price set must reflect the value perceived by consumers to compete in a competitive market. Piyoh's research (2024) shows that price has a significant influence on purchasing decisions. In the study, consumers tend to consider price as the main factor in determining the choice of a product or service. This shows that the right pricing strategy can increase the attractiveness of the product in the eyes of consumers.

In addition, Kuswanto and Vikaliana (2020) found that competitive prices can increase online purchasing decisions. In the digital era, consumers have easy access to compare prices between products, so appropriate pricing is crucial to attract buying interest. Amirudin and Zakiah (2023) also confirmed that price has a significant effect on purchasing decisions for hijab products. This study highlights the importance of matching price with product quality to meet consumer expectations and encourage purchases.

B. Social Media Endorsement

Endorsements through social media have become an effective marketing strategy in influencing consumer purchasing decisions. According to Sharkasi and Rezakhah (2023), parasocial relationships between consumers and influencers on social media can increase purchase intentions through the mediation of trust and brand fit. Research by Wirjoatmodjo (2021) shows that online media and price have a significant effect on purchasing decisions. In the study, the use of online media as a means of promotion can increase brand awareness and encourage consumers to make purchases.

In addition, endorsements made by influencers can increase product credibility in the eyes of consumers. Consumers tend to trust recommendations from individuals they follow on social media, so endorsements can influence perceptions and purchasing decisions. In the context of coffee shops, the use of local influencers to promote products can increase visibility and attract consumer interest. Endorsements that are authentic and in line with brand values can create an emotional connection with consumers, which ultimately drives purchase decisions. Therefore, endorsement strategies through social media need to be designed by considering the influencer's credibility, brand fit, and target consumer preferences to achieve maximum effectiveness in influencing purchase decisions.

C. Venue Atmosphere

Place atmosphere is an important factor that influences consumer experience and purchasing decisions, especially in the service industry, such as coffee shops. According to Sriminarti (2020), atmosphere can moderate the effect of service quality on purchasing decisions, indicating that the atmosphere of the place has a role in shaping consumer perceptions and behaviour.

Elements such as lighting, music, aroma, and room layout can create a pleasant and comfortable atmosphere for consumers. A positive atmosphere can increase customer satisfaction and encourage them to make purchases and return to visit in the future. Research by Putri et al. (2022) emphasises that service quality and place atmosphere have a significant effect on repurchase decisions. In the study, a pleasant atmosphere increased customer satisfaction and brand loyalty. In the context of coffee shops, creating a unique atmosphere that suits the preferences of the target market can be a competitive advantage. For example, an Instagrammable interior design or a calm atmosphere for work can attract certain consumer segments. As such, effective venue

ambience management can enhance consumers' experience, influence their perception of service quality, and ultimately drive purchase decisions.

D. *Purchase Decision*

Purchasing decisions are the processes that consumers go through in choosing, buying, using, and evaluating products or services. According to Kotler and Keller (2020), this process involves need recognition, information search, alternative evaluation, purchase decision, and post-purchase behaviour. Factors such as price, promotion, product quality, and place atmosphere can influence each stage in the purchasing decision process. Piyoh (2024) emphasises that price has a significant influence on purchasing decisions, indicating that consumers consider the value they get from products or services.

In addition, endorsements through social media can influence the information search and alternative evaluation stages. Consumers tend to seek reviews and recommendations from influencers before making a purchase decision. Place atmosphere also plays a role in the evaluation and purchase decision stages. A positive experience at the point of purchase can increase the likelihood of consumers choosing that product or service. Therefore, understanding the factors that influence purchasing decisions can help businesses design effective marketing strategies to attract and retain consumers.

E. *Consumer Satisfaction as a Moderating Variable*

Customer satisfaction is a feeling of pleasure or disappointment that arises after comparing the performance of a product or service with their expectations. In the context of this study, customer satisfaction acts as a moderating variable that can strengthen or weaken the relationship between price, social media endorsement, place atmosphere, and purchasing decisions. Lukiyana and Ramafita (2022) found that customer satisfaction can moderate the effect of electronic service quality and promotion on purchasing decisions. This study shows that satisfied consumers are more likely to make repeat purchases and recommend products to others.

In addition, Andili (2022) confirmed that customer satisfaction moderates the effect of brand equity on purchasing decisions. Consumers who are satisfied with a particular brand are more likely to remain loyal and make repeat purchases. In the coffee shop industry, creating customer satisfaction through good service, a comfortable atmosphere, and appropriate prices can increase loyalty and purchasing decisions. Customer satisfaction can also strengthen the positive effects of other marketing strategies. Thus, customer satisfaction is not only the result of effective marketing strategies but also acts as a factor that strengthens the relationship between marketing variables and purchase decisions.

Based on several previous studies, it was found that various factors such as price, social media endorsement, and place atmosphere have a significant influence on purchasing decisions and consumer satisfaction. Wahyuni and Ramadhan (2023) show that price has a positive and significant effect on purchasing decisions, where consumers consider the suitability of prices for product benefits. Meanwhile, Sari and Yuliana (2022) found that celebgram endorsements also have a significant influence, especially if the influencers used have high credibility. Firmansyah and Lestari (2021) added that the atmosphere of the place, such as lighting, comfort, and music, also influences purchasing decisions at coffee shops, while Dewi and Prasetyo (2024) highlighted that endorsements from influencers that match the target audience can increase consumer satisfaction and trust in the brand.

