CHAPTER IV

RESEARCH RESULT AND DISCUSSION

4.1 General View of "Research Object"

4.1.1 Brief Overview of Nakama Brew Guru Patimpus Medan

Nakama Brew is a café that was established in 2021 and has opened 3 branches in the city of Medan. The object used in this study is the 2nd branch located at Jl. Guru Patimpus No.1K, Silalas, Kec. Medan Bar., Kota Medan, Sumatera Utara, 20114. This cafe provides various beverage options from coffee to non-coffee with prices starting from IDR 20,000. These products are also not only available offline but also online at GrabFood, GoFood, and ShopeeFood. This café is quite popular among teenagers and adults because of its minimalist yet futuristic interior design, making it more unique than other cafés.

4.1.2 Vission and Mission of Nakama Brew

Nakama Brew's vision is to become top of mind in the coffee industry and to improve the standard of living of coffee enthusiasts from upstream to downstream. To support this vision, the missions implemented by Nakama Brew are as follows:

1. Strategically opening offline and online stores to make it easier for customers to reach Nakama Brew products and services.

2. Collaborating and cooperating with stakeholders from upstream to downstream to improve the company's existence and good name.

3. Developing coffee products and derivatives that can be exported abroad.

4.2   Research Result

4.2.1   Test of Research Instrument

The writer conducted a pre-test to test validity and reliability by distributing questionnaires to 30 people. The pre-test was conducted to determine whether the designed questionnaire was suitable and could be used for further research.

4.2.1.1 Validity Test

Validity is a measurement carried out to measure whether the instrument used can be relied on for further research. Validity testing in this study used the SPSS v25 program and Bivariate Pearson Correlation with a significance level of 5% to analyze the collected data. The test can be said to be valid if the r count result > r table where the r table in this study is 0.361, which comes from the degree of freedom, namely 28 (from n - 2, where "n" is the number of respondents) with a significance level of 5%.

Table 4.1 Validity Test Variable Cafe Atmosphere (X_1)

Variable	Number	r count	r table	Criteria	Result
Café Atmosphere (X_1)	$X_1.1$	0.527	0.361	r count > r table	Valid
	$X_1.2$	0.370			Valid
	$X_1.3$	0.493			Valid
	$X_1.4$	0.560			Valid
	$X_1.5$	0.719			Valid
	$X_1.6$	0.518			Valid
	$X_1.7$	0.559			Valid
	$X_1.8$	0.625			Valid

Source: Prepared by the Writer (SPSS, 2024)

Table 4.1 shows that all r counts are greater than the r table (0.361) which indicates that all questionnaire statements on the café atmosphere (X_1) are declared valid and can be used for further research.

Table 4.2 Validity Test Variable Customer Satisfaction (X_2)

Variable	Number	r count	r table	Criteria	Result
Customer Satisfaction (X_2)	$X_2.1$	0.710	0.361	r count > r table	Valid
	$X_2.2$	0.656			Valid
	$X_2.3$	0.672			Valid
	$X_2.4$	0.412			Valid
	$X_2.5$	0.503			Valid
	$X_2.6$	0.565			Valid
	$X_2.7$	0.633			Valid
	$X_2.8$	0.492			Valid
	$X_2.9$	0.543			Valid
	$X_2.10$	0.718			Valid

Source: Prepared by the Writer (SPSS, 2024)

Table 4.2 shows that all r counts are greater than the r table (0.361) which indicates that all questionnaire statements on Customer Satisfaction (X_2) are declared valid and can be used for further research.

Table 4.3 Validity Test Variable Social Media Marketing on Instagram (X_3)

Variable	Number	r count	r table	Criteria	Result
Social Media Marketing on Instagram (X_3)	$X_3.1$	0.541	0.361	r count > r table	Valid
	$X_3.2$	0.521			Valid
	$X_3.3$	0.505			Valid
	$X_3.4$	0.587			Valid
	$X_3.5$	0.554			Valid
	$X_3.6$	0.556			Valid
	$X_3.7$	0.649			Valid
	$X_3.8$	0.581			Valid

Source: Prepared by the Writer (SPSS, 2024)

Table 4.3 shows that all r counts are greater than the r table (0.361) which indicates that all questionnaire statements on Social Media Marketing on Instagram (X_3) are declared valid and can be used for further research.

Table 4.4 Validity Test Variable Purchasing Intention (Y)

Variable	Number	r count	r table	Criteria	Result
Purchasing Intention (Y)	Y.1	0.664	0.361	r count > r table	Valid
	Y.2	0.567			Valid
	Y.3	0.694			Valid
	Y.4	0.739			Valid
	Y.5	0.675			Valid
	Y.6	0.684			Valid

Source: Prepared by the Writer (SPSS, 2024)

Table 4.3 shows that all r counts are greater than the r table (0.361) which indicates that all questionnaire statements on Purchasing Intention (Y) are declared valid and can be used for further research.

4.2.1.2 Reliability Test

Reliability is a measurement carried out to measure whether the results of data collection from the instruments used are consistent. Reliability testing in this study uses Cronbach's Alpha to measure the consistency and reliability of the data. The test can be said to be valid if the Cronbach's Alpha result is > 0.6.

Table 4.5 Reliability Test of Café Atmosphere (X₁), Customer Satisfaction (X₂), Social Media Marketing on Instagram (X₃), and Purchasing Intention (Y)

Variable	Number of Questions	Cronbach's Alpha	Criteria	Result
Café Atmosphere (X₁)	8	0.651	> 0.6	Reliable
Customer Satisfaction (X₂)	10	0.790		Reliable
Social Media Marketing on Instagram (X₃)	8	0.686		Reliable
Purchasing Decision (Y)	6	0.750		Reliable

Source: Prepared by the Writer (SPSS, 2024)

Table 4.5 shows that all Cronbach's Alpha results are greater than 0.6, which indicates that all variables, namely Café Atmosphere (X_1), Customer Satisfaction (X_2), Social Media Marketing on Instagram (X_3), and Purchasing Intention (Y) are declared reliable for the research.

4.2.2 Descriptive Statistic

The author distributed the designed questionnaire to respondents to collect data which would then be analyzed for research purposes. The questionnaire was distributed through Google Forms consisting of 32 questions with 8 questions on the Café Atmosphere (X_1), 10 questions on Customer Satisfaction (X_2), 8 questions on Social Media Marketing on Instagram (X_3), and 6 questions on the Purchasing Intention (Y). All questions were designed with a Likert scale of 1 - 5 (Strongly Disagree - Strongly Agree). The author also collected demographic data of respondents such as gender, age range, and occupation to understand the characteristics of respondents who filled out the questionnaire. The number of respondents taken for this study was based on the Lemeshow's formula, 97 respondents, who had visited Nakama Brew Guru Patimpus Medan.

4.2.2.1 Characteristics of Respondents

4.2.2.1.1   Characteristics of Respondent by Gender

Table 4.6 Characteristics of Respondents by Gender

Gender	Amount	Percentage
Female	66	68.04%
Male	31	31.96%
Total	97	100%

Source: Prepared by the Writer (2024)

Table 4.6 shows the distribution of respondents based on age, with a total of 97 respondents. Most of the respondents from the questionnaire distributed were mostly filled by females, namely 66 people with a percentage of 68.4%, while the other 31 people with a percentage of 31.6% were filled by males. This shows that Nakama Brew Guru Patimpus Medan customers are mostly visited by females.

4.2.2.1.2   Characteristics of Respondents by Age

Table 4.7 Characteristics of Respondents by Age

Age	Amount	Percentage
< 20 years old	6	6.19%
21 – 25 years old	62	63.92%
26 – 30 years old	16	16.49%
> 31 years old	13	13.40%
Total	**97**	**100%**

Source: Prepared by the Writer (2024)

Table 4.7 shows the distribution of respondents based on age, with a total of 97 respondents. Most respondents are in the age range of 21 - 25 years, which was 63 people with a percentage of 64.3%. Respondents < 20 years were 6 people with a percentage of 6.1%, while the age group of 26 - 30 years reached 16 people with a percentage of 16.3%, and respondents > 31 years were 13 people with a percentage of 13.3%. This shows that most Nakama Brew Guru Patimpus customers are young, especially early adults.

