Saya/kami yang bertanda tangan dibawah ini:
I/we, the undersigned:

Nama Lengkap (NPM)
Full Name (Student ID) : 1. Taffia Efenlie (03013210029)

: 2.

: 3.

Fakultas
Faculty : Faculty of Economic and Business

Program Studi
Study Program : Management

Lokasi Kampus
Campus Location :
- ◯ Jakarta (Untuk lokasi kampus di Lippo Village dan Jakarta)
  (Lippo Village Karawaci and Jakarta Areas)
- ⬤ Medan
- ◯ Surabaya

Jenis Tugas Akhir
Type of Final Assignment :
- ⬤ Skripsi
  Thesis (Undergraduate/S1)
- ◯ Magang
  Internship
- ◯ Makalah (*Term Paper*)
  Term Paper
- ◯ Proyek Akhir
  Final Project
- ◯ Thesis
  Thesis (Graduate/S2)
- ◯ Disertasi
  Dissertation
- ◯ Karya Tulis Ilmiah
  Scientific Papers

Judul Tugas Akhir
Title of Final Assignment : The Influence of Cafe Atmosphere, Customer Satisfaction, and Social Media Marketing on Instagram Towards Purchasing Intention at Nakama **Brew Guru** Patimpus Medan

Menyatakan bahwa
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Nama Lengkap *Full Name*	Taffia Efenlie (030132100		

UNIVERSITAS PELITA HARAPAN

FACULTY OF ECONOMICS AND BUSINESS

APPROVAL PAGE BY FINAL PAPER ADVISOR

THE INFLUENCE OF CAFÉ ATMOSPHERE, CUSTOMER SATISFACTION, AND SOCIAL MEDIA MARKETING ON INSTAGRAM TOWARDS PURCHASING INTENTION AT NAKAMA BREW GURU PATIMPUS MEDAN

By:

Name	: Taffia Efenlie
ID No.	03013210029
Study Program	: Management
Concentration	: Hospitality Management

has been examined and approved for submission and defense in front of the final paper defense committee in order to obtain the degree of *Sarjana Manajemen* at Management Study Program, Faculty of Economics and Business, Universitas Pelita Harapan Medan Campus.

Medan, December 21, 2024

Approved by:

Final Paper Advisor

Rifin Khong, B.Bus(BusInfoSys), M.Mm, MCE, FCH, AWP, CPSP

Department Chair of Management Study Program UPH Medan Campus	**Dean of Faculty of Economics and Business**
Dr. Alfonsius, S.E., M.Si.	**Dra. Gracia Shinta S. Ugut, MBA., Ph.D**
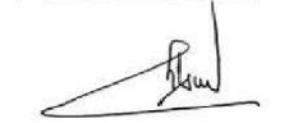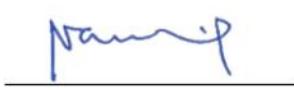
UNIVERSITAS PELITA HARAPAN
FACULTY OF ECONOMICS AND BUSINESS

APPROVAL PAGE BY FINAL PAPER DEFENSE COMMITTEE

On Thursday, December 19, 2024, a final paper defense has been held as a partial fulfillment of the academic requirements to obtain the degree of *Sarjana Manajemen* at Management Study Program, Faculty of Economics and Business, Universitas Pelita Harapan Medan Campus for:

Name : Taffia Efenlie
ID No. : 03013210029
Study Program : Management
Faculty : Economics and Business

including an examination for final paper entitled "**THE INFLUENCE OF CAFÉ ATMOSPHERE, CUSTOMER SATISFACTION, AND SOCIAL MEDIA MARKETING ON INSTAGRAM TOWARDS PURCHASING INTENTION AT NAKAMA BREW GURU PATIMPUS MEDAN**" by the final paper defense committee which consists of:

Final Paper Defense Committee	Status	Signature
Rifin Khong, B.Bus(BusInfoSys), M.Mm, MCE, FCH, AWP, CPSP	Chair	
Prof. Dr. Poltak Sinaga, B.A., S.E., M.Si.	Member	
Dr. Ir. Paul Lumbantobing, M.Eng	Member	
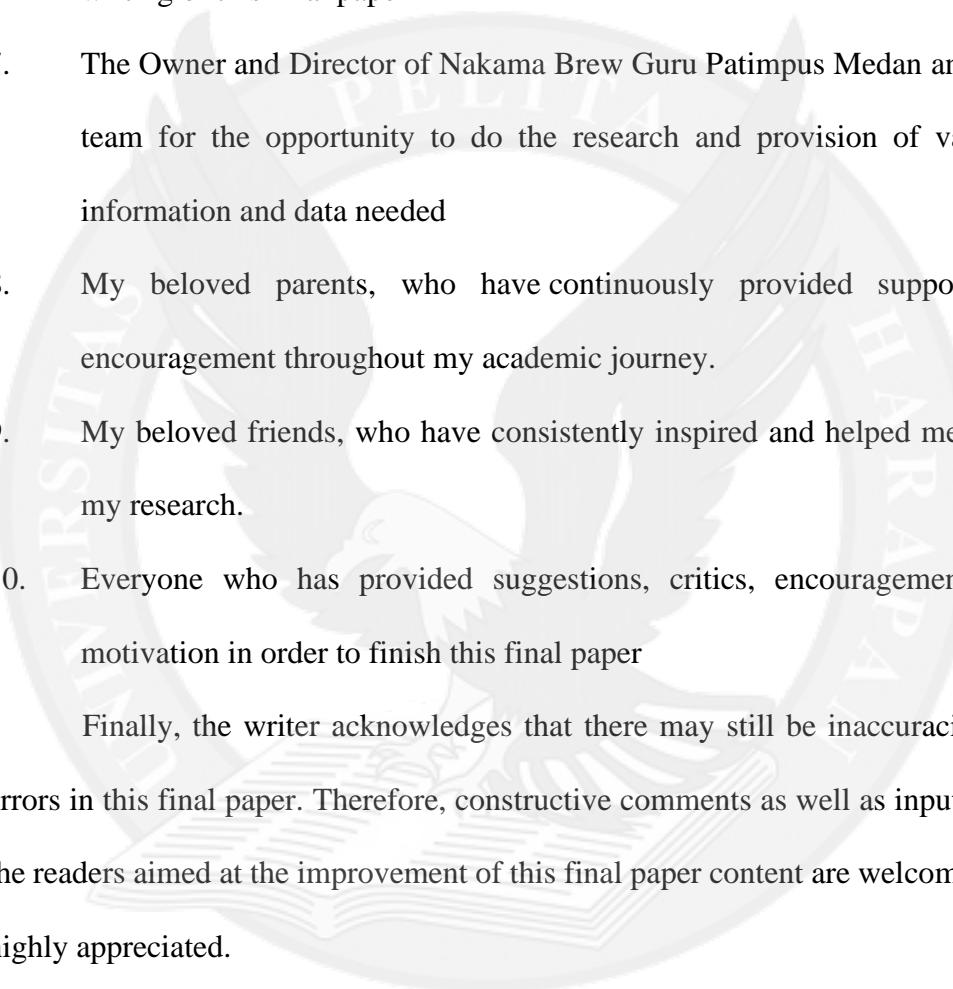
PREFACE

By the grace and blessing of the Almighty God, the writer has completed the final paper entitled: **"THE INFLUENCE OF CAFÉ ATMOSPHERE, CUSTOMER SATISFACTION, AND SOCIAL MEDIA MARKETING ON INSTAGRAM TOWARDS PURCHASING INTENTION AT NAKAMA BREW GURU PATIMPUS MEDAN".**

This final paper is written as a partial fulfillment of the academic requirements to obtain the degree of *Sarjana Manajemen* at Management Study Program, Faculty of Business and Economy, Universitas Pelita Harapan Medan Campus.

The writer would like to express his/her sincere gratitude to the following people for their valuable contributions in assisting and supporting the writer from the beginning until the completion of this final paper:

1. Dr. (Hon). Jonathan L. Parapak, M. Eng. Sc., as the Rector of Universitas Pelita Harapan.

2. Mr. Daniel Cassa Augustinus, S.S., M.M.Par., as the Dean of UPH Medan Campus.

3. Dr. Alfonsius, S.E., M.Si., as the Department Chair of Management Study Program UPH Medan Campus.

4. Mr. Rifin Khong, B.Bus(BusInfoSys), M.Mm, MCE, FCH, AWP, CPSP, as the Final Paper Advisor who has guided and given valuable instructions and guidance for the completion of this final paper.

5. All UPH Medan Campus lecturers who have transferred knowledge from the first till the last semester during the entire study period at UPH Medan Campus

6. All UPH Medan Campus administrative staff who have assisted in the writing of this final paper

7. The Owner and Director of Nakama Brew Guru Patimpus Medan and their team for the opportunity to do the research and provision of valuable information and data needed

8. My beloved parents, who have continuously provided support and encouragement throughout my academic journey.

9. My beloved friends, who have consistently inspired and helped me finish my research.

10. Everyone who has provided suggestions, critics, encouragement, and motivation in order to finish this final paper

Finally, the writer acknowledges that there may still be inaccuracies and errors in this final paper. Therefore, constructive comments as well as inputs from the readers aimed at the improvement of this final paper content are welcomed and highly appreciated.

Medan, October 31, 2024

The Writer,

Taffia Efenlie

03013210029

APPENDIX A: QUESTIONNAIRE

Pengaruh Suasana Kafe, Kepuasan Pelanggan, dan Pemasaran Media Sosial di Instagram Terhadap Minat Membeli di Nakama Brew Guru Patimpus Medan

Pengaruh Suasana Kafe, Kepuasan Pelanggan, dan Pemasaran Media Sosial di Instagram Terhadap Minat Membeli di Nakama Brew Guru Patimpus Medan

Halo semuanya! 👋

Saya Taffia Efenlie, mahasiswa manajemen perhotelan dari Universitas Pelita Harapan Medan.

Saat ini saya sedang melakukan penelitian tentang Pengaruh Suasana Kafe, Kepuasan Pelanggan, dan Pemasaran Media Sosial di Instagram Terhadap Minat Membeli di Nakama Brew Guru Patimpus Medan.