Other studies also highlight the importance of customer satisfaction as a variable that moderates the relationship between price perceptions and purchasing decisions. Amalia and Nugroho (2023) showed that satisfied consumers tend to be more loyal and have a greater likelihood of making repeat purchases. In addition, Pranata and Hidayat (2020) found that a comfortable atmosphere in a place of business, such as a coffee shop, can create a positive impression that has an impact on customer satisfaction. Maulida and Susanto (2023) also confirmed that prices that match the quality of services and products can significantly increase customer satisfaction. Taken together, these findings indicate that marketing strategies that pay attention to price, social media endorsements, and ambience, as well as focus on increasing customer satisfaction, are critical in building loyalty and driving purchase decisions.

F. *Hypothesis*

H1: Price has a significant positive effect on customer satisfaction.
H2: Price has a significant positive effect on purchasing decisions.
H3: Social media endorsement has a significant positive effect on customer satisfaction.
H4: Social media endorsement has a significant positive effect on purchase decisions.
H5: Venue atmosphere has a significant positive effect on consumer satisfaction.
H6: Venue atmosphere has a significant positive effect on purchase decision.
H7: Consumer satisfaction has a significant positive effect on purchasing decisions.
H8: Customer satisfaction moderates the relationship between price and purchase decision.

H9: Customer satisfaction moderates the relationship between social media endorsement and purchasing decisions.

H10: Customer satisfaction moderates the relationship between place atmosphere and purchasing decisions.

3. RESEARCH METHOD

This study was conducted to analyse the effect of price, social media endorsement, and place atmosphere on purchasing decisions with customer satisfaction as a moderating variable for Coffee Shop consumers in Pangkal Pinang. The main focus of this research is to understand how the three independent variables (price, social media endorsement, and place atmosphere) directly and indirectly, through customer satisfaction as a moderating variable, can influence customer purchasing decisions. The scope of this research is limited to Coffee Shop consumers in the Pangkal Pinang area, Bangka Belitung. The selection of this area is based on the significant growth of the coffee shop industry in the area, which has become a lifestyle trend for the community, especially the younger generation. This research does not include coffee shops outside the Pangkal Pinang area, so the data obtained is more focused and relevant to local conditions.

The object of research is consumers who have made purchases and have experience in assessing prices, getting information through social media endorsements, and feeling the atmosphere of the place in the coffee shop they visit. The research implementation time is planned to last for three months, starting from the instrument preparation process, data collection, to data analysis. This research is quantitative, so the data collected will be analysed statistically to test the relationship between variables. In this case, the variables studied consist of independent variables (price, social media endorsement, and place atmosphere), dependent variables (purchasing decisions), and moderating variables (customer satisfaction).

The population in this study are all consumers who have visited and made purchases at coffee shops in the Pangkal Pinang area. This population was chosen because they directly experience interactions with product prices, see endorsements on social media, feel the atmosphere of the place, and experience the purchasing decision process and satisfaction with the services received. The determination of this population assumes that consumers who have visited and made purchases at coffee shops have sufficient knowledge and experience to assess the variables studied, so that the data obtained can reflect the real perception of the object of research. The sample is part of the population taken with certain techniques and used as a source of research data. In this study, the determination of the sample size used the approach proposed by Hair et al. (2021), which is at least 5 to 10 times the number of indicators used in the questionnaire. For example, if there are 20 indicators, then the minimum number of respondents is 100 to 200 people. The sampling technique used is purposive sampling, which is a sampling technique based on certain considerations that are considered relevant to the research objectives (Sekaran & Bougie, 2020). The criteria used to determine the sample in this study are: consumers are domiciled or located in the Pangkal Pinang area, have visited and made purchases at coffee shops in Pangkal Pinang in the last 3 months, are at least 17 years old and can make their own purchasing decisions, and use active social media (Instagram, TikTok, YouTube) and have seen coffee shop endorsements through these media.

This study uses three main types of variables, namely independent, dependent, and moderating variables. The independent variables consist of Price, which is the consumer's perception of the suitability between product quality and the price paid; Social Media Endorsement, which is promotion through influencers or public figures on social media; and Place Atmosphere, which is the comfort and aesthetics of the coffee shop environment that affects the consumer experience. The dependent variable in this study is the Purchase Decision (Y), which reflects the actions of consumers in choosing and buying products based on information and experience. Meanwhile, the moderating variable is Consumer Satisfaction (Z), which is the level of satisfaction after using a product or service that can strengthen or weaken the influence of independent variables on purchasing decisions.

To ensure that each variable can be measured empirically, this study formulates clear operational definitions and indicators. Each variable is operationalised through dimensions or proxies along with relevant indicators and statement items, then measured using a Likert scale of 1-5, ranging from strongly disagree to strongly agree. For example, the Price variable is measured through indicators of affordability and value appropriateness, with statements such as "The price offered is following the quality of the product." Social Media Endorsement is measured through credibility, attractiveness, and trust in the influencer, while Venue is measured through comfort, aesthetics, and cleanliness. Purchasing Decisions and Consumer Satisfaction are also measured by indicators and statements that follow the characteristics of these variables, thus facilitating the process of collecting and analysing research data.