4.2.2.1.3 Characteristics of Respondents by Occupation

Table 4.8 Characteristics of Respondents by Occupation

Occupation	Amount	Percentage
Student	50	51.55%
Private Employees	42	43.30%
Businessman	5	5.15%
Total	**97**	**100%**

Source: Prepared by the Writer (2024)

Table 4.8 shows the distribution of respondents based on occupation, with a total of 97 respondents. Most respondents are students with a total of 50 people, with a percentage of 51.55%. Respondents with jobs as private employees numbered 42 with a percentage of 43.30% while respondents with jobs as entrepreneurs only numbered 5 people with a percentage of 5.15%. This shows that the Nakama Brew Guru Patimpus café is mostly visited by students, but it is also quite a lot visited by private workers who most likely come to relax or work from the café.

4.2.2.1.4 Explanation of Respondent's Answer on Research Variable

The data in this research were collected by the writer by distributing a designed questionnaire that was distributed to respondents who had visited Nakama Brew Guru Patimpus Medan. The questionnaire consisted of 32 statements with 8 statements on the Café Atmosphere (X_1), 10 statements on Customer Satisfaction (X_2), 8 statements on Social Media Marketing on Instagram (X_3), and 6 statements on Purchasing Intention (Y). It is designed using a Likert scale of measurement namely: 1 = Strongly Disagree, 2 = Disagree, 3 = Neutral, 4 = Agree, and 5 = Strongly Agree.

1.   **Café Atmosphere (X_1)**

Variable X_1, namely Café Atmosphere, is designed with 8 statements, each of which comes from and follows its indicators, interior, exterior, store layout, and interior display. The results of the statement are as follows:

Question 1: The lighting in this café is too dark and makes it difficult to interact or work.

Table 4.9 Variable X_1:Q1

Answer	Amount	Percentage
Strongly Disagree	4	4.12%
Disagree	14	14.43%
Neutral	28	28.87%
Agree	43	44.33%
Strongly Agree	8	8.25%
Total	97	100%

Source: Prepared by the Writer (2024)

Based on the survey results, the majority of 43 (44.33%) respondents "Agree" that the lighting in this café was too dark, making it difficult to interact or work. As many as 8 (8.25%) respondents "Strongly Agree" with the statement. On the other hand, 28 (28.87%) respondents were "Neutral", 14 (14.43%) respondents were "Disagree", and 4 (4.12%) respondents were "Strongly Disagree". This shows that although many feel the negative impact of lighting, some are not significantly affected.

Question 2: The colors used in this café are too plain and not very attractive.

Table 4.10 Variable X_1:Q2

Answer	Amount	Percentage
Strongly Disagree	3	3.09%
Disagree	20	20.62%
Neutral	38	39.18%
Agree	30	30.93%
Strongly Agree	6	6.19%
Total	**97**	**100%**

Source: Prepared by the Writer (2024)

Based on the survey results, the majority of 38 (36.08%) respondents were in the "Neutral" position regarding the colors used in the café. On the other hand, 30 (30.93%) respondents "Agree", and 6 (6.19%) respondents "Strongly Agree" that the colors used in this café are too plain and less attractive. In addition, 20 (20.62%) respondents "Disagree" and 3 (3.09%) respondents "Strongly Disagree". This shows that there are customers who feel affected but there are also customers who do not feel too affected by the colors in the café.

Question 3: The exterior of this café is attractive and makes me want to go in.

Table 4.11 Variable X_1:Q3

Answer	Amount	Percentage
Strongly Disagree	5	5.15%
Disagree	17	17.53%
Neutral	40	41.24%
Agree	25	25.77%
Strongly Agree	10	10.31%
Total	**97**	**100%**

Source: Prepared by the Writer (2024)

Based on the survey results, most 40 (41.24%) respondents were in the "Neutral" position, indicating that almost half of the survey participants feel that the cafe's exterior is ordinary, not bad but not too attractive. On the other hand, 25 (25.77%) respondents "Agree", and 10 (10.31%) respondents "Strongly Agree" with the statement that the exterior of this café is attractive. In addition, 15 (17.53%) respondents "Disagree" and 5 (5.15%) "Strongly Disagree". This shows that most respondents felt that the cafe's exterior design was quite attractive.

Question 4: The exterior design of this café reflects the atmosphere inside the café.

Table 4.12 Variable $X_1.Q4$

Answer	Amount	Percentage
Strongly Disagree	1	1.03%
Disagree	13	13.40%
Neutral	26	26.80%
Agree	45	46.39%
Strongly Agree	12	12.37%
Total	97	100%

Source: Prepared by the Writer (2024)

Based on the survey results, the majority of 45 (45.39%) respondents "Agree" that the exterior design of the café reflects the atmosphere inside. As many as 12 (12.37%) respondents "Strongly Agree" with the statement. On the other hand, 26 (26.80%) respondents were "Neutral", 7 (13.40%) respondents were "Disagree", and 1 (1.03%) respondent was "Strongly Disagree". This shows that most customers feel that the exterior of the café can provide an image that matches the atmosphere inside.

Question 5: The arrangement of tables and chairs in this café makes it easy for me to move around.

Table 4.13 Variable X_1.Q5

Answer	Amount	Percentage
Strongly Disagree	4	4.12%
Disagree	41	41.24%
Neutral	27	27.84%
Agree	21	21.65%
Strongly Agree	5	5.15%
Total	**97**	**100%**

Source: Prepared by the Writer (2024)

Based on the survey results, the majority of 41 (41.24%) respondents "Disagree" and 4 (4.12%) respondents "Strongly Disagree" that the layout of tables and chairs in this café facilitates movement. On the other hand, 27 (27.84%) respondents were "Neutral", 21 (21.65%) respondents "Agree" and 4 (4.12%) respondents "Strongly Agree". This shows that although some felt it was difficult, some respondents may not be too affected by the layout of the space.

Question 6: I feel that this room is quite spacious and not stuffy.

Table 4.14 Variable X_1.Q6

Answer	Amount	Percentage
Strongly Disagree	10	10.31%
Disagree	42	43.30%
Neutral	25	25.77%
Agree	17	17.53%
Strongly Agree	3	3.09%
Total	**97**	**100%**

Source: Prepared by the Writer (2024)

Based on the survey results, the majority of 42 (43.30%) respondents "Disagree" that the room in this café felt spacious and not stuffy. As many as 10 (10.31%) respondents "Strongly Disagree" with the statement. On the other hand, 25 (25.77%) respondents were "Neutral", 17 (17.53%) respondents "Agree", and 3 (3.09%) respondents "Strongly Agree". This shows that more than half of the customers feel uncomfortable regarding the spaciousness and air circulation in the room.

Question 7: The decoration inside the café is too plain and unattractive.

Table 4.15 Variable $X_1.Q7$

Answer	Amount	Percentage
Strongly Disagree	5	5.15%
Disagree	48	49.48%
Neutral	23	23.71%
Agree	17	17.53%
Strongly Agree	4	4.12%
Total	97	100%

Source: Prepared by the Writer (2024)

Based on the survey results, the majority of 48 (40.21%) respondents "Disagree" that the decoration in the café was too simple and unattractive. As many as 5 (5.15%) respondents "Strongly Disagree" with the statement. On the other hand, 23 (23.71%) respondents were "Neutral", 17 (17.53%) respondents "Agree", and 4 (4.12%) respondents "Strongly Agree". This shows that quite a lot of respondents feel that the café decoration is already quite good and attractive.

Question 8: The tables and chairs provided by this coffee have unique designs and are comfortable.