Survei ini akan memakan waktu sekitar 5-7 menit untuk diselesaikan. Data yang dikumpulkan hanya akan digunakan untuk tujuan penelitian dan **TIDAK** akan digunakan untuk tujuan lain. Data akan dijaga kerahasiaannya semaksimal mungkin. Saya akan sangat berterima kasih atas kerja sama dan bantuan Anda dalam menyelesaikan dan memberikan umpan balik pada penelitian ini.

Terima kasih atas kerja sama Anda. 🙏

taffia.efenlie@gmail.com Switch account
Not shared

* Indicates required question

Apakah Anda pernah berkunjung ke Nakama Brew Guru Patimpus Medan? *

○ Ya

○ Tidak

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Pengaruh Suasana Kafe, Kepuasan Pelanggan, dan Pemasaran Media Sosial di Instagram Terhadap Minat Membeli di Nakama Brew Guru Patimpus Medan

Pengaruh Suasana Kafe, Kepuasan Pelanggan, dan Pemasaran Media Sosial di Instagram Terhadap Minat Membeli di Nakama Brew Guru Patimpus Medan

taffia.efenlie@gmail.com Switch account
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* Indicates required question

Pertanyaan Demografi

Harap isi formulir ini dengan data yang valid.

Jenis kelamin *

○ Laki-Laki

○ Perempuan

Usia *

○ < 20 Tahun

○ 21 - 25 Tahun

○ 26 - 30 Tahun

○ > 31 Tahun

Pekerjaan *

○ Mahasiswa / Pelajar

○ Pegawai Swasta

○ Wirausaha

○ Other:

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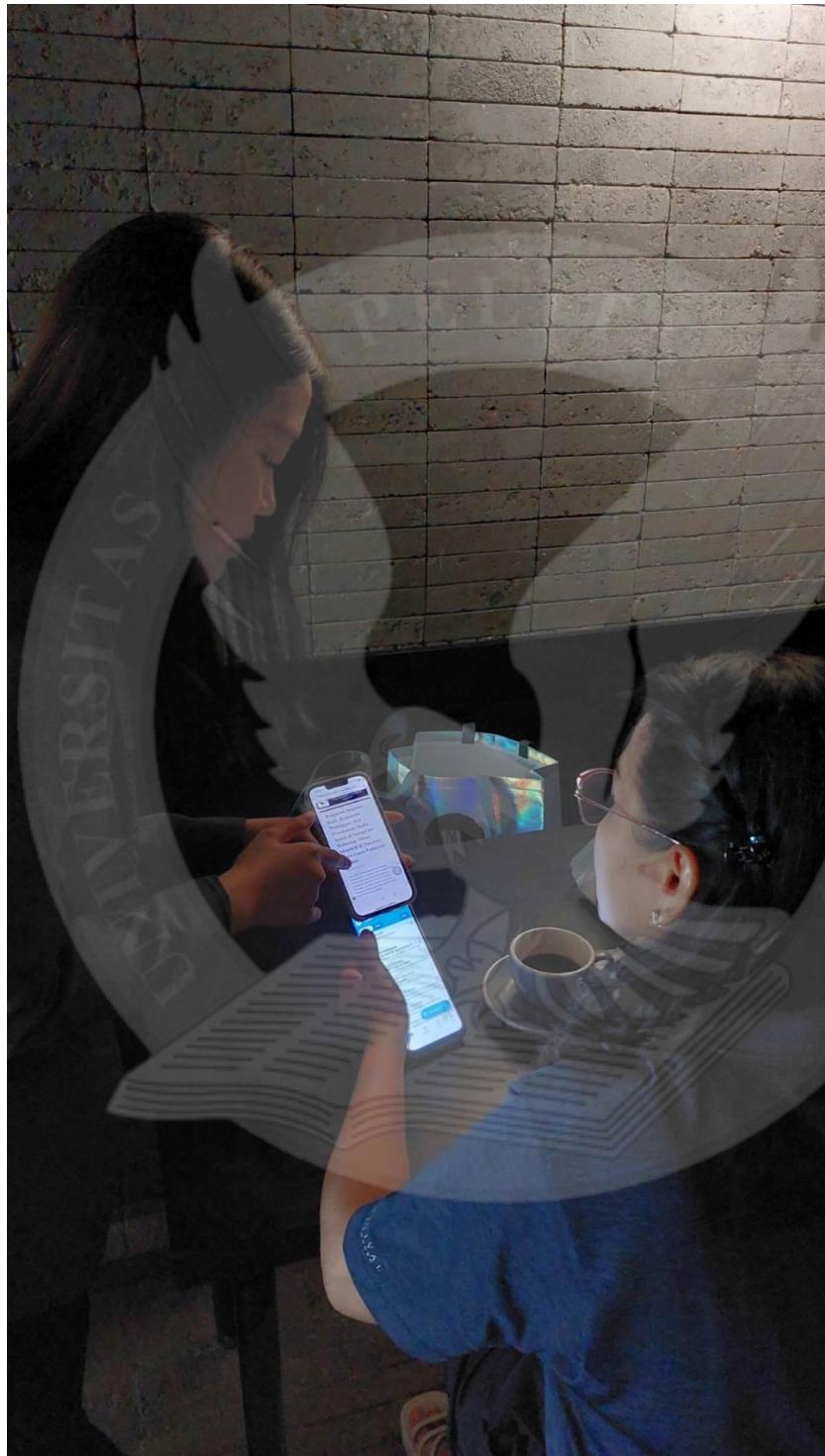
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Pengaruh Suasana Kafe Terhadap Minat Membeli di Nakama Brew Guru Patimpus Medan

Mohon isi data di bawah ini berdasarkan pengalaman Anda dengan jujur.

Pencahayaan di kafe ini terlalu gelap dan menyulitkan untuk berinteraksi atau bekerja. *

	1	2	3	4	5	
Sangat Tidak Setuju	○	○	○	○	○	Sangat Setuju

Warna yang digunakan di kafe ini terlalu polos dan tidak terlalu menarik. *

	1	2	3	4	5	
Sangat Tidak Setuju	○	○	○	○	○	Sangat Setuju

Eksterior kafe ini menarik dan membuat saya ingin masuk ke dalamnya *

	1	2	3	4	5	
Sangat Tidak Setuju	○	○	○	○	○	Sangat Setuju

Desain eksterior kafe ini mencerminkan suasana di dalam kafe *

	1	2	3	4	5	
Sangat Tidak Setuju	○	○	○	○	○	Sangat Setuju

Penataan meja dan kursi di kafe ini memudahkan saya untuk bergerak. *

	1	2	3	4	5	
Sangat Tidak Setuju	○	○	○	○	○	Sangat Setuju

Saya merasa ruangan di kafe ini cukup luas dan tidak pengap *

	1	2	3	4	5	
Sangat Tidak Setuju	○	○	○	○	○	Sangat Setuju

Dekorasi di dalam kafe terlalu polos dan tidak menarik. *

	1	2	3	4	5	
Sangat Tidak Setuju	○	○	○	○	○	Sangat Setuju

Meja dan kursi yang disediakan kafe ini memiliki desain yang unik dan nyaman. *

	1	2	3	4	5	
Sangat Tidak Setuju	○	○	○	○	○	Sangat Setuju

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Pengaruh Kepuasan Pelanggan Terhadap Minat Membeli di Nakama Brew Guru Patimpus Medan

Mohon isi data di bawah ini berdasarkan pengalaman Anda dengan jujur.

Saya merasa 'welcome' setiap kali mengunjungi kafe ini. *

	1	2	3	4	5	
Sangat Tidak Setuju	○	○	○	○	○	Sangat Setuju

Staf di Nakama Brew Guru Patimpus memberikan informasi yang jelas dan bermanfaat tentang menu. *

	1	2	3	4	5	
Sangat Tidak Setuju	○	○	○	○	○	Sangat Setuju

Saya selalu senang mengunjungi Nakama Brew Guru Patimpus karena pengalaman sebelumnya yang konsisten dan baik. *

	1	2	3	4	5	
Sangat Tidak Setuju	○	○	○	○	○	Sangat Setuju

Nakama Brew Guru Patimpus adalah tempat favorit saya untuk bersantai dan menikmati kopi. *

	1	2	3	4	5	
Sangat Tidak Setuju	○	○	○	○	○	Sangat Setuju

Saya merasa kualitas produk yang disajikan di kafe ini tidak konsisten. *

	1	2	3	4	5	
Sangat Tidak Setuju	○	○	○	○	○	Sangat Setuju

Saya sangat puas dengan kebersihan dan kerapian lingkungan di kafe ini. *

	1	2	3	4	5	
Sangat Tidak Setuju	○	○	○	○	○	Sangat Setuju

Nakama Brew Guru Patimpus dikenal sebagai kafe dengan kualitas yang dapat diandalkan *

	1	2	3	4	5	
Sangat Tidak Setuju	○	○	○	○	○	Sangat Setuju

Nakama Brew Guru Patimpus memiliki citra positif di mata saya sebagai pelanggan *

	1	2	3	4	5	
Sangat Tidak Setuju	○	○	○	○	○	Sangat Setuju

Saya yakin kafe ini akan terus berkembang dan menjadi lebih baik *

	1	2	3	4	5	
Sangat Tidak Setuju	○	○	○	○	○	Sangat Setuju

Saya optimis Nakama Brew Guru akan selalu memenuhi harapan saya sebagai pelanggan *

	1	2	3	4	5	
Sangat Tidak Setuju	○	○	○	○	○	Sangat Setuju

Back   Next   Clear form

Pengaruh Pemasaran Media Sosial di Instagram Terhadap Minat Membeli di Nakama Brew Guru Patimpus Medan

Mohon isi data di bawah ini berdasarkan pengalaman Anda dengan jujur.