The main method of data collection in this study was through a questionnaire developed based on indicators of each research variable. This questionnaire uses a 5-point Likert scale, ranging from 1 ("strongly disagree") to 5 ("strongly agree"), and is distributed directly to coffee shop visitors in the Pangkal Pinang area

who meet the criteria, namely at least 17 years old and have made purchases at coffee shops at least twice in the last three months. This selection of respondents aims to ensure that the data obtained truly represents consumers' experiences and perceptions of the research topic. Before use, the questionnaire instrument was tested for validity and reliability with a construct validity test using Pearson's correlation and a reliability test using Cronbach's Alpha, where an alpha value above 0.6 is considered adequate (Ghozali, 2021).

The data analysis techniques used include multiple linear regression analysis to test the simultaneous and partial effects of independent variables on the dependent variable, as well as moderated regression analysis (MRA) to see the role of moderating variables in the relationship. The data analysis process begins with validity and reliability tests, followed by classical assumption tests such as normality, multicollinearity, heteroscedasticity, and autocorrelation. Furthermore, multiple linear regression analysis was used to test hypotheses about the effect of price, social media endorsement, and place atmosphere on purchasing decisions, while MRA was used to test the effect of customer satisfaction as a moderating variable. Hypothesis testing is carried out at a significance level of 0.05, with the criterion that the hypothesis is accepted if the significance value is less than 0.05. In addition, the beta coefficient (β) and R² were also analysed to determine the direction of the relationship between variables and the amount of variation in the dependent variable that can be explained by the independent and moderating variables. All analyses were conducted with the help of statistical software such as SmartPLS.

4. RESULTS AND DISCUSSION

From the test, the outer loading value shows that all indicators used to measure the Price, Purchase Decision, Consumer Satisfaction, Social Media Endorsement, and Venue Atmosphere variables have a high outer loading value, which is above 0.8. This indicates that the relationship between each indicator and the latent variable construct being measured is very strong and valid. For example, indicators in the Price variable have an outer loading value between 0.821 to 0.914, while in the Purchase Decision variable it ranges from 0.837 to 0.916. Likewise, with the Consumer Satisfaction, Social Media Endorsement, and Venue Atmosphere variables, all of whose indicators show good measurement validity. Thus, it can be concluded that all indicators used in this study are valid and reliable in measuring the constructs of the variables concerned.

In addition, the results of construct validity and reliability testing also reinforce previous findings, where Cronbach's Alpha and composite reliability values for all variables are above 0.9, indicating excellent internal consistency and construct reliability. The Average Variance Extracted (AVE) value that exceeds 0.75 for each variable indicates that more than 75% of the indicator variance can be explained by the construct, so convergent validity is very strong. The discriminant validity table also shows that the square root of the AVE for each variable is higher than the correlation with other variables, which means that each construct has sufficient discriminant validity. Thus, all variables in this study have met the validity and reliability requirements, so they are suitable for further analysis.
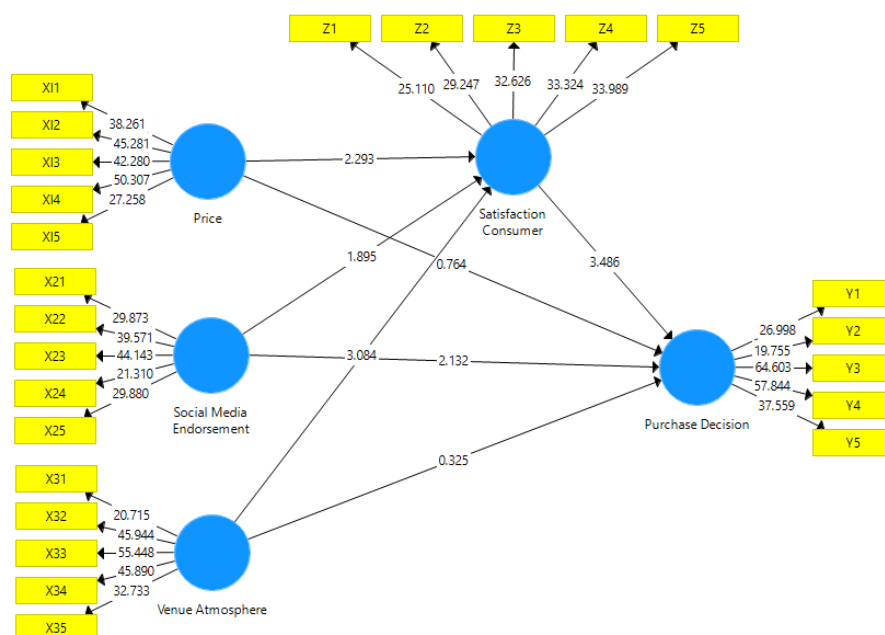

Figure 1. Bootstrapping

Based on the results of the SEM structural model analysed, it can be seen that there is a positive relationship between the variables Price, Social Media Endorsement, and Venue Atmosphere on Consumer Satisfaction. Price has the greatest influence on customer satisfaction with a path coefficient of 2.293, indicating that the perception of a fair price and following quality determines the level of customer satisfaction. Social Media Endorsement also has a positive effect with a coefficient of 1.895, indicating that testimonials and reviews from influencers on social media can increase satisfaction, although not as much as the effect of price. Meanwhile, Venue Atmosphere also contributes to customer satisfaction with a coefficient of 0.764, which means that a comfortable, clean, and aesthetically pleasing atmosphere is important, although it is not a major factor compared to price and social media endorsement.