Table 4.16 Variable X_1.Q8

Answer	Amount	Percentage
Strongly Disagree	1	1.03%
Disagree	15	15.46%
Neutral	32	32.99%
Agree	39	40.21%
Strongly Agree	10	10.31%
Total	**97**	**100%**

Source: Prepared by the Writer (2024)

Based on the survey results, the majority of 39 (40.21%) respondents "Agree" that the tables and chairs provided have unique and comfortable designs. As many as 10 (10.31%) respondents "Strongly Agree" with the statement. On the other hand, 32 (32.99%) respondents were "Neutral", 15 (15.46%) respondents were "Disagree", and 1 (1.03%) respondent was "Strongly Disagree". This shows that many customers feel that the design of the table and chairs is suitable and comfortable, but some feel uncomfortable.

2. **Customer Satisfaction (X_2)**

Variable X_2, namely Customer Satisfaction, is designed with 10 statements, each of which comes from and follows its indicators, encounter satisfaction, overall satisfaction, overall quality, image, and future expectations. The results of the statement are as follows:

Question 1: I feel welcome every time I visit this café.

Table 4.17 Variable X_2.Q1

Answer	Amount	Percentage
Strongly Disagree	1	1.03%
Disagree	21	21.65%
Neutral	41	42.27%
Agree	26	26.80%
Strongly Agree	8	8.25%
Total	**97**	**100%**

Source: Prepared by the Writer (2024)

Based on the survey results, the majority of 41 (42.27%) respondents were in the "Neutral" position regarding the feeling of being welcomed every time visit the café. On the other hand, 26 (26.80%) respondents "Agree", and 8 (8.25%) respondents "Strongly Agree" that felt welcomed when visiting. In addition, 21 (21.65%) respondents "Disagree" and 1 (1.03%) "Strongly Disagree". This shows that some feel welcomed but some feel do not receive an adequate welcome.

Question 2: The staff at Nakama Brew Guru Patimpus provides clear and helpful information about the menu.

Table 4.18 Variable X_2.Q2

Answer	Amount	Percentage
Strongly Disagree	2	2.06%
Disagree	11	11.34%
Neutral	34	35.05%
Agree	40	41.24%
Strongly Agree	10	10.31%
Total	**97**	**100%**

Source: Prepared by the Writer (2024)

Based on the survey results, the majority of 40 (41.24%) respondents "Agree" that the staff provided clear and helpful information regarding the menu. As many as 10 (10.31%) respondents "Strongly Agree" with the statement. On the other hand, 34 (35.05%) respondents were "Neutral", 11 (11.34%) respondents were "Disagree", and 2 (2.06%) respondents were "Strongly Disagree". This shows that some feel that the information provided is clear enough, but a small group still feels that it is not clear enough or helpful.

Question 3: I always enjoy visiting Nakama Brew Guru Patimpus because of its consistent and good previous experience.

Table 4.19 Variabel X_2.Q3

Answer	Amount	Percentage
Strongly Disagree	1	1.03%
Disagree	20	20.62%
Neutral	41	42.27%
Agree	26	26.80%
Strongly Agree	9	9.28%
Total	97	100%

Source: Prepared by the Writer (2024)

Based on the survey results, the majority of 41 (42.27%) respondents were in the "Neutral" position regarding consistency and previous experience. On the other hand, 26 (26.80%) respondents "Agree", and 9 (9.28%) respondents "Strongly Agree" that the café consistently provides a good experience. In addition, 20 (20.62%) respondents "Disagree" and 1 (1.03%) "Strongly Disagree". This shows that there are customers who admit that the previous experience was good, but several customers also feel that it is not always satisfactory.

Question 4: Nakama Brew Guru Patimpus is my favorite place to relax and enjoy coffee.

Table 4.20 Variable X₂.Q4

Answer	Amount	Percentage
Strongly Disagree	3	3.09%
Disagree	42	43.30%
Neutral	27	27.84%
Agree	19	19.59%
Strongly Agree	6	6.19%
Total	**97**	**100%**

Source: Prepared by the Writer (2024)

Based on the survey results, the majority of 42 (43.30%) respondents "Disagree" that Nakama Brew Guru Patimpus is a favorite place to relax and enjoy coffee. As many as 3 (3.09%) respondents "Strongly Disagree" with the statement. On the other hand, 27 (27.84%) respondents were "Neutral", 19 (19.59%) respondents "Agree", and 6 (6.19%) respondents "Strongly Agree". This shows that most customers still don't consider Nakama Brew Guru Patimpus as the first choice for relaxing.

Question 5: I feel the quality of the products presented in this café is inconsistent.

Table 4.21 Variable X₂.Q5

Answer	Amount	Percentage
Strongly Disagree	10	10.31%
Disagree	48	49.48%
Neutral	26	26.80%
Agree	10	10.31%

Strongly Agree	3	3.09%
Total	**97**	**100%**

Source: Prepared by the Writer (2024)

Based on the survey results, the majority of 48 (49.48%) respondents "Disagree" that the quality of the products served at this cafe is inconsistent. As many as 10 (10.31%) respondents "Strongly Disagree" with the statement. On the other hand, 26 (26.80%) respondents were "Neutral", 10 (10.31%) respondents "Agree", and 6 (3.09%) respondents "Strongly Agree". This shows that most customers are satisfied with the consistency of product quality.

Question 6: I am very satisfied with the cleanliness and tidiness of the environment in this café.

Table 4.22 Variable X_2.Q6

Answer	Amount	Percentage
Strongly Disagree	0	0.00%
Disagree	20	20.62%
Neutral	42	43.30%
Agree	28	28.87%
Strongly Agree	7	7.22%
Total	**97**	**100%**

Source: Prepared by the Writer (2024)

Based on the survey results, the majority of 42 (43.30%) respondents were in the "Neutral" position regarding the satisfaction with the cleanliness and tidiness of the cafe environment. On the other hand, 28 (28.87%) respondents "Agree", and 7 (7.22%) respondents "Strongly Agree" that the café environment was well-

maintained. In addition, 20 (20.62%) respondents "Disagree". This shows that most respondents did not explicitly criticize cleanliness.

Question 7: Nakama Brew Guru Patimpus is known as a café with reliable quality.

Table 4.23 Variable $X_2.Q7$

Answer	Amount	Percentage
Strongly Disagree	3	3.09%
Disagree	9	9.28%
Neutral	26	26.80%
Agree	47	48.45%
Strongly Agree	12	12.37%
Total	**97**	**100%**

Source: Prepared by the Writer (2024)

Based on the survey results, the majority of 47 (48.45%) respondents "Agree" that the café is known as a place with reliable quality. As many as 12 (12.37%) respondents "Strongly Agree" with the statement. On the other hand, 26 (26.80%) respondents were "Neutral", 9 (9.28%) respondents "Disagree", and 3 (3.09%) respondents "Strongly Disagree". This shows that most of the respondents have a positive view of its quality.

Question 8: Nakama Brew Guru Patimpus has a positive image in my eyes as a customer.

Table 4.24 Variable $X_2.Q8$

Answer	Amount	Percentage
Strongly Disagree	2	2.06%
Disagree	10	10.31%

Neutral	32	32.99%
Agree	41	42.27%
Strongly Agree	12	12.37%
Total	**97**	**100%**

Source: Prepared by the Writer (2024)

Based on the survey results, the majority of 41 (42.27%) respondents "Agree" that the café has a positive image in customers' eyes. As many as 12 (12.37%) respondents "Strongly Agree" with the statement. On the other hand, 32 (32.99%) respondents were "Neutral", 10 (10.31%) respondents "Disagree", and 2 (2.06%) respondents "Strongly Disagree". This shows that some customers have a middle-to-date positive view while a small number have a negative view of the cafe's image.

Question 9: I believe that this coffee will continue to grow and become better.

Table 4.25 Variable X_2.Q9

Answer	Amount	Percentage
Strongly Disagree	0	0.00%
Disagree	7	7.22%
Neutral	21	21.65%
Agree	49	50.52%
Strongly Agree	20	20.62%
Total	**97**	**100%**

Source: Prepared by the Writer (2024)

Based on the survey results, the majority of 49 (50.52%) respondents "Agree" that this café will continue to grow and become better in the future. As many as 20 (20.62%) respondents "Strongly Agree" with the statement. On the other hand, 21 (21.65%) respondents "Neutral" and 7 (7.22%) respondents

"Disagree". This shows that there is high optimism towards the cafe's growth prospects.