Campaign atau konten yang disajikan oleh Nakama Brew menarik perhatian saya dan meningkatkan minat saya untuk mengunjungi halaman Instagram mereka. *

	1	2	3	4	5	
Sangat Tidak Setuju	○	○	○	○	○	Sangat Setuju

Campaign atau konten yang ditampilkan di Instagram Nakama Brew sering kali membuat saya tertarik untuk segera melakukan pembelian. *

	1	2	3	4	5	
Sangat Tidak Setuju	○	○	○	○	○	Sangat Setuju

Informasi yang tersedia di Instagram sangat relevan dan selalu sesuai dengan *offline store* Nakama Brew Guru Patimpus. *

	1	2	3	4	5	
Sangat Tidak Setuju	○	○	○	○	○	Sangat Setuju

Instagram Nakama Brew menyediakan konten yang bermanfaat dan berisi informasi yang saya butuhkan sebagai pelanggan. *

	1	2	3	4	5	
Sangat Tidak Setuju	○	○	○	○	○	Sangat Setuju

Saya selalu dapat menemukan informasi terbaru tentang promosi atau acara di Instagram Nakama Brew. *

	1	2	3	4	5	
Sangat Tidak Setuju	○	○	○	○	○	Sangat Setuju

Saya selalu mengetahui informasi atau produk terbaru dari Nakama Brew Guru Patimpus melalui Instagram. *

	1	2	3	4	5	
Sangat Tidak Setuju	○	○	○	○	○	Sangat Setuju

Postingan yang berhubungan dengan Nakama Brew Guru Patimpus sering dibagikan oleh teman-teman saya di Instagram. *

	1	2	3	4	5	
Sangat Tidak Setuju	○	○	○	○	○	Sangat Setuju

Nakama Brew Guru Patimpus sering mengunggah konten yang menarik perhatian publik. *

	1	2	3	4	5	
Sangat Tidak Setuju	○	○	○	○	○	Sangat Setuju

Back   Next   Clear form

Minat Membeli di Nakama Brew Guru Patimpus Medan

Mohon isi data di bawah ini berdasarkan pengalaman Anda dengan jujur.

Saya tertarik mengunjungi Nakama Brew Guru Patimpus karena desain interiornya yang menarik. *

	1	2	3	4	5	
Sangat Tidak Setuju	○	○	○	○	○	Sangat Setuju

Testimoni dari teman dan keluarga membuat saya tertarik untuk datang ke Nakama Brew Guru Patimpus. *

	1	2	3	4	5	
Sangat Tidak Setuju	○	○	○	○	○	Sangat Setuju

Saya memiliki keinginan kuat untuk menghabiskan waktu bersama teman atau keluarga di Nakama Brew Guru Patimpus. *

	1	2	3	4	5	
Sangat Tidak Setuju	○	○	○	○	○	Sangat Setuju

Saya ingin menjadi pelanggan tetap di Nakama Brew Guru Patimpus. *

	1	2	3	4	5	
Sangat Tidak Setuju	○	○	○	○	○	Sangat Setuju

Saya percaya bahwa Nakama Brew Guru Patimpus memberikan pengalaman minum kopi yang memuaskan *

	1	2	3	4	5	
Sangat Tidak Setuju	○	○	○	○	○	Sangat Setuju

Saya akan merekomendasikan Nakama Brew Guru Patimpus kepada teman-teman saya. *

	1	2	3	4	5	
Sangat Tidak Setuju	○	○	○	○	○	Sangat Setuju

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QUESTIONNAIRE DISTRIBUTION PROOF

APPENDIX B: DATA TABULATION (PRE-TEST DATA)

1. Café Atmosphere (X₁)

Respondents	Cafe Atmosphere (X₁)								Total
	$X_{1}.1$	$X_{1}.2$	$X_{1}.3$	$X_{1}.4$	$X_{1}.5$	$X_{1}.6$	$X_{1}.7$	$X_{1}.8$	
1	3	4	4	4	4	3	3	3	28
2	3	1	4	5	2	3	2	4	24
3	2	2	3	4	3	4	2	3	23
4	3	2	2	4	3	4	2	4	24
5	3	4	2	3	3	3	4	2	24
6	4	4	3	3	3	4	4	4	29
7	3	4	2	3	4	1	2	2	21
8	2	2	2	3	4	4	4	4	25
9	2	4	3	4	4	4	2	2	25
10	3	5	3	4	4	4	5	4	32
11	3	2	4	2	3	2	4	3	23
12	3	4	2	4	4	4	4	4	29
13	2	2	4	4	3	4	1	2	22
14	4	2	2	4	4	5	5	3	29
15	4	3	4	2	4	3	3	3	26
16	2	2	4	4	5	5	5	3	30
17	2	2	4	4	3	4	2	3	24
18	4	3	4	4	5	5	4	5	34
19	2	3	3	3	3	3	3	3	23
20	3	2	3	3	3	3	4	3	24
21	2	1	3	3	2	3	3	3	20
22	4	3	5	4	5	3	3	5	32
23	4	4	4	4	4	5	5	3	33
24	3	2	4	2	2	4	4	4	25
25	3	4	2	2	2	3	4	3	23
26	3	3	5	4	3	2	5	4	29
27	2	4	4	4	5	4	4	2	29
28	2	4	4	4	4	5	2	4	29
29	3	2	5	4	4	4	2	3	27
30	2	3	1	1	2	3	2	1	15

2. Customer Satisfaction (X₂)

Respondents	Customer Satisfaction (X₂)										Total
	X₂.1	X₂.2	X₂.3	X₂.4	X₂.5	X₂.6	X₂.7	X₂.8	X₂.9	X₂.10	
1	3	3	4	2	3	3	3	3	3	4	31
2	5	5	5	5	4	4	4	5	5	5	47
3	4	4	3	2	3	3	4	4	4	4	35
4	5	5	3	3	4	4	5	5	5	5	44
5	3	4	4	4	4	4	3	4	4	4	37
6	3	4	4	2	4	4	5	3	3	5	37
7	3	2	4	3	4	2	3	4	3	4	32
8	4	4	2	4	2	2	2	4	4	2	30
9	4	4	3	3	4	4	3	3	4	5	37
10	3	3	3	2	2	4	3	3	4	4	31
11	4	3	2	3	3	2	4	3	2	4	30
12	4	4	3	3	4	3	3	2	4	3	33
13	4	4	3	3	4	4	3	4	3	4	36
14	3	4	2	4	4	3	3	4	3	4	34
15	4	4	4	4	4	4	4	4	4	4	40
16	4	4	4	4	4	4	4	2	3	3	36
17	4	4	4	4	4	4	4	4	4	4	40
18	5	5	5	5	4	4	4	4	4	4	44
19	2	2	2	3	2	3	3	3	3	2	25
20	3	2	2	3	3	2	3	3	3	2	26
21	2	3	3	2	3	3	3	3	4	3	29
22	1	2	4	1	2	5	3	5	3	4	30
23	4	5	3	2	2	2	3	4	4	4	33
24	2	3	4	4	4	2	2	4	4	3	32
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26	2	4	3	4	4	3	3	2	3	3	31
27	3	5	3	4	2	4	4	3	4	4	36
28	3	5	2	3	3	2	2	2	4	2	28
29	4	4	4	4	2	4	4	4	4	4	38
30	2	4	2	5	3	4	2	3	4	2	31

3. Social Media Marketing on Instagram (X₃)

Respondents	Social Media Marketing on Instagram (X₃)								Total
	X₃.1	X₃.2	X₃.3	X₃.4	X₃.5	X₃.6	X₃.7	X₃.8	
1	2	3	3	3	3	4	4	3	25
2	1	1	3	4	4	5	5	5	28
3	3	3	3	3	3	3	4	3	25
4	4	3	4	2	3	2	3	3	24
5	2	2	3	2	2	2	2	2	17
6	5	3	2	2	4	4	5	4	29
7	3	3	2	4	4	3	4	3	26
8	2	2	4	4	2	2	2	4	22
9	4	4	5	3	2	2	2	4	26
10	4	4	4	3	4	2	2	3	26
11	3	2	3	2	4	4	3	2	23
12	3	3	4	4	4	3	4	4	29
13	3	2	4	3	3	4	2	4	25
14	2	2	3	4	3	4	4	4	26
15	4	4	4	4	3	3	3	3	28
16	2	2	3	2	3	3	2	3	20
17	3	3	4	4	4	3	1	3	25
18	4	4	4	4	4	4	4	4	32
19	3	3	3	3	3	3	2	3	23
20	2	2	3	2	3	3	2	2	19
21	2	3	2	3	3	2	2	3	20
22	1	2	2	3	3	1	1	3	16
23	3	3	5	5	5	3	4	3	31
24	4	2	4	3	3	2	4	3	25
25	2	4	2	5	4	4	3	3	27
26	4	4	4	4	2	3	2	3	26
27	3	2	2	3	2	3	2	2	19
28	2	3	4	4	4	5	2	2	26
29	4	4	4	4	4	4	4	4	32
30	2	3	1	3	4	2	3	2	20

4. Purchasing Intention (Y)

Respondents	Purchasing Intention (Y)						Total
	Y.1	**Y.2**	**Y.3**	**Y.4**	**Y.5**	**Y.6**	
1	3	3	3	2	3	2	16
2	5	4	5	4	5	5	28
3	4	4	3	2	4	4	21
4	4	4	3	3	5	5	24
5	3	3	3	2	3	3	17
6	5	1	2	3	4	3	18
7	3	3	4	4	4	4	22
8	2	2	2	2	2	2	12
9	5	5	3	3	3	3	22
10	2	3	2	3	3	4	17
11	3	2	4	3	2	4	18
12	4	4	4	3	3	3	21
13	3	4	5	3	3	2	20
14	2	3	2	2	3	3	15
15	4	3	4	3	3	4	21
16	3	2	4	4	4	3	20
17	3	4	4	3	4	4	22
18	4	4	4	4	4	4	24
19	3	3	3	2	3	3	17
20	3	2	2	1	3	3	14
21	3	3	1	2	2	2	13
22	2	3	1	3	4	3	16
23	4	4	3	3	4	4	22
24	3	4	4	2	2	2	17
25	4	4	4	3	2	3	20
26	4	3	3	3	3	4	20
27	3	3	4	3	4	3	20
28	3	4	3	4	4	2	20
29	4	4	4	4	4	4	24
30	2	2	4	3	4	4	19

APPENDIX C: DATA TABULATION (MAIN DATA)