Furthermore, Consumer Satisfaction is proven to be the main driver in Purchase decisions, with a path coefficient of 3.486, confirming that the higher the consumer satisfaction, the more likely they are to make a purchase. In addition, Social Media Endorsement also has a direct influence on Purchase Decision with a coefficient of 2.132, indicating that endorsements from social media can drive purchase decisions instantly without having to go through satisfaction first. Venue Atmosphere also has a direct effect on Purchase Decision, but with a smaller coefficient of 0.325, so although the venue atmosphere still contributes, the impact is not as great as other variables. Overall, these results confirm the importance of competitive pricing strategies, the utilisation of social media endorsements, and the creation of a comfortable venue atmosphere to increase consumer satisfaction and purchase decisions.

Table 1. Path Coefficients

	Original Sample (O)	Sample Mean (M)	Standard Deviation (STDEV)	T Statistics (|O/STDEV|)	P Values
Price -> Purchase Decision	0.097	0.094	0.127	0.764	0.445
Price -> Satisfaction Consumer	0.312	0.317	0.136	2.293	0.022
Satisfaction Consumer -> Purchase Decision	0.467	0.469	0.134	3.486	0.001
Social Media Endorsement -> Purchase Decision	0.239	0.240	0.112	2.132	0.033
Social Media Endorsement -> Satisfaction Consumer	0.170	0.172	0.090	1.895	0.059
Venue Atmosphere -> Purchase Decision	0.040	0.037	0.122	0.325	0.746
Venue Atmosphere -> Satisfaction Consumer	0.358	0.354	0.116	3.084	0.002

Based on the Path Coefficients Table in the figure, we can analyse the relationship between the latent variables used in this study. This table presents the path coefficient values, t-statistics, and p-values that are important for determining whether a relationship between variables is statistically significant or not. The following is an explanation of each relationship between variables in six paragraphs:

A. The Effect of Price on Purchase Decision

In this study, the relationship between price and purchase decision showed statistically insignificant results, with a path coefficient of 0.097, a t-statistic of 0.764, and a p-value of 0.445 (> 0.05). These results indicate that price perception does not directly influence consumer purchasing decisions in the context studied. This finding is in line with a previous study by Kotler and Keller (2016), which states that price is only one of the many elements that influence purchasing decisions, and its influence is very contextual, depending on the type of product, market segmentation, and the perceived value of consumers. In many cases, consumers may consider other factors such as quality, brand, or after-sales service.

The insignificance of the relationship between price and purchasing decisions is also supported by research by Kim, Choi, and Lee (2020), who found that in the category of high-involvement products, emotional factors and symbolic value of the product are often more dominant in influencing purchasing decisions than price factors. In this context, consumers tend to be less price-sensitive as they focus more on the long-term benefits or psychological value offered by the product. This implies that in the context of this study, price may not be sufficient to explain the complexity of consumer decisions, especially if consumers perceive that product benefits outweigh cost considerations.

In contrast, some studies show different results. For example, research by Monroe and Krishnan, as well as more recently by Huang et al. (2022), underlines the importance of perceived price as a quality signal, especially in the context of lesser-known products. In their study, higher prices increased the likelihood of purchase as they were associated with better quality. This highlights the possibility that in other contexts or with different sample characteristics, price can have a significant influence on purchase decisions. Therefore, the non-significant findings in this study need to be viewed within the framework of the specific context, including respondent demographics, product category, and evolving value perceptions among consumers.

Finally, it is important to consider that purchasing decisions are the result of a complex interaction between various factors. In consumer behaviour theories, such as the Theory of Planned Behaviour (Ajzen, 1991), purchase decisions are influenced by attitudes, subjective norms and perceived behavioural control. Price may be part of the rational calculation in this process, but if other aspects, such as brand trust or social recommendations, are more dominant, then the influence of price becomes insignificant. Thus, the results of this study confirm that while price remains a rational consideration, its direct influence on purchase decisions is not always dominant and depends on the broader context of consumer behaviour.

B.   *The Effect of Price on Consumer Satisfaction*

The results show that there is a positive and significant relationship between price and consumer satisfaction, with a coefficient of 0.312, a t-statistic of 2.293, and a p-value of 0.022 (<0.05). This means that the more positive consumers' perceptions of price, whether they perceive it as appropriate, fair, or affordable, the higher their level of satisfaction with the product or service provided. This finding supports the equity theory developed by Adams (1963), which states that consumers evaluate products not only based on the results received, but also based on the balance between what they give (for example, the price paid) and what they get (the benefits or value of the product). When consumers feel that the price they pay is commensurate with the quality or benefits they receive, satisfaction tends to increase.