Question 10: I am optimistic that Nakama Brew Guru Patimpus will always meet my expectations as a customer.

Table 4.26 Variable X_2.Q10

Answer	Amount	Percentage
Strongly Disagree	1	1.03%
Disagree	11	11.34%
Neutral	21	21.65%
Agree	46	47.42%
Strongly Agree	18	18.56%
Total	**97**	**100%**

Source: Prepared by the Writer (2024)

Based on the survey results, the majority of 46 (47.42%) respondents "Agree" that this café would always meet customer's expectations. As many as 18 (18.56%) respondents "Strongly Agree" with the statement. On the other hand, 21 (21.65%) respondents were "Neutral", 11 (11.34%) respondents "Disagree", and 1 (1.03%) respondent "Strongly Disagree". This shows that there is a high level of confidence in the cafe's ability to maintain customer satisfaction.

3. **Social Media Marketing on Instagram (X3)**

Variable X_3, namely Social Media Marketing on Instagram, is designed with 8 statements, each of which comes from and follows its indicators, advantages campaign, relevant content, up-to-date content, and content popularity. The results of the statement are as follows

Question 1: The campaign or content presented by Nakamura Brew caught my attention and increased my interest in visiting their Instagram page.

Table 4.27 Variable X₃.Q1

Answer	Amount	Percentage
Strongly Disagree	1	1.03%
Disagree	47	48.45%
Neutral	26	26.80%
Agree	16	16.49%
Strongly Agree	7	7.22%
Total	**97**	**100%**

Source: Prepared by the Writer (2024)

Based on the survey results, the majority of 47 (48.45%) respondents "Disagree" that the campaign or content presented by Nakama Brew caught attention and increased interest in visiting the cafe's Instagram page. As many as 1 (1.03%) respondent "Strongly Disagree" with the statement. On the other hand, 26 (26.80%) respondents "Neutral", 16 (16.49%) respondents "Disagree", and 7 (7.22%) respondents "Strongly Disagree". This shows that the cafe's social media campaign or content is still lacking in attracting customers' attention and interest.

Question 2: The campaigns or content displayed on Nakama Brew's Instagram often make me interested in making a purchase immediately.

Table 4.28 Variable X₃.Q2

Answer	Amount	Percentage
Strongly Disagree	1	1.03%
Disagree	44	45.36%
Neutral	29	29.90%
Agree	19	19.59%

Strongly Agree	4	4.12%
Total	**97**	**100%**

Source: Prepared by the Writer (2024)

Based on the survey results, the majority of 44 (45.36%) respondents "Disagree" that the campaigns or content displayed on the cafe's Instagram often make interest in making a purchase immediately. Only 1 (1.03%) respondent "Strongly Disagree" with the statement. On the other hand, 29 (29.90%) respondents were "Neutral", 19 (19.59%) respondents were "Disagree", and 4 (4.12%) respondents "Strongly Disagree". This shows that Nakama Brew's Instagram was not entirely effective in encouraging the majority of customers to make immediate purchases.

Question 3: The information provided on Instagram is very relevant and always follows the Nakama Brew Guru Patimpus offline store.

Table 4.29 Variable X_3.Q3

Answer	Amount	Percentage
Strongly Disagree	1	1.03%
Disagree	10	10.31%
Neutral	28	28.87%
Agree	48	49.48%
Strongly Agree	10	10.31%
Total	**97**	**100%**

Source: Prepared by the Writer (2024)

Based on the survey results, the majority of 48 (49.48%) respondents "Agree" that the information provided on Instagram is very relevant and always follows the developments of the offline store. As many as 10 (10.31%) respondents

"Strongly Agree" with the statement. On the other hand, 28 (28.87%) respondents were "Neutral", 10 (10.31%) respondents were "Disagree", and 1 (1.03%) respondent "Strongly Disagree". This shows that most customers feel that social media information consistently reflects in-store activities and offerings.

Question 4: Nakama Brew's Instagram provides useful content and contains information that I need as a customer.

Table 4.30 Variable X_3.Q4

Answer	Amount	Percentage
Strongly Disagree	3	3.09%
Disagree	19	19.59%
Neutral	40	41.24%
Agree	26	26.80%
Strongly Agree	9	9.28%
Total	97	100%

Source: Prepared by the Writer (2024)

Based on the survey results, the majority of 40 (41.24%) respondents were in the "Neutral" position regarding the useful contents and information needed as customers. On the other hand, 26 (26.80%) respondents "Agree", and 9 (9.28%) respondents "Strongly Agree" that Nakama Brew's Instagram content provides useful information that meets customer needs. In addition, 19 (19.59%) respondents "Disagree" and 3 (3.09%) respondents "Strongly Disagree". This shows that many customers may not feel a significant impact from the content provided.

Question 5: I can always find the latest updates about promotions or events on Nakama Brew's Instagram.

Table 4.31 Variable X₃.Q5

Answer	Amount	Percentage
Strongly Disagree	0	0.00%
Disagree	20	20.62%
Neutral	46	47.42%
Agree	26	26.80%
Strongly Agree	5	5.15%
Total	**97**	**100%**

Source: Prepared by the Writer (2024)

Based on the survey results, the majority of 46 (47.42%) respondents were in the "Neutral" position regarding the latest updates about events or promotions on social media. On the other hand, 26 (26.80%) respondents "Agree", and 5 (5.15%) respondents "Strongly Agree" that the latest updates regarding promotions or events can always be found on Nakama Brew's Instagram. In addition, 20 (20.62%) respondents "Disagree". This shows that even when promotional or event-related content is available, many customers may feel uninformed or unengaged in following these updates.

Question 6: I always know about Nakama Brew Guru Patimpus' latest information or products through Instagram.

Table 4.32 Variable X₃.Q6

Answer	Amount	Percentage
Strongly Disagree	3	3.09%
Disagree	42	43.30%
Neutral	27	27.84%

Agree	18	18.56%
Strongly Agree	7	7.22%
Total	**97**	**100%**

Source: Prepared by the Writer (2024)

Based on the survey results, the majority of 42 (43.30%) respondents "Disagree" that the latest information or products are always known from Nakama Brew through Instagram. As many as 3 (3.09%) respondents "Strongly Disagree" with the statement. On the other hand, 27 (27.84%) respondents were "Neutral", 18 (18.56%) respondents were "Agree", and 7 (7.22%) respondents "Strongly Agree". This shows that most customers do not get the latest information or products through the cafe's Instagram.

Question 7: Posts related to Nakama Brew Guru Patimpus are often shared by my friends on Instagram.

Table 4.33 Variable X_3.Q7

Answer	Amount	Percentage
Strongly Disagree	11	11.34%
Disagree	38	39.18%
Neutral	26	26.80%
Agree	15	15.46%
Strongly Agree	7	7.22%
Total	**97**	**100%**

Source: Prepared by the Writer (2024)

Based on the survey results, the majority of 38 (38.18%) respondents "Disagree" that friends often shared posts related to Nakama Brew Guru Patimpus on Instagram. As many as 11 (11.34%) respondents "Strongly Disagree" with the

statement. On the other hand, 26 (26.80%) respondents "Neutral", 15 (15.46%) respondents "Agree", and 7 (7.22%) respondents "Strongly Agree". This shows that customers rarely find posts related to Nakama Brew Guru Patimpus shared by friends.

Question 8: Nakama Brew Guru Patimpus often uploads content that attracts public attention.