1. Café Atmosphere (X_1)

Respondents	Cafe Atmosphere (X_1)								Total
	$X_1.1$	$X_1.2$	$X_1.3$	$X_1.4$	$X_1.5$	$X_1.6$	$X_1.7$	$X_1.8$	
1	2	1	2	5	2	2	2	4	20
2	2	3	1	3	2	1	3	2	17
3	4	3	3	4	2	2	3	4	25
4	2	2	3	4	4	4	2	4	25
5	5	5	2	4	2	2	2	3	25
6	3	4	3	3	3	3	2	3	24
7	4	3	1	2	3	3	2	2	20
8	4	4	3	4	2	2	3	4	26
9	3	2	5	5	4	3	1	4	27
10	5	3	4	5	3	4	5	4	33
11	4	3	3	2	2	1	2	2	19
12	4	4	5	3	2	3	4	3	28
13	3	3	4	3	4	4	3	3	27
14	3	3	3	2	3	2	1	3	20
15	3	2	3	5	4	4	3	3	27
16	2	2	2	3	4	2	3	3	21
17	3	2	4	3	3	2	2	3	22
18	3	2	5	5	3	2	1	3	24
19	3	2	5	4	4	4	2	3	27
20	4	2	4	4	3	3	4	5	29
21	4	2	4	4	4	4	2	4	28
22	4	4	3	4	2	2	4	4	27
23	5	3	3	5	3	3	4	5	31
24	2	3	1	2	3	4	5	2	22
25	3	2	2	3	2	3	4	3	22
26	3	4	3	3	2	2	3	2	22
27	4	3	2	2	4	2	2	2	21
28	4	4	3	3	2	2	4	4	26
29	3	3	3	4	4	3	3	2	25
30	2	2	3	3	4	1	5	3	23
31	1	2	5	5	4	3	2	3	25
32	3	3	2	3	3	3	2	3	22
33	4	5	4	5	5	3	4	4	34
34	4	2	4	4	4	4	3	5	30
35	1	1	5	5	5	5	1	5	28
36	2	2	4	2	3	2	2	4	21
37	3	4	3	4	4	2	1	3	24
38	5	5	2	3	4	3	2	5	29
39	2	3	3	2	3	4	2	2	21
40	3	3	4	4	4	4	3	4	29
41	5	5	4	4	1	1	5	2	27
42	3	4	2	4	3	4	2	4	26
43	2	3	5	5	5	3	2	5	30
44	3	2	4	4	4	3	2	4	26
45	3	4	3	2	3	3	3	3	24
46	3	2	3	4	3	2	4	3	24

47	1	2	3	4	4	4	2	3	23
48	4	4	2	3	2	2	3	3	23
49	3	2	4	4	3	3	2	4	25
50	3	3	3	3	3	4	3	3	25
51	3	3	5	3	5	5	2	5	31
52	5	4	2	4	3	2	2	3	25
53	4	4	4	4	2	2	2	3	25
54	4	4	2	4	2	2	2	4	24
55	4	4	2	4	2	2	2	2	22
56	4	4	3	3	2	2	2	3	23
57	4	4	3	4	2	2	2	2	23
58	4	3	4	4	4	3	2	4	28
59	3	3	4	4	2	3	2	3	24
60	2	3	5	2	2	1	2	3	20
61	4	5	4	4	3	4	4	2	30
62	3	3	2	2	3	3	3	3	22
63	2	3	4	4	2	2	2	4	23
64	3	4	4	4	3	3	2	4	27
65	3	2	3	4	4	5	3	4	28
66	2	3	3	3	1	1	2	4	19
67	4	4	2	4	2	2	3	4	25
68	4	4	3	4	2	2	2	4	25
69	4	3	2	3	1	2	2	3	20
70	3	1	1	3	2	1	3	3	17
71	5	3	5	4	3	2	2	4	28
72	3	2	2	3	2	3	2	1	18
73	4	4	4	4	5	3	2	4	30
74	4	3	4	4	2	2	2	4	25
75	4	4	3	3	2	2	2	2	22
76	4	4	4	5	2	2	4	4	29
77	4	4	3	3	2	2	2	3	23
78	4	3	3	3	2	2	3	3	23
79	4	4	3	4	2	2	2	4	25
80	1	3	3	2	2	1	2	4	18
81	4	5	3	4	3	4	4	4	31
82	3	4	4	4	4	4	4	5	32
83	5	4	4	5	4	4	4	5	35
84	2	3	3	4	1	1	2	2	18
85	4	3	4	4	3	3	3	5	29
86	2	3	1	2	2	2	2	4	18
87	4	3	4	4	2	2	3	4	26
88	4	3	3	2	2	3	2	4	23
89	4	4	3	3	2	2	4	3	25
90	4	3	2	1	3	1	2	4	20
91	4	3	3	3	2	2	4	3	24
92	4	4	3	3	2	2	4	2	24
93	4	3	3	4	2	2	3	4	25
94	4	3	3	4	3	2	2	4	25
95	4	4	3	4	2	2	3	4	26
96	4	3	3	4	2	2	3	4	25
97	4	4	3	4	3	3	4	4	29

2. Customer Satisfaction (X₂)

Respondents	Customer Satisfaction (X_2)										Total
	$X_2.1$	$X_2.2$	$X_2.3$	$X_2.4$	$X_2.5$	$X_2.6$	$X_2.7$	$X_2.8$	$X_2.9$	$X_2.10$	
1	5	5	5	5	5	5	5	5	5	5	50
2	3	3	3	2	3	3	3	3	3	3	29
3	5	5	5	4	1	5	5	5	4	4	43
4	3	3	3	3	2	3	3	3	3	2	28
5	3	3	3	2	3	3	3	3	4	3	30
6	4	3	2	2	1	3	2	1	3	2	23
7	3	3	2	3	3	2	3	3	4	4	30
8	4	4	4	4	2	4	4	4	4	4	38
9	4	5	4	4	1	4	5	5	5	5	42
10	1	2	3	3	2	3	2	1	3	2	22
11	5	4	4	5	5	5	4	4	5	5	46
12	4	4	4	4	2	4	4	4	4	5	39
13	4	4	3	3	2	3	3	3	4	4	33
14	2	1	4	3	2	4	3	5	5	4	33
15	2	2	3	1	4	5	1	3	5	4	30
16	3	4	5	5	4	3	5	4	3	3	39
17	4	3	4	3	3	3	3	3	4	4	34
18	2	2	2	1	3	2	2	2	3	3	22
19	4	4	4	4	2	4	4	4	4	4	38
20	4	5	5	4	1	4	4	4	4	4	39
21	4	4	3	3	2	3	3	3	3	3	31
22	3	2	3	2	3	2	1	3	2	3	24
23	3	4	3	2	4	3	3	4	2	4	32
24	3	3	2	2	3	3	3	3	3	2	27
25	3	3	3	4	4	4	4	4	4	3	36
26	5	5	5	4	4	4	4	5	4	4	44
27	2	2	2	1	2	2	2	2	2	2	19
28	4	3	4	3	3	4	4	4	4	4	37
29	2	2	2	3	1	2	2	2	2	1	19
30	4	4	4	4	4	4	4	4	4	4	40
31	4	4	4	4	2	4	4	4	5	5	40
32	3	3	3	3	3	3	3	3	3	3	30
33	2	2	2	2	2	2	2	2	2	2	20
34	5	5	5	5	1	5	5	5	5	5	46
35	2	4	4	3	2	3	4	4	4	4	34
36	4	4	4	4	3	4	4	4	4	4	39
37	2	3	2	2	1	4	5	4	5	5	33
38	3	4	3	2	2	3	3	3	4	3	30
39	4	2	1	2	3	4	2	3	3	2	26
40	3	3	3	3	4	2	4	3	2	4	31
41	4	5	4	5	2	4	4	5	5	5	43
42	5	5	5	5	1	4	4	5	5	5	44
43	5	5	5	4	2	4	4	5	4	3	41
44	4	4	4	4	2	3	4	4	4	4	37
45	2	2	3	3	3	2	1	4	4	2	26
46	4	1	2	3	1	2	3	2	5	3	26

47	2	3	2	3	3	3	4	2	3	2	27
48	2	2	2	2	4	2	2	2	2	2	22
49	2	4	3	2	2	3	4	4	4	4	32
50	4	4	4	4	3	4	4	4	4	4	39
51	4	3	4	2	3	2	5	5	5	5	38
52	4	3	3	2	3	4	4	4	5	5	37
53	4	4	4	4	2	5	5	4	4	4	40
54	3	2	2	2	4	2	2	2	4	4	27
55	2	4	4	2	3	3	3	3	3	3	30
56	3	3	3	2	3	3	3	4	4	4	32
57	3	3	3	3	2	3	3	4	4	4	32
58	3	3	3	3	3	3	3	2	4	2	29
59	4	4	4	3	2	4	4	4	4	4	37
60	3	3	3	4	5	4	5	4	3	3	37
61	3	3	3	2	3	3	3	3	4	4	31
62	2	3	3	2	3	3	3	3	3	3	28
63	3	4	3	3	3	3	3	3	3	3	31
64	4	4	4	4	3	4	4	5	5	5	42
65	3	3	3	3	2	3	4	3	4	4	32
66	3	3	3	2	2	3	3	3	3	3	28
67	3	4	3	4	2	3	4	3	4	4	34
68	3	4	3	3	2	3	4	4	4	4	34
69	3	4	3	3	3	3	3	3	4	4	33
70	4	4	4	4	2	4	4	4	4	4	38
71	3	3	3	2	2	3	4	3	4	4	31
72	3	3	4	3	2	4	4	3	4	4	34
73	3	3	3	3	2	4	4	4	4	4	34
74	4	4	4	2	2	4	4	3	4	4	35
75	3	3	3	2	3	3	3	3	3	3	29
76	3	3	3	2	2	3	4	3	3	3	29
77	3	3	3	2	2	3	4	4	4	4	32
78	3	3	3	2	2	3	4	3	4	4	31
79	3	3	3	2	2	2	3	4	4	4	30
80	3	3	3	2	2	3	4	3	3	3	29
81	3	3	3	2	2	3	4	4	4	4	32
82	2	4	3	2	2	2	4	4	4	4	31
83	4	4	3	2	2	2	4	4	4	4	33
84	2	4	2	2	4	2	4	2	4	4	30
85	2	4	2	2	2	2	4	4	5	5	32
86	2	4	2	2	2	2	4	4	5	5	32
87	2	4	2	2	2	2	4	3	3	3	27
88	2	4	4	3	2	4	3	4	3	3	32
89	3	4	3	2	2	4	4	4	5	5	36
90	3	4	4	2	1	3	5	4	5	5	36
91	3	4	2	2	2	3	4	4	4	4	32
92	3	4	4	3	3	3	4	4	4	4	36
93	3	4	2	2	2	3	4	4	5	5	34
94	3	4	2	2	2	3	4	3	4	4	31
95	3	4	2	2	2	2	5	4	4	4	32
96	2	3	3	2	2	3	3	3	4	4	29
97	5	5	5	3	2	5	5	5	5	5	45