This research is also in line with the findings of Zeithaml (1988), which emphasises that perceived value is the result of a consideration between benefits and sacrifices, where price acts as a sacrifice component. When consumers feel that the price of the product is in line with expectations and quality, they will feel high value, which in turn increases satisfaction. This is also supported by a recent study by Ryu, Lee, and Kim (2021) in the context of the food and beverage industry, which found that perceived fair price is a strong determinant of customer satisfaction, especially when the product or service is recurring or regularly used by consumers.

However, this result also opens up room for discussion with other studies that show that the effect of price on satisfaction can be complex and not always linear. In a study by Chen and Dubinsky (2003), it was found that prices that are too low can decrease satisfaction because they are associated with low quality. This suggests that while fair and reasonable prices increase satisfaction, focusing too much on low prices can have the opposite effect. Therefore, it is important for companies to not only lower prices to achieve satisfaction, but also consider the overall perceived value provided to consumers.

From a managerial perspective, these findings underscore the importance of consumer-oriented pricing strategies. By considering the perception of fair and competitive pricing, companies can increase customer satisfaction, which in turn contributes to consumer loyalty and retention. This is in line with the approach of Customer Satisfaction Index Models such as the American Customer Satisfaction Index (ACSI), which notes that price is one of the important factors that shape expectations and satisfaction. As such, the right pricing strategy not only impacts the initial purchase decision but also plays an important role in consumers' post-purchase experience.

C.   *The Effect of Consumer Satisfaction on Purchasing Decisions*

The results of the analysis show that there is a highly significant relationship between consumer satisfaction and purchase decision, with a coefficient of 0.467, a t-statistic of 3.486, and a p-value of 0.001. This value indicates that the higher the level of consumer satisfaction with the product or service, the more likely they are to continue or repeat the purchase. This finding is in line with Expectancy Disconfirmation Theory (Oliver, 1980), which states that satisfaction arises from the comparison between initial expectations and actual product performance. If consumers are satisfied, they are more likely to exhibit positive purchasing behaviour, including repeat purchases and product recommendations to others.

This research is also consistent with various previous studies that found that customer satisfaction is a strong predictor of purchase decisions. For example, in a study by Anderson and Srinivasan (2003), it is explained that satisfaction contributes significantly to purchase intention, especially in the context of online shopping, where consumer trust and experience play a crucial role. Similar findings were put forward by Homburg, Koschate, and Hoyer (2006), who showed that satisfaction has a direct and positive effect on repurchase intention and consumer attitudes towards brands. In this case, satisfaction is not only a consequence of the purchase but also a key driver for subsequent purchases.

On the other hand, some studies show that the effect of satisfaction on purchasing decisions can be moderated by other factors such as brand loyalty, emotional involvement, and risk perception. In a study by Ranaweera and Prabhu (2003), it was found that satisfied consumers may not necessarily repurchase if there is a breakdown in the trust aspect or if more attractive competitors appear. This suggests that while satisfaction has a major influence on purchase decisions, the effect can be amplified or weakened by other contextual factors. Therefore, companies need to ensure that satisfaction is combined with strengthening aspects of loyalty and trust. From a managerial perspective, these findings confirm the strategic role of customer satisfaction as

an important mediating variable in consumer behaviour models. Satisfaction can bridge the influence of other variables, such as perceived price, service quality, or brand image, on purchase decisions. Therefore, focusing on improving customer satisfaction will not only enhance the consumer experience but also strengthen the likelihood of future purchases. This emphasises the importance of continuous satisfaction measurement and management as part of a long-term business strategy to improve loyalty and market performance.

D.　The Effect of Social Media Endorsement on Purchase Decision

The results show that there is a significant relationship between social media endorsement and purchase decision, with a coefficient of 0.239, a t-statistic of 2.132, and a p-value of 0.033. The p-value <0.05 indicates that this effect is statistically significant, meaning that endorsements through social media-such as positive reviews, testimonials, or endorsements from influencers-contribute directly to increasing consumers' likelihood of purchasing a product. This finding is in line with Source Credibility Theory (Hovland & Weiss, 1951), which states that the influence of communication is strongly influenced by the credibility of the source. Influencers or public figures who are perceived as credible (in terms of expertise or attractiveness) can increase consumer trust in the products they promote.

Social media endorsements have become one of the most effective marketing tools in today's digital economy. Research by De Veirman, Cauberghe, and Hudders (2017) shows that endorsements from social media influencers have a significant impact on purchase intention, especially when the influencer has a high level of engagement with their followers. A similar study by Lou and Yuan (2019) also confirmed that influencer marketing positively influences brand perception and purchase intention, especially among millennials and Gen Z, who are more active in consuming digital content. Therefore, the results of this study support previous findings that endorsements on social media not only create brand awareness but also move consumers to take purchase actions.

However, some studies also provide critical notes. For example, a study by Djafarova and Rushworth (2017) shows that the influence of endorsements is not always positive if consumers feel that the content is inauthentic or overly commercial. When consumers realise that endorsements are merely paid promotions, they may become sceptical of the message, which in turn can weaken the influence on purchase decisions. This suggests that the effectiveness of social media endorsements is highly dependent on consumers' perceptions of the authenticity and relevance of the content delivered by influencers.