Table 4.34 Variable X₃.Q8

Answer	Amount	Percentage
Strongly Disagree	4	4.12%
Disagree	45	46.39%
Neutral	26	26.80%
Agree	16	16.49%
Strongly Agree	6	6.19%
Total	**97**	**100%**

Source: Prepared by the Writer (2024)

Based on the survey results, the majority of 45 (46.39%) respondents "Disagree" that Nakama Brew often uploads content that attracts public attention. As many as 4 (4.12%) respondents "Strongly Disagree" with the statement. On the other hand, 26 (26.80%) respondents "Neutral", 16 (16.49%) respondents "Agree", and 6 (6.19%) respondents "Strongly Agree". This shows that the uploaded content is less interesting or effective in attracting the audience.

4. Purchasing Intention (Y)

Variable Y, namely Purchasing Intention, is designed with 6 statements, each of which comes from and follows its indicators, interests, desires, and convictions. The results of the statement are as follows:

Question 1: I was interested in visiting Nakama Brew Guru Patimpus because of its interesting interior design.

Table 4.35 Variable Y.Q1

Answer	Amount	Percentage
Strongly Disagree	3	3.09%
Disagree	15	15.46%
Neutral	41	42.27%
Agree	31	31.96%
Strongly Agree	7	7.22%
Total	97	100%

Source: Prepared by the Writer (2024)

Based on the survey results, the majority of 41 (42.27%) respondents were in the "Neutral" position regarding the influence of interior design when visiting the café. On the other hand, 31 (31.96%) respondents "Agree", and 7 (7.22%) respondents "Strongly Agree" that interest in visiting this café was influenced by the attractive interior design. In addition, 15 (15.46%) respondents "Disagree" and 3 (3.09%) respondents "Strongly Disagree". This shows that the interior design of this café quite increasing customers' intention to visit the café.

Question 2: Testimonials from my friends and family made me interested in coming to Nakama Brew Guru Patimpus.

Table 4.36 Variable Y.Q2

Answer	Amount	Percentage
Strongly Disagree	2	2.06%
Disagree	40	41.24%
Neutral	28	28.87%
Agree	21	21.65%

Strongly Agree	6	6.19%
Total	**97**	**100%**

Source: Prepared by the Writer (2024)

Based on the survey results, the majority of 40 (41.24%) respondents "Disagree" that recommendations from close people increase interest to visit the café. As many as 2 (2.06%) respondents "Strongly Disagree" with the statement. On the other hand, 28 (28.87%) respondents w "Neutral", 21 (21.65%) respondents were "Agree", and 6 (6.19%) respondents were "Strongly Agree". This shows that recommendations from close friends are not the main factor influencing the decision to visit the café.

Question 3: I have a strong desire to spend time with friends and family at Nakama Brew Guru Patimpus.

Table 4.37 Variable Y.Q3

Answer	Amount	Percentage
Strongly Disagree	1	1.03%
Disagree	42	43.30%
Neutral	24	24.74%
Agree	22	22.68%
Strongly Agree	8	8.25%
Total	**97**	**100%**

Source: Prepared by the Writer (2024)

Based on the survey results, the majority of 42 (43.30%) respondents "Disagree" with having a strong desire to spend time with friends and family at this café. Only 1 (1.03%) respondent "Strongly Disagree" with the statement. On the other hand, 24 (24.74%) respondents were "Neutral", 22 (22.68%) respondents

were "Agree", and 8 (8.25%) respondents were "Strongly Agree". This shows that most customers do not feel that Nakama Brew Guru Patimpus is a top choice place for socializing.

Question 4: I want to be a regular customer at Nakama Brew Guru Patimpus.

Table 4.38 Variable Y.Q4

Answer	Amount	Percentage
Strongly Disagree	3	3.09%
Disagree	38	39.18%
Neutral	25	25.77%
Agree	22	22.68%
Strongly Agree	9	9.28%
Total	**97**	**100%**

Source: Prepared by the Writer (2024)

Based on the survey results, the majority of 38 (39.18%) respondents "Disagree" in wanting to be regular customers at this café. As many as 3 (3.09%) respondents "Strongly Disagree" with the statement. On the other hand, 25 (25.77%) respondents "Neutral", 22 (22.68%) respondents "Agree", and 9 (9.28%) respondents "Strongly Agree". This shows that the majority of respondents have no desire to become regular customers at Nakama Brew Guru Patimpus and only a small segment of customers show interest in returning regularly.

Question 5: I believe that Nakama Brew Guru Patimpus provides a satisfying coffee-drinking experience.

Table 4.39 Variable Y.Q5

Answer	Amount	Percentage
Strongly Disagree	0	0.00%
Disagree	12	12.37%
Neutral	27	27.84%
Agree	51	52.58%
Strongly Agree	7	7.22%
Total	**97**	**100%**

Source: Prepared by the Writer (2024)

Based on the survey results, the majority of 51 (52.58%) respondents "Agree" that the café provided a satisfying coffee-drinking experience. As many as 7 (7.22%) respondents "Strongly Agree" with the statement. On the other hand, 27 (27.84%) respondents "Neutral" and 12 (12.37%) respondents "Disagree". This shows that Nakama Brew Guru Patimpus has a positive perception regarding the coffee-drinking experience.

Question 6: I would recommend Nakama Brew Guru Patimpus to my friends.

Table 4.40 Variable Y.Q6

Answer	Amount	Percentage
Strongly Disagree	1	1.03%
Disagree	6	6.19%
Neutral	34	35.05%
Agree	47	48.45%
Strongly Agree	9	9.28%
Total	**97**	**100%**

Source: Prepared by the Writer (2024)

Based on the survey results, the majority of 47 (48.45%) respondents "Agree" in recommending the café to friends. As many as 9 (9.28%) respondents "Strongly Agree" with the statement. On the other hand, 34 (35.05%) respondents were "Neutral", 6 (6.16%) respondents were "Disagree" and 1 (1.03%) respondent was "Strongly Disagree". This shows that almost half of the customers feel positive about the experience and are willing to recommend it to others.

4.2.3 Result of Mean, Median, Mode, and Standard Deviation

The writer used the Likert Scale to measure responses across various statements within each variable in this research. The data collected from the questionnaires will be analyzed by determining the interval range, which helps categorize the average response as strongly agree, agree, neutral, disagree, or strongly disagree. To achieve this, the writer will calculate the average mean value for each statement. The formula for calculating the interval range is as follows:

$$i = \frac{R}{K}$$

Where:

i = Interval Range

R = Range (Highest Value – Lowest Value)

K = Number of Classes

The calculation:

$$i = \frac{5-1}{5} = \frac{4}{5} = \mathbf{0.8}$$

Table 4.41 Assessment for Interval Mean for Each Question per Variable

Criteria	Interval
Strongly Disagree	1.00 – 1.79
Disagree	1.80 – 2.59
Neutral	2.60 – 3.39
Agree	3.40 – 4.19
Strongly Agree	4.20 – 5.00

Source: Prepared by the Writer (2024)

a. **Café Atmosphere (X_1)**

Café Atmosphere (X_1) consists of 8 statements aligned with its indicators: interior, exterior, store layout, and interior display. The results for descriptive statistics are as follows:

Table 4.42 Descriptive Statistics of Each Statement in Café Atmosphere (X_1)

Indicators	Question	Mean	Median	Mode	Standard Deviation	Category
Interior	$X_1.1$	3.38	4	4	0.973	Neutral
	$X_1.2$	3.16	3	3	0.932	Neutral
Exterior	$X_1.3$	3.19	3	3	1.014	Neutral
	$X_1.4$	3.56	4	4	0.913	Agree
Store Layout	$X_1.5$	2.82	3	2	0.990	Neutral
	$X_1.6$	2.60	2	2	0.996	Neutral
Interior Display	$X_1.7$	2.66	2	2	0.967	Neutral
	$X_1.8$	3.43	4	4	0.912	Agree
Average Mean		3.1				

Source: Prepared by the Writer (SPSS, 2024)

Table 4.42 shows the results for each statement in the Café Atmosphere (X_1) indicators. The mean of $X_1.1$ is 3.38, $X_1.2$ is 3.16, $X_1.3$ is 3.19, $X_1.4$ is 3.68, $X_1.5$ is 2.74, $X_1.6$ is 2,59, $X_1.7$ is 2.80, and $X_1.8$ is 3.46. Statements $X_1.1$, $X_1.4$, and $X_1.8$ are categorized as "Agree" where the mean values range from 3.40 – 4.19, while

statements $X_1.2$, $X_1.3$, $X_1.5$, and $X_1.7$ are categorized as "Neutral" where the mean values range from 2.60 – 3.39, and statements $X_1.6$ is categorized as "Disagree" where the mean values range from 1.80 – 2.59. The highest mean value is 3.68 on $X_1.4$ which states "The exterior design of this cafe reflects the atmosphere inside the café". In addition, the average mean is 3.14 means that respondents mostly give a "Neutral" response to each statement on Café Atmosphere (X_1) indicators.