3. Social Media Marketing on Instagram (X₃)

Respondents	Social Media Marketing on Instagram (X₃)								Total
	X₃.1	X₃.2	X₃.3	X₃.4	X₃.5	X₃.6	X₃.7	X₃.8	
1	5	5	5	5	5	5	5	5	40
2	3	3	3	3	3	3	3	3	24
3	4	3	5	5	5	3	5	4	34
4	2	2	3	3	2	2	2	2	18
5	2	2	3	2	3	2	1	3	18
6	2	3	1	2	4	1	2	2	17
7	2	3	3	2	2	1	1	2	16
8	3	3	3	3	3	4	5	2	26
9	5	5	5	5	5	5	4	4	38
10	2	3	2	1	3	3	2	3	19
11	5	4	5	5	4	4	5	5	37
12	4	4	4	4	3	4	3	4	30
13	3	3	3	4	4	5	4	5	31
14	5	4	2	4	3	5	5	2	30
15	2	2	3	5	4	3	3	1	23
16	4	4	5	5	4	4	3	5	34
17	3	4	3	4	4	3	4	4	29
18	3	3	3	3	3	3	3	3	24
19	3	3	4	4	2	2	3	3	24
20	4	4	4	4	3	4	3	3	29
21	2	2	3	3	4	4	1	4	23
22	2	2	2	3	3	3	1	3	19
23	2	3	3	2	4	4	4	3	25
24	3	2	3	3	3	2	2	2	20
25	4	4	4	4	4	4	3	4	31
26	5	4	5	4	4	5	4	4	35
27	2	2	2	2	2	2	1	2	15
28	4	3	4	4	4	4	3	3	29
29	2	2	2	2	2	2	2	2	16
30	4	4	4	4	4	4	4	4	32
31	4	4	4	4	4	4	4	4	32
32	3	3	3	3	3	3	3	3	24
33	2	2	2	2	2	2	2	2	16
34	5	5	5	5	5	5	5	5	40
35	2	2	4	1	2	3	4	1	19
36	4	4	4	4	4	4	4	4	32
37	1	2	3	2	2	2	3	1	16
38	2	2	3	2	3	2	1	3	18
39	3	2	5	2	4	3	4	2	25
40	3	4	3	3	4	2	1	3	23
41	4	4	4	4	4	4	4	4	32
42	2	2	2	2	2	2	2	2	16
43	3	3	4	3	3	3	1	4	24
44	4	4	4	4	4	4	2	4	30
45	3	3	4	3	4	4	2	3	26
46	2	1	3	2	2	2	1	3	16
47	2	3	3	2	3	2	4	3	22

48	2	2	2	2	2	2	2	2	16
49	2	2	2	2	4	2	2	2	18
50	3	3	3	3	3	3	3	3	24
51	3	4	5	5	3	3	5	5	33
52	4	4	4	4	4	4	4	4	32
53	4	3	4	4	4	4	3	3	29
54	2	2	2	2	2	2	2	2	16
55	2	2	4	3	3	2	3	2	21
56	2	2	3	3	3	3	2	2	20
57	2	2	4	3	3	3	2	2	21
58	3	3	3	3	3	3	2	3	23
59	4	4	4	4	4	4	1	3	28
60	2	2	3	1	3	2	3	2	18
61	2	2	4	3	3	2	3	2	21
62	2	2	4	3	3	2	2	2	20
63	2	2	3	3	3	2	2	2	19
64	4	4	3	3	3	2	3	4	26
65	2	2	4	3	3	2	3	2	21
66	2	2	3	3	2	3	4	2	21
67	2	2	4	3	3	2	3	2	21
68	2	2	4	3	3	3	3	2	22
69	2	2	3	3	3	3	3	3	22
70	4	4	4	4	3	3	4	4	30
71	2	2	4	3	3	2	3	2	21
72	3	3	4	2	4	3	2	3	24
73	3	3	4	3	3	3	2	2	23
74	3	3	4	4	3	2	2	2	23
75	2	2	3	4	4	2	2	2	21
76	3	3	4	4	3	2	2	2	23
77	3	3	4	4	3	2	2	2	23
78	3	3	4	4	3	2	3	2	24
79	2	2	4	3	2	2	2	2	19
80	3	3	4	3	3	2	2	2	22
81	3	3	4	3	3	2	2	2	22
82	2	2	4	2	2	2	2	2	18
83	2	2	4	4	2	2	2	2	20
84	2	2	4	4	2	2	2	2	20
85	3	3	4	2	2	2	2	2	20
86	3	3	4	3	2	2	2	2	21
87	3	3	4	4	2	2	2	2	22
88	2	2	4	3	4	3	2	3	23
89	2	2	4	3	3	2	2	3	21
90	2	2	4	3	3	1	1	1	17
91	2	2	4	3	3	3	2	2	21
92	2	2	4	3	3	3	3	3	23
93	2	2	4	3	3	3	2	2	21
94	2	2	4	3	3	3	3	2	22
95	2	2	4	3	3	2	2	3	21
96	2	2	3	3	3	2	2	2	19
97	5	5	5	5	5	5	3	3	36

4. Purchasing Intention (Y)

Respondents	Purchasing Intention (Y)						Total
	Y.1	**Y.2**	**Y.3**	**Y.4**	**Y.5**	**Y.6**	
1	5	5	5	5	5	5	30
2	2	2	2	2	3	3	14
3	5	5	5	4	4	5	28
4	2	2	2	2	3	3	14
5	3	2	3	3	3	3	17
6	3	1	2	5	2	4	17
7	3	2	1	2	3	3	14
8	4	4	4	4	5	4	25
9	5	4	4	4	5	5	27
10	1	2	3	3	2	3	14
11	4	4	5	5	4	5	27
12	5	4	5	4	4	4	26
13	3	4	4	5	3	4	23
14	1	2	4	1	3	4	15
15	2	2	3	5	3	4	19
16	3	4	5	4	4	3	23
17	4	3	4	4	3	4	22
18	4	3	2	2	3	3	17
19	4	4	4	4	4	4	24
20	4	4	4	4	4	4	24
21	3	3	3	2	4	4	19
22	3	2	3	2	2	1	13
23	3	3	2	4	3	4	19
24	3	2	2	2	3	3	15
25	3	4	4	4	4	4	23
26	4	4	5	5	4	5	27
27	2	2	2	2	2	2	12
28	3	5	4	3	3	4	22
29	2	2	2	2	2	2	12
30	4	4	4	4	4	4	24
31	4	4	4	4	4	4	24
32	3	3	3	3	3	3	18
33	2	2	2	2	2	2	12
34	5	5	5	5	5	5	30
35	4	3	2	3	4	4	20
36	4	4	4	3	4	4	23
37	3	3	2	2	3	3	16
38	2	2	2	2	3	3	14
39	4	1	4	1	4	3	17
40	3	3	4	1	3	4	18
41	4	5	4	4	4	4	25
42	5	2	3	5	4	5	24
43	4	4	4	5	5	4	26
44	4	3	4	4	4	4	23
45	3	4	2	2	2	3	16
46	1	3	3	4	2	4	17
47	2	3	2	3	3	2	15

48	2	2	2	2	2	2	12
49	4	3	4	3	3	4	21
50	4	4	4	4	4	4	24
51	4	3	4	4	3	5	23
52	4	4	3	3	4	4	22
53	4	4	3	4	4	4	23
54	2	2	2	2	2	3	13
55	2	3	2	3	3	3	16
56	3	4	3	3	3	3	19
57	3	3	2	3	3	3	17
58	3	3	3	3	3	3	18
59	4	3	3	4	5	4	23
60	3	2	2	3	2	3	15
61	3	3	2	2	3	3	16
62	3	3	2	2	3	3	16
63	2	3	2	2	2	3	14
64	5	5	5	4	4	5	28
65	3	3	2	2	4	4	18
66	3	2	2	2	4	4	17
67	3	3	2	2	4	4	18
68	3	3	2	2	4	3	17
69	3	3	3	3	3	3	18
70	4	4	4	4	4	4	24
71	3	3	2	2	4	3	17
72	4	2	3	3	4	4	20
73	4	3	3	3	4	4	21
74	4	2	3	3	4	4	20
75	4	2	2	2	4	3	17
76	3	2	2	2	4	3	16
77	4	2	2	2	4	3	17
78	3	2	2	3	4	4	18
79	3	2	2	2	4	3	16
80	3	2	2	2	4	3	16
81	3	2	2	3	4	4	18
82	4	2	2	2	4	4	18
83	4	2	2	2	4	4	18
84	4	2	2	2	4	4	18
85	2	2	2	2	4	3	15
86	2	2	2	2	4	2	14
87	2	2	2	2	4	3	15
88	3	2	3	3	3	4	18
89	3	2	3	3	4	4	19
90	3	2	3	3	5	4	20
91	3	2	3	3	4	4	19
92	3	3	3	3	4	4	20
93	3	2	3	2	4	4	18
94	3	3	2	2	4	3	17
95	3	2	3	2	4	4	18
96	3	2	2	2	4	3	16
97	4	4	4	4	4	4	24

APPENDIX D: RESEARCH INSTRUMENT TEST (PRE-TEST DATA)