Strategically, these findings underline the importance of using social media as a promotional channel that can directly influence purchase decisions. In the context of modern marketing, companies need to design endorsement strategies that not only focus on big celebrities but also on micro-influencers who have more personal connections and high levels of trust from their followers. In addition, the integration of authentic, credible and relevant content with the needs of the target market will be key in maximising the impact of social media on consumer behaviour. Thus, social media endorsement is not just a promotional tool, but also an integral part of today's consumer decision-making ecosystem.

E.　The Effect of Social Media Endorsement on Consumer Satisfaction

The results of the analysis show that the relationship between social media endorsement and consumer satisfaction has a coefficient of 0.170, a t-statistic of 1.895, and a p-value of 0.059. Although this relationship is not statistically significant at the 5% significance level, a p-value close to 0.05 indicates a trend of influence that may not have been strongly detected due to data limitations or sample variability. In the context of marketing communication theories, such as the Elaboration Likelihood Model (Petty & Cacioppo, 1986), the influence of social media endorsements on satisfaction may enter through the peripheral persuasion pathway, where consumers who do not deeply process information are still influenced by cues such as visual appeal, influencer popularity, or the amount of social interaction displayed.

This finding suggests that social media endorsements do have the potential to influence consumer satisfaction, although the effect is not strong enough to be statistically confirmed in this model. The study by Sokolova and Kefi (2020) shows that well-packaged content by influencers can enhance emotional experiences and positive perceptions of brands, which can ultimately contribute to consumer satisfaction. However, this influence is often indirect and distributed through other elements, such as brand image or product expectations. Therefore, it is not surprising that in this model the direct effect from endorsement to satisfaction is weak, given the complexity of the psychological mechanisms involved in the formation of consumer satisfaction.

Conversely, some studies highlight that social media endorsements may not necessarily contribute greatly to satisfaction if consumers feel that the content provided does not reflect an authentic experience. Research by Schouten, Janssen, and Verspaget (2020) confirms that when endorsements feel too contrived or exaggerated, consumers become sceptical and doubt the credibility of the advertised product. Under these conditions, not only is the effect on satisfaction weakened, but overall brand perception can be compromised. This explains why in this research model, the effect of endorsement on satisfaction is still at the threshold of significance.

From a practical perspective, these results suggest that a social media endorsement strategy is not necessarily sufficient to ensure consumer satisfaction and needs to be combined with real product experiences, good service, and fulfilled consumer expectations. Although social media can shape positive initial perceptions, consumer satisfaction depends more on the actual outcome of consuming the product or service. Therefore, companies should treat endorsements as a tool to shape initial expectations and create brand engagement, while still focusing on product and service quality to ensure that expectations are met and result in ongoing satisfaction. Further research with larger samples and mediation approaches may be needed to uncover more about the role of endorsements in indirectly influencing satisfaction.

F. The Effect of Venue Atmosphere on Consumer Satisfaction and Purchasing Decisions

The results showed that venue atmosphere has a significant effect on consumer satisfaction, with a coefficient of 0.358, t-statistic of 3.084, and p-value of 0.002 (<0.05). This indicates that a comfortable, attractive, and emotionally supportive place atmosphere can enhance positive consumer experiences that lead to satisfaction. This finding is in line with Servicescape Theory, which states that the physical environment in which services are provided influences consumers' perceptions, emotions, and attitudes. Elements such as lighting, cleanliness, sound, and spatial layout play an important role in shaping perceptions of service quality and overall satisfaction.

Support for these findings is also seen from various empirical studies. Research by Ryu and Jang (2008) in the context of restaurants shows that place atmosphere has a significant effect on customer satisfaction and return intentions. The aesthetic and comfort elements of public spaces are proven to create an atmosphere that supports a pleasant consumption experience. Research by Han and Ryu also emphasised that atmosphere mediates influences on customer behaviour, suggesting that consumers who are satisfied with the atmosphere are more likely to be satisfied with the overall service. This indicates that the role of place atmosphere in influencing satisfaction is very strong, especially in the service sector such as restaurants, retail or entertainment.

In contrast, the direct relationship between venue atmosphere and purchase decision in this study was found to be insignificant, with a coefficient of 0.040, t-statistic of 0.325, and p-value of 0.746 (>0.05). This means that the place ambience is not strong enough to directly drive purchase decisions. This suggests that although ambience can create comfort and a positive impression, purchasing decisions are more influenced by other factors such as price, product quality, or social recommendations. This finding is also consistent with the results of a study by Wakefield and Blodgett, which states that the physical environment has an indirect influence on behavioural intentions through intermediaries such as satisfaction or perceived value. In other words, the effect of venue atmosphere on purchase decision is more mediative through customer satisfaction than direct.

From a practical point of view, these results emphasise the importance of establishing a pleasant place atmosphere to increase customer satisfaction, which may ultimately impact repeat purchases or long-term loyalty. However, companies cannot rely solely on place design as a direct trigger for purchasing decisions. It needs an integrated strategy that combines product quality, customer service, price, and physical environment experience. By recognising that place ambience acts as a supporting element in shaping the holistic consumer experience, business owners can maximise long-term impact through the creation of a well-rounded service, rather than focusing solely on visual or atmospheric elements.