The median of $X_1.1$, $X_1.4$, and $X_1.8$ is 4, while the median of $X_1.2$, $X_1.3$, and $X_1.7$ is 3, and the median of $X_1.5$ and $X_1.6$ is 2. The mode of $X_1.1$, $X_1.2$, $X_1.4$, and $X_1.8$ is 4 indicating that the most common answer is 4, while the mode of $X_1.3$ is 3, indicating that the most common answer is 3, and the mode of $X_1.5$, $X_1.6$, and $X_1.7$ is 2 indicating that the most common answer is 2. The standard deviation values for each Café Atmosphere (X_2) indicator are below 2.00 (< 2.00), suggesting that all indicators exhibit a homogeneous quality.

b. Customer Satisfaction (X_2)

Café Atmosphere (X_2) consists of 10 statements aligned with its indicators: encounter satisfaction, overall satisfaction, overall quality, image, and future expectations. The results for descriptive statistics are as follows:

Table 4.43 Descriptive Statistics of Each Statement in Customer Satisfaction (X₂)

Indicators	Question	Mean	Median	Mode	Standard Deviation	Category
Encounter Satisfaction	$X_2.1$	3.20	3	3	0.909	Neutral
	$X_2.2$	3.46	4	4	0.902	Agree
Overall Satisfaction	$X_2.3$	3.23	3	3	0.919	Neutral
	$X_2.4$	2.82	3	2	0.990	Neutral
Overall Quality	$X_2.5$	2.46	2	2	0.925	Disagree
	$X_2.6$	3.23	3	3	0.860	Neutral
Image	$X_2.7$	3.58	4	4	0.934	Agree
	$X_2.8$	3.53	4	4	0.914	Agree
Future Expectation	$X_2.9$	3.85	4	4	0.833	Agree
	$X_2.10$	3.71	4	4	0.935	Agree
Average Mean		3.30				

Source: Prepared by the Writer SPSS, 2024)

Table 4.43 shows the results for each statement in the Customer Satisfaction (X_2) indicators. The mean of $X_2.1$ is 3.20, $X_2.2$ is 3,46, $X_2.3$ is 3.23, $X_2.4$ is 2.82, $X_2.5$ is 2.46, $X_2.6$ is 3.23, $X_2.7$ is 3.58, $X_2.8$ is 3.53, $X_2.9$ is 3.85, and $X_2.10$ is 3,71. Statements $X_2.2$, $X_2.7$, $X_2.8$, $X_2.9$, and $X_2.10$ are categorized as "Agree" where the mean values range from 3.40 – 4.19, with a median of 4, while $X_2.1$, $X_2.3$, $X_2.4$, and $X_2.6$ are categorized as "Neutral" where the mean values range from 2.60 – 3.39, with a median of 3, and $X_2.5$ is categorized as "Disagree" where the mean values range from 1.80 – 2.59, with a median of 2. The highest mean value is 3.85 on $X_2.9$ which states "I believe that this café will continue to grow and become better". In addition, the average mean is 3.30 means that respondents mostly give a "Neutral" response to each statement on the Customer Satisfaction (X_2) indicator.

The mode of $X_2.2$, $X_2.7$, $X_2.8$, $X_2.9$, and $X_2.10$ is 4 indicating that the most common answer is 4, while the mode of $X_2.1$, $X_2.3$, and $X_2.6$ is 3, indicating that the most common answer is 3, and the mode of $X_2.4$ and $X_2.5$ is 2 indicating that

the most common answer is 2. The standard deviation values for each Customer

Satisfaction (X_2) indicator are below 2.00 (< 2.00), suggesting that all indicators

exhibit homogeneous quality.

c. Social Media Marketing on Instagram (X_3)

Social Media Marketing on Instagram (X_3) consists of 8 statements aligned

with its indicators: advantages campaign, relevant content, up-to-date content, and

content popularity. The results for descriptive statistics are as follows:

Table 4.44 Descriptive Statistics of Each Statement in Social Media Marketing on Instagram (X_3)

Indicators	Question	Mean	Median	Mode	Standard Deviation	Category
Advantageous Campaign	$X_3.1$	2.80	3	2	0.975	Neutral
	$X_3.2$	2.80	3	2	0.909	Neutral
Relevant Content	$X_3.3$	3.58	4	4	0.852	Agree
	$X_3.4$	3.20	3	3	0.964	Neutral
Up-to-date Content	$X_3.5$	3.16	3	3	0.812	Neutral
	$X_3.6$	2.84	3	2	1.007	Neutral
Content Popularity2.80	$X_3.7$	2.68	2	2	1.095	Neutral
	$X_3.8$	2.74	2	2	0.992	Neutral
Average Mean		2.97				

Source: Prepared by the Writer (SPSS, 2024)

Table 4.44 shows the results for each statement in the Social Media

Marketing on Instagram (X_3) indicators. The mean of $X_3.1$ is 2.80, $X_3.2$ is 2.80,

$X_3.3$ is 3.58, $X_3.4$ is 3.20, $X_3.5$ is 3.16, $X_3.6$ is 2.84, $X_3.7$ is 2.68, and $X_3.8$ is 2.74.

Statements $X_3.3$ is categorized as "Agree" where the mean values range from 3.40

– 4.19, while statements $X_3.1$. $X_3.2$, $X_3.4$, $X_3.5$, $X_3.6$, $X_3.7$, and $X_3.8$ are categorized

as "Neutral" where the mean values range from 2.60 – 3.39. The highest mean value

is 3.58 on $X_3.3$ which states "The information provided on Instagram is very

relevant and always follows the Nakama Brew Guru Patimpus offline store". In

addition, the average mean is 2.97 means that respondents mostly give a "Neutral" response to each statement on the Social Media Marketing on Instagram (X_3) indicator.

The median of $X_3.3$ is 4, while the median of $X_3.1$. $X_3.2$, $X_3.4$, $X_3.5$, and $X_3.6$ are 3, and the median of $X_3.7$ and $X_3.8$ is 2. The mode of $X_3.3$ is 4 indicating that the most common answer is 4, while the mode of $X_3.4$ and $X_3.5$ is 3 indicating that the most common answer is 3, and the mode of $X_3.1$, $X_3.2$, $X_3.6$, $X_3.7$, and $X_3.8$ is 2 indicating that the most common answer is 2. The standard deviation values for each Social Media Marketing on Instagram (X_3) indicator are below 2.00 (< 2.00), suggesting that all indicators exhibit a homogeneous quality.

d. Purchasing Decision (Y)

Purchasing Intention (Y) consists of 6 statements aligned with its indicators: interests, desires, and convictions. The results for descriptive statistics are as follows:

Table 4.45 Descriptive Statistics of Each Statement in Purchasing Intention (Y)

Indicators	Question	Mean	Median	Mode	Standard Deviation	Category
Interests	Y.1	3.25	3	3	0.913	Neutral
	Y.2	2.89	3	2	0.978	Neutral
Desires	Y.3	2.94	3	2	1.019	Neutral
	Y.4	2.96	3	2	1.060	Neutral
Convictions	Y.5	3.55	4	4	0.804	Agree
	Y.6	3.59	4	4	0.787	Agree
Average Mean		3.19				

Source: Prepared by the Writer (SPSS, 2024)

Table 4.45 shows the results for each statement in the Purchasing Intention (Y) indicators. The mean of Y.1 is 3.25, Y.2 is 2.89, Y.3 is 2.94, Y.4 is 2.96, Y.5 is

3.55, and Y.6 is 3.59. Statements Y.5 and Y.6 is categorized as "Agree" where the mean values range from 3.40 – 4.19, with a median of 4, while statements Y.1 to Y.4 are categorized as "Neutral" where the mean values range from 2.60 – 3.39, with a median of 3. The highest mean value is 3.59 on Y.6 which states "I would recommend Nakama Brew Guru Patimpus to my friends". In addition, the average mean is 3.19 means that respondents mostly give a "Neutral" response to each statement on the Social Media Marketing on Instagram (X_3) indicator.