1. Validity test of Café Atmosphere (X_1)

Correlations

		X1.1	X1.2	X1.3	X1.4	X1.5	X1.6	X1.7	X1.8	TOTAL
X1.1	Pearson Correlation	1	.196	.153	.009	.214	.000	.411*	.449*	.527**
	Sig. (2-tailed)		.300	.419	.964	.257	1.000	.024	.013	.003
	N	30	30	30	30	30	30	30	30	30
X1.2	Pearson Correlation	.196	1	-.157	-.025	.360	-.007	.245	-.084	.370*
	Sig. (2-tailed)	.300		.408	.894	.050	.972	.192	.658	.044
	N	30	30	30	30	30	30	30	30	30
X1.3	Pearson Correlation	.153	-.157	1	.404*	.307	.088	.008	.360	.493**
	Sig. (2-tailed)	.419	.408		.027	.099	.645	.965	.050	.006
	N	30	30	30	30	30	30	30	30	30
X1.4	Pearson Correlation	.009	-.025	.404*	1	.448*	.405*	-.062	.349	.560**
	Sig. (2-tailed)	.964	.894	.027		.013	.027	.745	.059	.001
	N	30	30	30	30	30	30	30	30	30
X1.5	Pearson Correlation	.214	.360	.307	.448*	1	.365*	.243	.207	.719**
	Sig. (2-tailed)	.257	.050	.099	.013		.047	.195	.273	.000
	N	30	30	30	30	30	30	30	30	30
X1.6	Pearson Correlation	.000	-.007	.088	.405*	.365*	1	.169	.246	.518**
	Sig. (2-tailed)	1.000	.972	.645	.027	.047		.372	.189	.003
	N	30	30	30	30	30	30	30	30	30
X1.7	Pearson Correlation	.411*	.245	.008	-.062	.243	.169	1	.291	.559**
	Sig. (2-tailed)	.024	.192	.965	.745	.195	.372		.119	.001
	N	30	30	30	30	30	30	30	30	30
X1.8	Pearson Correlation	.449*	-.084	.360	.349	.207	.246	.291	1	.625**
	Sig. (2-tailed)	.013	.658	.050	.059	.273	.189	.119		.000
	N	30	30	30	30	30	30	30	30	30
TOTAL	Pearson Correlation	.527**	.370*	.493**	.560**	.719**	.518**	.559**	.625**	1
	Sig. (2-tailed)	.003	.044	.006	.001	.000	.003	.001	.000	
	N	30	30	30	30	30	30	30	30	30

*. Correlation is significant at the 0.05 level (2-tailed).
**. Correlation is significant at the 0.01 level (2-tailed).

2. Reliability test of Café Atmosphere (X_1)

Reliability Statistics

Cronbach's Alpha	N of Items
.651	8

3. Validity test of Customer Satisfaction (X_2)

Correlations

		X2.1	X2.2	X2.3	X2.4	X2.5	X2.6	X2.7	X2.8	X2.9	X2.10	TOTAL
X2.1	Pearson Correlation	1	.622**	.259	.286	.350	.088	.463*	.215	.357	.456*	.710**
	Sig. (2-tailed)		.000	.166	.126	.058	.642	.010	.253	.053	.011	.000
	N	30	30	30	30	30	30	30	30	30	30	30
X2.2	Pearson Correlation	.622**	1	.157	.401*	.250	.225	.258	.042	.571**	.306	.656**
	Sig. (2-tailed)	.000		.407	.028	.184	.232	.169	.824	.001	.101	.000
	N	30	30	30	30	30	30	30	30	30	30	30
X2.3	Pearson Correlation	.259	.157	1	.119	.374*	.478**	.415*	.379*	.252	.569**	.672**
	Sig. (2-tailed)	.166	.407		.532	.041	.008	.023	.039	.179	.001	.000
	N	30	30	30	30	30	30	30	30	30	30	30
X2.4	Pearson Correlation	.286	.401*	.119	1	.282	.062	.014	.039	.291	-.175	.412*
	Sig. (2-tailed)	.126	.028	.532		.131	.745	.941	.836	.118	.355	.024
	N	30	30	30	30	30	30	30	30	30	30	30
X2.5	Pearson Correlation	.350	.250	.374*	.282	1	.133	.184	-.023	.020	.336	.503**
	Sig. (2-tailed)	.058	.184	.041	.131		.484	.331	.903	.915	.069	.005
	N	30	30	30	30	30	30	30	30	30	30	30
X2.6	Pearson Correlation	.088	.225	.478**	.062	.133	1	.441*	.251	.238	.489**	.565**
	Sig. (2-tailed)	.642	.232	.008	.745	.484		.015	.181	.205	.006	.001
	N	30	30	30	30	30	30	30	30	30	30	30
X2.7	Pearson Correlation	.463*	.258	.415*	.014	.184	.441*	1	.250	.087	.645**	.633**
	Sig. (2-tailed)	.010	.169	.023	.941	.331	.015		.183	.649	.000	.000
	N	30	30	30	30	30	30	30	30	30	30	30
X2.8	Pearson Correlation	.215	.042	.379*	.039	-.023	.251	.250	1	.364*	.473**	.492**
	Sig. (2-tailed)	.253	.824	.039	.836	.903	.181	.183		.048	.008	.006
	N	30	30	30	30	30	30	30	30	30	30	30
X2.9	Pearson Correlation	.357	.571**	.252	.291	.020	.238	.087	.364*	1	.168	.543**
	Sig. (2-tailed)	.053	.001	.179	.118	.915	.205	.649	.048		.375	.002
	N	30	30	30	30	30	30	30	30	30	30	30
X2.10	Pearson Correlation	.456*	.306	.569**	-.175	.336	.489**	.645**	.473**	.168	1	.718**
	Sig. (2-tailed)	.011	.101	.001	.355	.069	.006	.000	.008	.375		.000
	N	30	30	30	30	30	30	30	30	30	30	30
TOTAL	Pearson Correlation	.710**	.656**	.672**	.412*	.503**	.565**	.633**	.492**	.543**	.718**	1
	Sig. (2-tailed)	.000	.000	.000	.024	.005	.001	.000	.006	.002	.000	
	N	30	30	30	30	30	30	30	30	30	30	30

**. Correlation is significant at the 0.01 level (2-tailed).

*. Correlation is significant at the 0.05 level (2-tailed).

4. Reliability test of Customer Satisfaction (X_2)

Reliability Statistics

Cronbach's Alpha	N of Items
.790	10

5. Validity test of Social Media Marketing on Instagram (X$_3$)

Correlations

		X3.1	X3.2	X3.3	X3.4	X3.5	X3.6	X3.7	X3.8	TOTAL
X3.1	Pearson Correlation	1	.588**	.421*	-.070	.052	-.026	.231	.156	.541**
	Sig. (2-tailed)		.001	.020	.712	.786	.893	.219	.411	.002
	N	30	30	30	30	30	30	30	30	30
X3.2	Pearson Correlation	.588**	1	.267	.354	.182	-.028	.018	.036	.521**
	Sig. (2-tailed)	.001		.154	.055	.335	.883	.923	.852	.003
	N	30	30	30	30	30	30	30	30	30
X3.3	Pearson Correlation	.421*	.267	1	.265	-.018	.053	-.038	.314	.505**
	Sig. (2-tailed)	.020	.154		.157	.926	.782	.844	.091	.004
	N	30	30	30	30	30	30	30	30	30
X3.4	Pearson Correlation	-.070	.354	.265	1	.361*	.297	.206	.345	.587**
	Sig. (2-tailed)	.712	.055	.157		.050	.111	.274	.062	.001
	N	30	30	30	30	30	30	30	30	30
X3.5	Pearson Correlation	.052	.182	-.018	.361*	1	.416*	.459*	.101	.554**
	Sig. (2-tailed)	.786	.335	.926	.050		.022	.011	.597	.002
	N	30	30	30	30	30	30	30	30	30
X3.6	Pearson Correlation	-.026	-.028	.053	.297	.416*	1	.475**	.260	.556**
	Sig. (2-tailed)	.893	.883	.782	.111	.022		.008	.165	.001
	N	30	30	30	30	30	30	30	30	30
X3.7	Pearson Correlation	.231	.018	-.038	.206	.459*	.475**	1	.450*	.649**
	Sig. (2-tailed)	.219	.923	.844	.274	.011	.008		.013	.000
	N	30	30	30	30	30	30	30	30	30
X3.8	Pearson Correlation	.156	.036	.314	.345	.101	.260	.450*	1	.581**
	Sig. (2-tailed)	.411	.852	.091	.062	.597	.165	.013		.001
	N	30	30	30	30	30	30	30	30	30
TOTAL	Pearson Correlation	.541**	.521**	.505**	.587**	.554**	.556**	.649**	.581**	1
	Sig. (2-tailed)	.002	.003	.004	.001	.002	.001	.000	.001	
	N	30	30	30	30	30	30	30	30	30

**. Correlation is significant at the 0.01 level (2-tailed).
*. Correlation is significant at the 0.05 level (2-tailed).

6. Reliability test of Social Media Marketing on Instagram (X$_3$)

Reliability Statistics

Cronbach's Alpha	N of Items
.686	8

7. Validity test of Purchasing Intention (Y)

Correlations

		Y.1	Y.2	Y.3	Y.4	Y.5	Y.6	TOTAL
Y.1	Pearson Correlation	1	.377*	.325	.318	.291	.356	.664**
	Sig. (2-tailed)		.040	.080	.086	.119	.054	.000
	N	30	30	30	30	30	30	30
Y.2	Pearson Correlation	.377*	1	.346	.244	.155	.127	.567**
	Sig. (2-tailed)	.040		.061	.193	.413	.504	.001
	N	30	30	30	30	30	30	30
Y.3	Pearson Correlation	.325	.346	1	.510**	.212	.299	.694**
	Sig. (2-tailed)	.080	.061		.004	.261	.109	.000
	N	30	30	30	30	30	30	30
Y.4	Pearson Correlation	.318	.244	.510**	1	.547**	.415*	.739**
	Sig. (2-tailed)	.086	.193	.004		.002	.022	.000
	N	30	30	30	30	30	30	30
Y.5	Pearson Correlation	.291	.155	.212	.547**	1	.587**	.675**
	Sig. (2-tailed)	.119	.413	.261	.002		.001	.000
	N	30	30	30	30	30	30	30
Y.6	Pearson Correlation	.356	.127	.299	.415*	.587**	1	.684**
	Sig. (2-tailed)	.054	.504	.109	.022	.001		.000
	N	30	30	30	30	30	30	30
TOTAL	Pearson Correlation	.664**	.567**	.694**	.739**	.675**	.684**	1
	Sig. (2-tailed)	.000	.001	.000	.000	.000	.000	
	N	30	30	30	30	30	30	30

*. Correlation is significant at the 0.05 level (2-tailed).