Table 2. Specific indirect effect

	Original Sample (O)	Sample Mean (M)	Standard Deviation (STDEV)	T Statistics (|O/STDEV|)	P Values
Price -> Satisfaction Consumer -> Purchase Decision	0.146	0.150	0.080	1.812	0.071
Social Media Endorsement -> Satisfaction Consumer -> Purchase Decision	0.079	0.079	0.045	1.759	0.079
Venue Atmosphere -> Satisfaction Consumer -> Purchase Decision	0.167	0.167	0.076	2.201	0.028

Of the three indirect relationships tested, only the Venue Atmosphere -> Consumer Satisfaction -> Purchase Decision path is statistically significant. Meanwhile, the Price and Social Media Endorsement paths show a positive influence but are not statistically significant at the 95% confidence level. These findings can be the basis for managerial decision-making regarding aspects that need to be strengthened in improving purchasing decisions through consumer satisfaction.

G. The Effect of Price on Purchasing Decisions through Consumer Satisfaction

Based on the results in the table, the indirect relationship between Price and Purchase Decision through Consumer Satisfaction produces an original sample value of 0.146. This means that the effect of price

on purchasing decisions through customer satisfaction is positive. The better consumer perceptions of price, the more consumer satisfaction will also increase, which in turn can encourage consumers to make purchasing decisions. The t-statistic value in this relationship is 1.812 with a p-value of 0.071. This p-value is slightly above the general significance threshold of 0.05, so this indirect relationship is not statistically significant at the 95% confidence level. However, this value is close to significance, so it can be said that there is a tendency for a fairly strong relationship between the variables, although not strong enough to be statistically significant.

The results of the indirect path analysis show that price affects purchase decision through consumer satisfaction, with an original sample value of 0.146, a t-statistic of 1.812, and a p-value of 0.071. Although the p-value is slightly above the general significance threshold (0.05), this relationship indicates a fairly strong positive trend, although not yet statistically significant at the 95% confidence level. This means that favourable price perceptions are likely to contribute to increasing consumer satisfaction, which in turn drives purchase decisions, but the statistical evidence is still not strong enough in this model.

This finding is in line with the customer value-perception model developed by Zeithaml (1988), which states that price is not only viewed as an expense, but also as an indicator of value. When consumers assess that the price of a product is following the benefits they receive, they tend to feel satisfied. This satisfaction is the driving factor in the purchasing decision-making process. In this case, price acts as a trigger for value perception, which consumers then translate into satisfaction and ultimately lead to a purchase decision.

Several previous studies also support this mediation pattern. For example, studies by Bei and Chiao (2001) and Ryu, Han, and Kim (2008) show that the effect of price on purchase decisions becomes significant when mediated by customer satisfaction, especially in the context of service and consumer experience. However, it is important to note that in some cases, this relationship can be more complex and influenced by additional factors such as product quality, brand trust and prior expectations. This may explain why, in this model, the indirect relationship has not been statistically significant despite having a positive direction of influence. Implicatively, these findings provide important insights for marketing strategies. Although price does not directly drive purchase decisions, it plays a significant role in shaping consumers' perceptions and their satisfaction. Therefore, price management should consider consumers' value perceptions, rather than simply lowering prices. Effective value communication strategies, such as emphasising the benefits, quality, or uniqueness of the product compared to competitors, can reinforce perceptions of fair price and increase satisfaction. Thus, despite its indirect influence, price remains one of the important elements in creating a psychological pathway to a positive purchase decision.

H. The Effect of Social Media Endorsement and Purchasing Decisions through Consumer Satisfaction

In the indirect path between Social Media Endorsement and Purchase Decision through Consumer Satisfaction, the original sample value is 0.079. This shows that endorsement or promotion through social media has a positive, albeit small, influence on purchasing decisions through increased consumer satisfaction. In other words, endorsements on social media can increase consumer satisfaction, which can then drive purchasing decisions.

The t-statistic value for this relationship is 1.759 with a p-value of 0.079. Just like in the previous relationship, the p-value here is also still above 0.05, so statistically, this indirect effect is not yet significant. However, the t and p values are close enough to the significance limit to suggest a potential influence worthy of attention in future research or with a larger sample. Analysis of the indirect relationship between social media endorsement and purchase decision through consumer satisfaction resulted in an original sample value of 0.079, with a t-statistic of 1.759 and a p-value of 0.079. Although the p-value is above the significance threshold of 0.05, this result indicates a positive relationship trend that is close to significant. This means that endorsements through social media have the potential to increase consumer satisfaction, which can then drive purchasing decisions. Although not yet statistically significant at the 95% confidence level, this finding provides an initial indication that the mediating effect is worth paying attention to, especially in the context of digital-based marketing strategies.

This finding can be explained through the perspective of the Affective-Cognitive Model of Consumer Satisfaction, where positive experiences from external sources such as endorsements can shape consumers' emotions and cognitive judgements, which contribute to satisfaction. In this context, when consumers see positive reviews or promotions from influencers they trust, they can feel more confident and satisfied with the brand, especially if the information conveyed is relevant to their needs or aspirations. That satisfaction, in turn, triggers a purchase decision. Thus, the role of social media is not only as a direct promotional channel, but also as an emotional shaper of consumer perceptions and experiences.