The mode of Y.5 and Y.6 is 4 indicating that the most common answer is 4, while the mode of Y.1 is 3 indicating that the most common answer is 3, and the mode of Y.2 to Y.4 is 2 indicating that the most common answer is 2. The standard deviation values for each Purchasing Intention (Y) indicator are below 2.00 (< 2.00), suggesting that all indicators exhibit a homogeneous quality.

4.2.4 Classical Assumption Test

4.2.4.1 Normality Test

In this research, the writer conducts a normality test to assess whether the data follows a normal distribution. The methods used for this evaluation include the Kolmogorov-Smirnov Test, along with graphical approaches such as the Normal P-Plot and Histogram analysis. These combined methods will provide a comprehensive assessment of the data's distribution, ensuring its suitability for further statistical analysis.
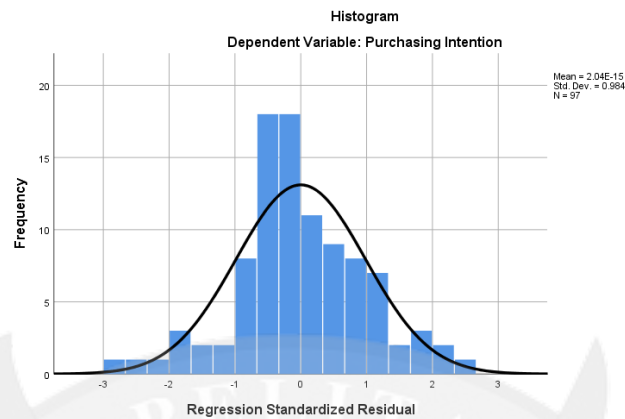
Figure 4.1 Histogram
Source: Prepared by the Writer (SPSS, 2024)

Figure 4.1 shows that the histogram forms a symmetrical bell-shaped curve, centered without skewing to either side, which is characteristic of a normal distribution. The balanced shape and even distribution of values indicate that the data is neither excessively concentrated at the tails nor biased toward one direction. This shows that the data follows the key requirements for normality.
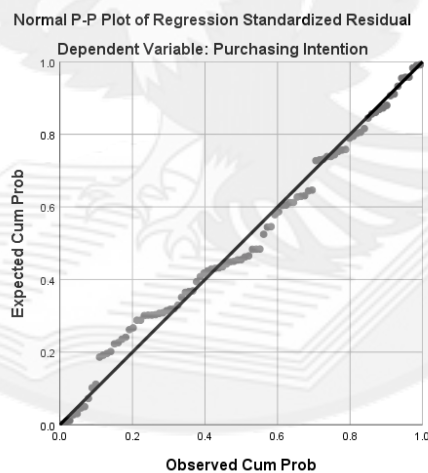
Figure 4.2 Normal P-Plot
Source: Prepared by the Writer (SPSS, 2024)

Figure 4.2 shows that the Normal P-Plot results are distributed close to the diagonal line, which shows a normal distribution. This alignment with the diagonal line meets the decision-making criteria for normality in a P-Plot test, indicating the

data's normality. In addition, the writer used the Kolmogorov-Smirnov Test to further support this assessment as shown below.

Table 4.46 Kolmogorov-Smirnov 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.

Source: Prepared by the Writer (SPSS, 2024)

Table 4.46 shows the test results of Asymp. Sig (2-tailed) value is 0.148, which in the Kolmogorov-Smirnov test, data is considered to follow a normal distribution when the significance level exceeds 0.05 (> 0.05). This shows that the distribution of the data is normal.

4.2.4.2 Multicollinearity Test

In this research, the writer used a multicollinearity test to assess the correlation between independent and dependent variables. Multicollinearity is considered absent when the regression model meets certain criteria: a VIF value of less than 10 (< 10.00) and a tolerance value greater than 0.1 (> 0.1).

Table 4.47 Multicollinearity Test

Coefficients[a]

| Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.	Collinearity Statistics	
		B	Std. Error	Beta			Tolerance	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

Source: Prepared by the Writer (SPSS, 2024)

Table 4.47 shows that all the Variance Inflation Factor (VIF) values are below 10.00 (< 10.00) where the Variance Inflation Factor (VIF) values for Café Atmosphere (X_1) are 1.003, Customer Satisfaction (X_2) is 2.206, and Social Media Marketing on Instagram (X_3) are 2.209. In addition, the tolerance values for Café Atmosphere (X_1) are 0.997 followed by 0.453 on Customer Satisfaction (X_2) and Social Media Marketing on Instagram (X_3), which are all greater than the acceptable limit of 0.1 (> 1.00). This shows that there is no multicollinearity among the variables, as the results meet the established criteria for conducting a multicollinearity test.

4.2.4.3 Heteroscedasticity Test

In this research, the writer used a heteroscedasticity test to assess whether there is unequal variance in the residuals of a regression model. The analysis involved both a scatterplot and the Glejser test where if the scatterplot shows a distinct pattern in the distribution of points, it shows the presence of heteroscedasticity. Conversely, if the points are scattered randomly and symmetrically around the 0 line on the Y-axis, it shows the absence of

heteroscedasticity. The regression model can be considered free from heteroscedasticity if the significance value is greater than 0.05 (> 0.05).
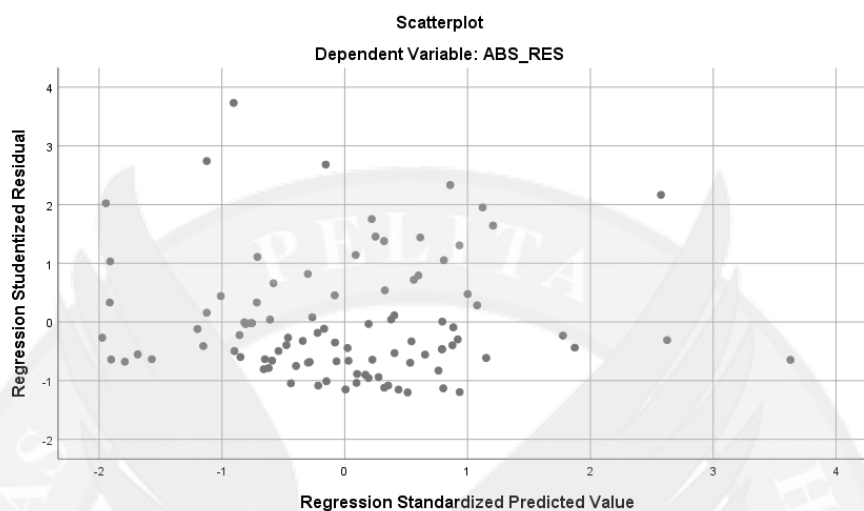
Figure 4.33 Scatterplot Graph
Source: Prepared by the Writer (SPSS, 2024)

Figure 4.3 shows that the data points are randomly scattered and evenly distributed both above and below the 0 line on the Y-axis. This pattern shows that there is no clear sign of heteroscedasticity in the regression mode.