**. Correlation is significant at the 0.01 level (2-tailed).

8. Reliability test of Purchasing Intention (Y)

Reliability Statistics

Cronbach's Alpha	N of Items
.750	6

APPENDIX E: DESCRIPTIVE STATISTIC ANALYSIS

1. Café Atmosphere (X_1)

Statistics

		X1.1	X1.2	X1.3	X1.4	X1.5	X1.6	X1.7	X1.8
N	Valid	97	97	97	97	97	97	97	97
	Missing	0	0	0	0	0	0	0	0
Mean		3.38	3.16	3.19	3.56	2.82	2.60	2.66	3.43
Median		4.00	3.00	3.00	4.00	3.00	2.00	2.00	4.00
Mode		4	3	3	4	2	2	2	4
Std. Deviation		.973	.932	1.014	.913	.990	.996	.967	.912

X1.1

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Strongly Disagree	4	4.1	4.1	4.1
	Disagree	14	14.4	14.4	18.6
	Neutral	28	28.9	28.9	47.4
	Agree	43	44.3	44.3	91.8
	Strongly Agree	8	8.2	8.2	100.0
	Total	97	100.0	100.0	

X1.2

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Strongly Disagree	3	3.1	3.1	3.1
	Disagree	20	20.6	20.6	23.7
	Neutral	38	39.2	39.2	62.9
	Agree	30	30.9	30.9	93.8
	Strongly Agree	6	6.2	6.2	100.0
	Total	97	100.0	100.0	

X1.3

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Strongly Disagree	5	5.2	5.2	5.2
	Disagree	17	17.5	17.5	22.7
	Neutral	40	41.2	41.2	63.9
	Agree	25	25.8	25.8	89.7
	Strongly Agree	10	10.3	10.3	100.0
	Total	97	100.0	100.0	

X1.4

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Strongly Disagree	1	1.0	1.0	1.0
	Disagree	13	13.4	13.4	14.4
	Neutral	26	26.8	26.8	41.2
	Agree	45	46.4	46.4	87.6
	Strongly Agree	12	12.4	12.4	100.0
	Total	97	100.0	100.0	

X1.5

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Strongly Disagree	4	4.1	4.1	4.1
	Disagree	40	41.2	41.2	45.4
	Neutral	27	27.8	27.8	73.2
	Agree	21	21.6	21.6	94.8
	Strongly Agree	5	5.2	5.2	100.0
	Total	97	100.0	100.0	

X1.6

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Strongly Disagree	10	10.3	10.3	10.3
	Disagree	42	43.3	43.3	53.6
	Neutral	25	25.8	25.8	79.4
	Agree	17	17.5	17.5	96.9
	Strongly Agree	3	3.1	3.1	100.0
	Total	97	100.0	100.0	

X1.7

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Strongly Disagree	5	5.2	5.2	5.2
	Disagree	48	49.5	49.5	54.6
	Neutral	23	23.7	23.7	78.4
	Agree	17	17.5	17.5	95.9
	Strongly Agree	4	4.1	4.1	100.0
	Total	97	100.0	100.0	

X1.8

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Strongly Disagree	1	1.0	1.0	1.0
	Disagree	15	15.5	15.5	16.5
	Neutral	32	33.0	33.0	49.5
	Agree	39	40.2	40.2	89.7
	Strongly Agree	10	10.3	10.3	100.0
	Total	97	100.0	100.0	

2. Customer Satisfaction (X_2)

Statistics

		X2.1	X2.2	X2.3	X2.4	X2.5	X2.6	X2.7	X2.8	X2.9	X2.10
N	Valid	97	97	97	97	97	97	97	97	97	97
	Missing	0	0	0	0	0	0	0	0	0	0
Mean		3.20	3.46	3.23	2.82	2.46	3.23	3.58	3.53	3.85	3.71
Median		3.00	4.00	3.00	3.00	2.00	3.00	4.00	4.00	4.00	4.00
Mode		3	4	3	2	2	3	4	4	4	4
Std. Deviation		.909	.902	.919	.990	.925	.860	.934	.914	.833	.935

X2.1

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Strongly Disagree	1	1.0	1.0	1.0
	Disagree	21	21.6	21.6	22.7
	Neutral	41	42.3	42.3	64.9
	Agree	26	26.8	26.8	91.8
	Strongly Agree	8	8.2	8.2	100.0
	Total	97	100.0	100.0	

X2.2

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Strongly Disagree	2	2.1	2.1	2.1
	Disagree	11	11.3	11.3	13.4
	Neutral	34	35.1	35.1	48.5
	Agree	40	41.2	41.2	89.7
	Strongly Agree	10	10.3	10.3	100.0
	Total	97	100.0	100.0	

X2.3

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Strongly Disagree	1	1.0	1.0	1.0
	Disagree	20	20.6	20.6	21.6
	Neutral	41	42.3	42.3	63.9
	Agree	26	26.8	26.8	90.7
	Strongly Agree	9	9.3	9.3	100.0
	Total	97	100.0	100.0	

X2.4

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Strongly Disagree	3	3.1	3.1	3.1
	Disagree	42	43.3	43.3	46.4
	Neutral	27	27.8	27.8	74.2
	Agree	19	19.6	19.6	93.8
	Strongly Agree	6	6.2	6.2	100.0
	Total	97	100.0	100.0	

X2.5

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Strongly Disagree	10	10.3	10.3	10.3
	Disagree	48	49.5	49.5	59.8
	Neutral	26	26.8	26.8	86.6
	Agree	10	10.3	10.3	96.9
	Strongly Agree	3	3.1	3.1	100.0
	Total	97	100.0	100.0	

X2.6

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Disagree	20	20.6	20.6	20.6
	Neutral	42	43.3	43.3	63.9
	Agree	28	28.9	28.9	92.8
	Strongly Agree	7	7.2	7.2	100.0
	Total	97	100.0	100.0	

X2.7

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Strongly Disagree	3	3.1	3.1	3.1
	Disagree	9	9.3	9.3	12.4
	Neutral	26	26.8	26.8	39.2
	Agree	47	48.5	48.5	87.6
	Strongly Agree	12	12.4	12.4	100.0
	Total	97	100.0	100.0	

X2.8

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Strongly Disagree	2	2.1	2.1	2.1
	Disagree	10	10.3	10.3	12.4
	Neutral	32	33.0	33.0	45.4
	Agree	41	42.3	42.3	87.6
	Strongly Agree	12	12.4	12.4	100.0
	Total	97	100.0	100.0	

X2.9

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Disagree	7	7.2	7.2	7.2
	Neutral	21	21.6	21.6	28.9
	Agree	49	50.5	50.5	79.4
	Strongly Agree	20	20.6	20.6	100.0
	Total	97	100.0	100.0	

X2.10

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Strongly Disagree	1	1.0	1.0	1.0
	Disagree	11	11.3	11.3	12.4
	Neutral	21	21.6	21.6	34.0
	Agree	46	47.4	47.4	81.4
	Strongly Agree	18	18.6	18.6	100.0
	Total	97	100.0	100.0	

3. Social Media Marketing on Instagram (X_3)

Statistics

		X3.1	X3.2	X3.3	X3.4	X3.5	X3.6	X3.7	X3.8
N	Valid	97	97	97	97	97	97	97	97
	Missing	0	0	0	0	0	0	0	0
Mean		2.80	2.80	3.58	3.20	3.16	2.84	2.68	2.74
Median		3.00	3.00	4.00	3.00	3.00	3.00	2.00	2.00
Mode		2	2	4	3	3	2	2	2
Std. Deviation		.975	.909	.852	.964	.812	1.007	1.095	.992

X3.1

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Strongly Disagree	1	1.0	1.0	1.0
	Disagree	47	48.5	48.5	49.5
	Neutral	26	26.8	26.8	76.3
	Agree	16	16.5	16.5	92.8
	Strongly Agree	7	7.2	7.2	100.0
	Total	97	100.0	100.0	

X3.2

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Strongly Disagree	1	1.0	1.0	1.0
	Disagree	44	45.4	45.4	46.4
	Neutral	29	29.9	29.9	76.3
	Agree	19	19.6	19.6	95.9
	Strongly Agree	4	4.1	4.1	100.0
	Total	97	100.0	100.0	

X3.3

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Strongly Disagree	1	1.0	1.0	1.0
	Disagree	10	10.3	10.3	11.3
	Neutral	28	28.9	28.9	40.2
	Agree	48	49.5	49.5	89.7
	Strongly Agree	10	10.3	10.3	100.0
	Total	97	100.0	100.0	

X3.4

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Strongly Disagree	3	3.1	3.1	3.1
	Disagree	19	19.6	19.6	22.7
	Neutral	40	41.2	41.2	63.9
	Agree	26	26.8	26.8	90.7
	Strongly Agree	9	9.3	9.3	100.0
	Total	97	100.0	100.0	

X3.5

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Disagree	20	20.6	20.6	20.6
	Neutral	46	47.4	47.4	68.0
	Agree	26	26.8	26.8	94.8
	Strongly Agree	5	5.2	5.2	100.0
	Total	97	100.0	100.0	

X3.6

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Strongly Disagree	3	3.1	3.1	3.1
	Disagree	42	43.3	43.3	46.4
	Neutral	27	27.8	27.8	74.2
	Agree	18	18.6	18.6	92.8
	Strongly Agree	7	7.2	7.2	100.0
	Total	97	100.0	100.0	

X3.7

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Strongly Disagree	11	11.3	11.3	11.3
	Disagree	38	39.2	39.2	50.5
	Neutral	26	26.8	26.8	77.3
	Agree	15	15.5	15.5	92.8
	Strongly Agree	7	7.2	7.2	100.0
	Total	97	100.0	100.0	

X3.8

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Strongly Disagree	4	4.1	4.1	4.1
	Disagree	45	46.4	46.4	50.5
	Neutral	26	26.8	26.8	77.3
	Agree	16	16.5	16.5	93.8
	Strongly Agree	6	6.2	6.2	100.0
	Total	97	100.0	100.0	

4. Purchasing Intention (Y)

Statistics

		Y.1	Y.2	Y.3	Y.4	Y.5	Y.6
N	Valid	97	97	97	97	97	97
	Missing	0	0	0	0	0	0
Mean		3.25	2.89	2.94	2.96	3.55	3.59
Median		3.00	3.00	3.00	3.00	4.00	4.00
Mode		3	2	2	2	4	4
Std. Deviation		.913	.978	1.019	1.060	.804	.787

Y.1

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Strongly Disagree	3	3.1	3.1	3.1
	Disagree	15	15.5	15.5	18.6
	Neutral	41	42.3	42.3	60.8
	Agree	31	32.0	32.0	92.8
	Strongly Agree	7	7.2	7.2	100.0
	Total	97	100.0	100.0	