Several studies support this direction of findings. The study by Lou and Yuan (2019) found that influencer marketing not only increases purchase intention directly but also influences satisfaction through perceived quality and brand credibility. Research by Erkan and Evans (2016) in the context of social media also shows that recommendations from peers or influencers within digital platforms increase trust, which strengthens satisfaction before a purchase occurs. However, as reflected in the results of this study, the

relationship is often complex and influenced by context, product type and the authenticity of the message. This explains why the mediation effect has not been statistically significant, despite showing a positive direction.

The practical implication of these findings is the importance of building a social media endorsement strategy that not only focuses on increasing visibility or direct sales but also creating a pleasant and trustworthy experience for consumers. Authenticity, product-influencer fit, and meaningful interactions with followers are important elements in shaping satisfaction that leads to purchase. Therefore, although the influence is indirect and not yet significant, the role of endorsement in shaping consumer experience still has great strategic value, especially in the context of digital marketing, which is increasingly based on emotional connection and social trust.

I. The Effect of Venue Atmosphere on Purchase Decision through Consumer Satisfaction

In the indirect relationship between Venue Atmosphere and Purchase Decision through Consumer Satisfaction, the original sample value is 0.167. This shows that the venue atmosphere positively affects consumer satisfaction, which in turn has an impact on increasing purchasing decisions. A comfortable and attractive venue atmosphere can significantly increase consumer satisfaction. The t-statistic value in this relationship is 2.201, and the p-value is 0.028. A p-value smaller than 0.05 indicates that this indirect relationship is statistically significant. This means that the atmosphere of the venue is indeed proven to significantly increase customer satisfaction, which in turn will increase the likelihood of consumers making a purchase. This result confirms the importance of the atmosphere factor in creating a positive experience for consumers.

The analysis results show that there is a significant indirect relationship between venue atmosphere and purchase decision through consumer satisfaction, with an original sample value of 0.167, a t-statistic of 2.201, and a p-value of 0.028. Since the p-value is <0.05, this relationship is statistically significant, which means that venue atmosphere not only creates comfort directly, but also plays an important role in increasing consumer satisfaction, which in turn encourages them to make purchases. These results reinforce the understanding that elements of the physical environment are not only cosmetic but also strategic in influencing consumer behaviour.

This finding is very much in line with the Servicescape Theory proposed by Bitner, which states that aspects of the physical environment in which services are provided (such as layout, cleanliness, lighting and general ambience) can influence consumers' affective responses, including satisfaction and purchase behaviour. In this context, a positive atmosphere can create emotional engagement that makes consumers feel valued and comfortable, which in turn increases their likelihood of returning or making a purchase. In other words, the place atmosphere acts as an emotional trigger that reinforces satisfaction and encourages continued consumptive behaviour. Empirical support for this finding is also found in Ryu and Jang's (2007) study, which shows that in the restaurant industry, a pleasant atmosphere significantly increases customer satisfaction and intention to return or recommend to others. Another study by Ha and Jang (2010) also showed that restaurant atmosphere not only increases satisfaction but also strengthens brand image and customer loyalty. Therefore, although venue atmosphere does not necessarily influence purchase decisions directly (as found in the previous direct path analysis), its role as a mediating factor through satisfaction is crucial and proves significant.

Practically speaking, these results underscore the importance of creating pleasant environmental experiences in business premises, especially in the service sector such as restaurants, retail or entertainment. A favourable atmosphere will strengthen consumers' positive perceptions and satisfaction, which in turn influences their purchasing decisions. Business owners and marketers should not only focus on core products or services, but also pay attention to atmospheric aspects such as music, lighting, interior design and staff friendliness. In today's consumer experience era, creating an immersive and memorable atmosphere can be a significant competitive advantage in driving satisfaction and repeat purchases.

5. CONCLUSION

This study examined the influence of price, social media endorsement, and venue atmosphere on purchase decisions in the context of coffee shop consumers in Pangkal Pinang, with consumer satisfaction as a moderating variable. The findings reveal that while price does not directly influence purchase decisions, it significantly contributes to consumer satisfaction. In contrast, social media endorsement shows both direct and indirect effects, indicating its vital role in shaping customer behavior. Venue atmosphere, although not directly impactful on purchase decisions, strongly influences satisfaction, which ultimately drives buying behavior. Consumer satisfaction emerged as a crucial variable in moderating and mediating the relationships between independent variables and purchase decisions. Its role highlights the importance of delivering value beyond product quality through experiences, emotional connections, and perceived fairness. The results suggest that creating a satisfying customer experience by aligning pricing strategy, leveraging authentic influencer endorsements, and designing inviting spaces can significantly enhance customer retention and loyalty.

Future research is encouraged to explore these dynamics in broader geographic regions or different service sectors to validate the model's generalizability. Longitudinal studies could also provide insights into how consumer satisfaction evolves. Moreover, incorporating variables such as brand image, service quality, or digital engagement could deepen understanding of consumer decision-making in today's experience-driven economy.

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