Y.2

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Strongly Disagree	2	2.1	2.1	2.1
	Disagree	40	41.2	41.2	43.3
	Neutral	28	28.9	28.9	72.2
	Agree	21	21.6	21.6	93.8
	Strongly Agree	6	6.2	6.2	100.0
	Total	97	100.0	100.0	

Y.3

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Strongly Disagree	1	1.0	1.0	1.0
	Disagree	42	43.3	43.3	44.3
	Neutral	24	24.7	24.7	69.1
	Agree	22	22.7	22.7	91.8
	Strongly Agree	8	8.2	8.2	100.0
	Total	97	100.0	100.0	

Y.4

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Strongly Disagree	3	3.1	3.1	3.1
	Disagree	38	39.2	39.2	42.3
	Neutral	25	25.8	25.8	68.0
	Agree	22	22.7	22.7	90.7
	Strongly Agree	9	9.3	9.3	100.0
	Total	97	100.0	100.0	

Y.5
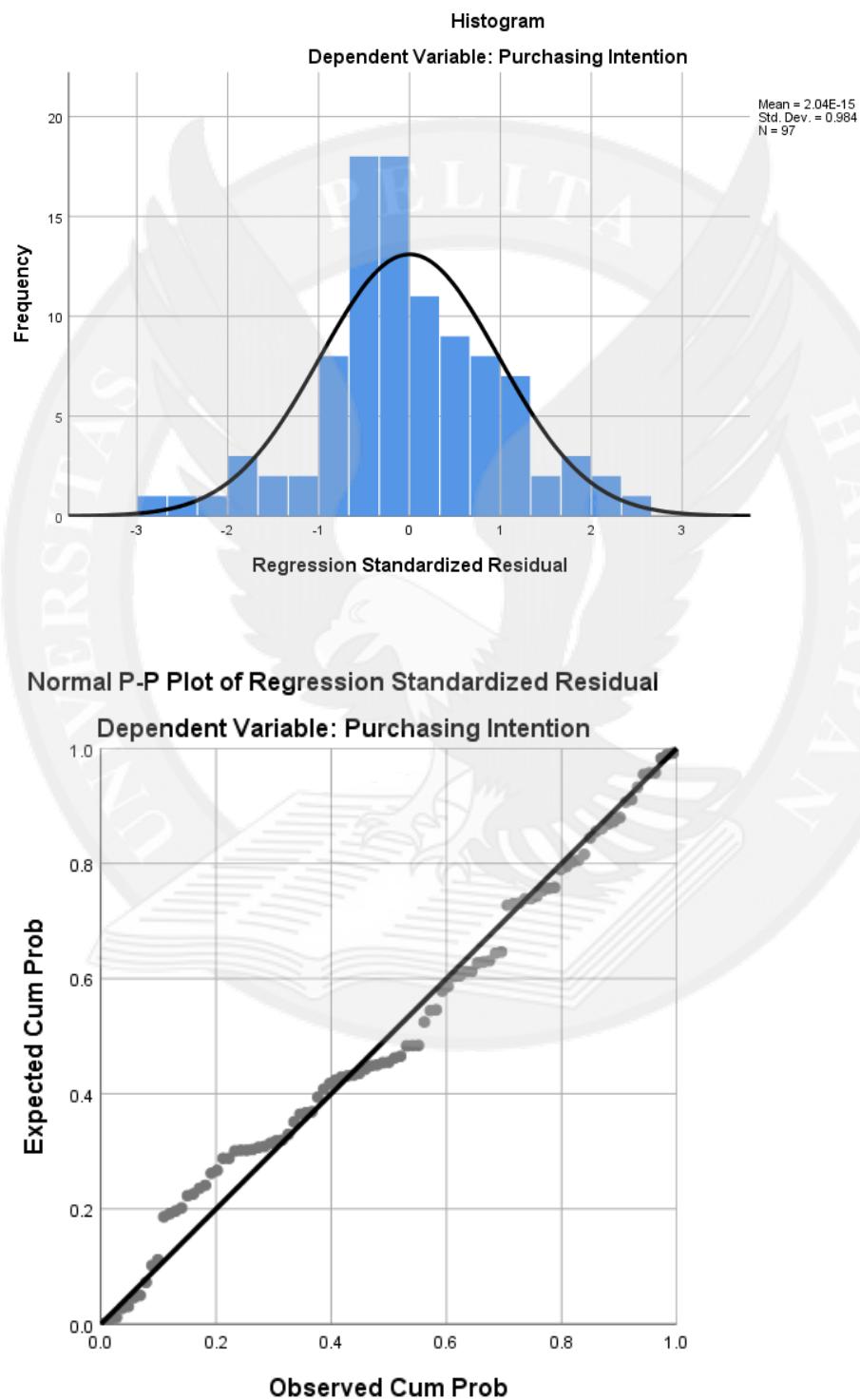
		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Disagree	12	12.4	12.4	12.4
	Neutral	27	27.8	27.8	40.2
	Agree	51	52.6	52.6	92.8
	Strongly Agree	7	7.2	7.2	100.0
	Total	97	100.0	100.0	

Y.6

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Strongly Disagree	1	1.0	1.0	1.0
	Disagree	6	6.2	6.2	7.2
	Neutral	34	35.1	35.1	42.3
	Agree	47	48.5	48.5	90.7
	Strongly Agree	9	9.3	9.3	100.0
	Total	97	100.0	100.0	

APPENDIX F: CLASSICAL ASSUMPTION TEST

1. Normality Test

One-Sample Kolmogorov-Smirnov Test

		Unstandardized Residual
N		97
Normal Parameters[a,b]	Mean	.0000000
	Std. Deviation	1.70322275
Most Extreme Differences	Absolute	.079
	Positive	.073
	Negative	-.079
Test Statistic		.079
Asymp. Sig. (2-tailed)		.148[c]

a. Test distribution is Normal.

b. Calculated from data.

c. Lilliefors Significance Correction.

2. Multicollinearity Test

Coefficients[a]

Model		Unstandardized Coefficients B	Unstandardized Coefficients Std. Error	Standardized Coefficients Beta	t	Sig.	Collinearity Statistics Tolerance	Collinearity Statistics VIF
1	(Constant)	-4.179	1.495		-2.794	.006		
	Cafe Atmosphere	.104	.046	.092	2.260	.026	.997	1.003
	Customer Satisfaction	.461	.042	.657	10.878	.000	.453	2.206
	Social Media Marketing on Instagram	.231	.044	.318	5.261	.000	.453	2.209

a. Dependent Variable: Purchasing Intention

3. Heteroscedasticity Test

Coefficients[a]

Model		Unstandardized Coefficients B	Unstandardized Coefficients Std. Error	Standardized Coefficients Beta	t	Sig.
1	(Constant)	1.803	.944		1.909	.059
	Cafe Atmosphere	-.025	.029	-.086	-.846	.399
	Customer Satisfaction	.040	.027	.226	1.497	.138
	Social Media Marketing on Instagram	-.051	.028	-.279	-1.847	.068

a. Dependent Variable: ABS_RES

Scatterplot
Dependent Variable: ABS_RES

APPENDIX G: REGRESSION ANALYSIS

1. Multiple Linear Regression Test

Coefficients[a]

Model		Unstandardized Coefficients B	Std. Error	Standardized Coefficients Beta	t	Sig.
1	(Constant)	-4.179	1.495		-2.794	.006
	Cafe Atmosphere	.104	.046	.092	2.260	.026
	Customer Satisfaction	.461	.042	.657	10.878	.000
	Social Media Marketing on Instagram	.231	.044	.318	5.261	.000

a. Dependent Variable: Purchasing Intention

2. Coefficient of Determination Test

Model Summary[b]

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.920[a]	.846	.841	1.730

a. Predictors: (Constant), Social Media Marketing on Instagram, Cafe Atmosphere, Customer Satisfaction

b. Dependent Variable: Purchasing Intention

APPENDIX H: HYPOTHESIS TEST

1. T-test

Coefficients[a]

Model		Unstandardized Coefficients		Standardized Coefficients		
		B	Std. Error	Beta	t	Sig.
1	(Constant)	-4.179	1.495		-2.794	.006
	Cafe Atmosphere	.104	.046	.092	2.260	.026
	Customer Satisfaction	.461	.042	.657	10.878	.000
	Social Media Marketing on Instagram	.231	.044	.318	5.261	.000

a. Dependent Variable: Purchasing Intention

2. F-test

ANOVA[a]

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	1534.868	3	511.623	170.851	.000[b]
	Residual	278.493	93	2.995		
	Total	1813.361	96			

a. Dependent Variable: Purchasing Intention

b. Predictors: (Constant), Social Media Marketing on Instagram, Cafe Atmosphere, Customer Satisfaction

APPENDIX I: RESEARCH PERMISSION LETTER FROM NAKAMA BREW GURU PATIMPUS MEDAN

SURAT KETERANGAN IZIN PENELITIAN

Yang bertanda tangan di bawah ini:

Nama   : Alvin Henri

Jabatan   : Direktur Utama CV Teman Ngopi Indonesia (Nakama Brew)

Menyatakan mahasiswa dengan data dibawah ini:

Nama   : Taffia Efenlie

Kelas   : 21H2

NIM   : 03013210029
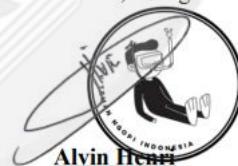
Program Studi : Manajemen Perhotelan

Judul Skripsi : "The Influence of Café Atmosphere, Customer Satisfaction, and Social Media Marketing on Instagram Torwads Purchasing Intention at Nakama Brew Guru Patimpus Medan"

      Sudah diberikan izin oleh pihak Nakama Brew Guru Patimpus Medan untuk melakukan survey dan riset di Nakama Brew Guru Patimpus Medan atas rangka penyelesaian tugas akhir mahasiswa/I dalam bentuk skripsi.

      Demikian surat ini dibuat dan dapat digunakan sebaik mungkin oleh pihak yang memerlukan.

Medan, 18 Agustus 2024

Alvin Henri

Direktur Utama

APPENDIX J: BARISTA OF NAKAMA BREW GURU PATIMPUS MEDAN

APPENDIX K: TURNITIN CHECK

Taffia Efenlie - 03013210029 - Skripsi

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