Table 4.48 Glejser Test of Heteroscedasticity Test

Coefficients[a]

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
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

Source: Prepared by the Writer (SPSS, 2024)

Table 4.48 shows that the significance values for all independent variables are greater than 0.05 (> 0.05), which means that no heteroscedasticity in the

regression model. Specifically, the significant value for Café Atmosphere (X_1) is 0.399, Customer Satisfaction (X_2) is 0.138, and Social Media Marketing on Instagram (X_3) is 0.068. These values satisfy the decision-making criteria set for this research and show that the model is free from heteroscedasticity.

4.2.5 Multiple Linear Regression Test

In this research, the writer used multiple linear regression analysis to examine the relationships between multiple independent variables and a dependent variable. This approach utilizes a mathematical equation to forecast outcomes, incorporating constants and regression coefficients to ascertain the direction of the relationship, whether positive or negative.

Table 4.49 Multiple Linear Regression Test

Coefficients^a

Model		Unstandardized Coefficients B	Unstandardized Coefficients 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

Source: Prepared by the Writer (SPSS, 2024)

The regression equation results are:

$$Y = -4.179 + 0.104 \, X1 + 0.461 \, X2 + 0.231 \, X3$$

Explanation:

a. The constant value of -4.179 shows that when the independent variable, Café Atmosphere (X_1), Customer Satisfaction (X_2), and Social media Marketing on

Instagram (X_3) are all set to zero, the dependent variable, Purchasing Intention (Y), would be at -4.179.

b. The regression coefficient for Café Atmosphere (X_1) is 0.104, showing that a 1-level increase in café atmosphere will result in a 0.104 increase in Purchasing Intention (Y).

c. The regression coefficient for Customer Satisfaction (X_2) is 0.461, meaning that for every 1-level increase in customer satisfaction, the Purchasing Intention (Y) will increase by 0.461.

d. The regression coefficient for Social Media Marketing on Instagram (X_3) is 0.231, meaning that a 1-level increase in social media marketing on Instagram will lead to a 0.231 increase in Purchasing Intention (Y).

4.2.6   Coefficient of Determination Test

The Coefficient of Determination test is used to assess how effectively the independent variables explain the variance in the dependent variable by analyzing the value of the determination coefficient (R^2). This value ranges between 0 and 1 ($0 < R^2 < 1$), where if the value closer to 1 shows a stronger relationship between the variables. A higher R^2 suggests that the model is better at predicting outcomes, while a lower value shows weaker predictive power and less influence from the independent variables.

Table 4.50 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

Source: Prepared by the Writer (SPSS, 2024)

Table 4.50 shows that the coefficient of determination is 0.841 or 84.1% which is considered a strong relationship between the variables, as the value is close to 1. This shows that 84.1% of the variance in purchasing intention at Nakama Brew Guru Patimpus is explained by the independent variables, namely café atmosphere, customer satisfaction, and social media marketing on Instagram. The remaining 15.9% indicates that other factors, not covered in this research, contribute to influencing purchasing intention.

4.2.7   Hypothesis Test

4.2.7.1 T-test

T-test is used to examine the relationship between variables, assessing whether the independent variable significantly affects the dependent variable.

Table 4.51 T-test

Coefficients^a

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
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

Source: Prepared by the Writer (SPSS, 2024)

The following is the explanation of the t-test results:

a. Hypothesis 1: The Influence of Café Atmosphere Towards Purchasing Intention.

The t-test result for Café Atmosphere (X_1) is 0.026, which is less than 0.05. This shows that the Café Atmosphere significantly influences Purchasing Intention (Y). With a t-count of 2.260 compared to a t-table value of 1.985, it means that the value of the t-count exceeds the t-table value. Therefore, it can be concluded that Café Atmosphere (X_1) positively affects customers' Purchasing Intention (Y).

b. Hypothesis 2: The Influence of Customer Satisfaction Towards Purchasing Intention

The t-test result for Customer Satisfaction (X_2) is 0.000, which is less than 0.05. This shows that Customer Satisfaction significantly influences Purchasing Intention (Y). With a t-count of 10.878 compared to a t-table value of 1.984, it means that the t-count exceeds the t-table value. Therefore, it can be concluded that Customer Satisfaction (X_2) positively affects customers' Purchasing Intention (Y).

c. Hypothesis 3: The Influence of Social Media Marketing on Instagram Towards Purchasing Intention

The t-test result for Social Media Marketing on Instagram (X_3) is 0.000, which is less than 0.05. This shows that Social Media Marketing on Instagram significantly influences Purchasing Intention (Y). With a t-count of 5.261 compared to a t-table value of 1.984, it means that the t-count exceeds the t-

table value. Therefore, it can be concluded that Social Media Marketing on Instagram (X_3) positively affects customers' Purchasing Intention (Y).

4.2.7.2 F-test

The F-test is used to assess whether all independent variables simultaneously affect the dependent variable.

Table 4.52 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

Source: Prepared by the Writer (SPSS, 2024)

Table 4.52 shows that the F count value is 170.851, which is more than 2.70, which means that the f-count exceeds the f-table value. In addition, the significance value of 0.000 is significantly lower than 0.05. Therefore, it can be concluded that H04 is rejected and Ha4 is accepted, which means that Café Atmosphere (X_1), Customer Satisfaction (X_2), and Social Media Marketing on Instagram (X_3) significantly influence Purchasing Intention (Y) at Nakama Brew Guru Patimpus.

4.2.8 Discussion

The result of this study shows that Café Atmosphere (X_1) positively influences Purchasing Intention (Y), its impact is less significant compared to customer satisfaction and social media marketing. This contrasts with the findings of Adnan (2020), who reported a stronger influence of café atmosphere on customer

satisfaction, suggesting that contextual factors, such as location and target audience, may influence this relationship.

The results of this study show that Customer Satisfaction (X_2) is the most influential variable towards Purchasing Intention (Y), aligning with the findings of Mahmud et al. (2022). However, unlike the earlier study which focused on broad satisfaction metrics, this research provides a more detailed analysis of encounter satisfaction and future expectations, emphasizing their critical role in fostering loyalty.

The results of this study show that Social Media Marketing on Instagram (X_3) has a significant influence on Purchasing Intention (Y) at Nakama Brew Guru Patimpus Medan. This finding aligns with the results of Mahmud et al. (2022), who found that creativity and store atmosphere, complemented by well-implemented social media strategies, could drive consumer interest. However, this study provides a more nuanced understanding by focusing specifically on Instagram and its indicators, advantageous campaigns, relevant content, up-to-date content, and content popularity.

The demographic data collected indicated that 66 of the respondents were female and 31 of the respondents were male. The majority 62 respondents were within the 21-25 age range, followed by 16 respondents within the 26-30 age, 13 respondents within the 31 years and above, and the least 6 respondents within the 20 years and below. This indicates that Nakama Brew attracts more attention from young customers. This indicates that Nakama Brew attracts more attention from

young customers. The occupation data revealed that over half of the respondents, 50 were students, followed by 42 private employees and 5 businessmen.

All variables, Café Atmosphere (X_1), Customer Satisfaction (X_2), Social Media Marketing on Instagram (X_3), and Purchasing Intention (Y), passed the validity and reliability tests. Cronbach's Alpha values for each variable exceeded 0.6, indicating that the data collection instruments were consistent and reliable. This indicates that the measurement tools used in this research were appropriate, ensuring that the research is dependable for decision-making.

The normality test was conducted using the Kolmogorov-Smirnov method, resulting in a significance level of 0.148, which is greater than 0.05. The Normal P-Plot results are also distributed close to the diagonal line. This indicates that the data follows a normal distribution. Normal distribution of data is crucial for the accuracy of further statistical analysis, ensuring that the results are not biased due to abnormal data.

The multicollinearity test results showed that all Variance Inflation Factor (VIF) values were below 10, with tolerance values greater than 0.1, indicating that multicollinearity was not a concern in this research. This means that the independent variables, Café Atmosphere (X_1), Customer Satisfaction (X_2), and Social Media Marketing on Instagram (X_3) were not highly correlated.

The heteroscedasticity was tested using both a scatterplot and the Glejser test. The scatterplot showed a random distribution of data points around the Y-axis, and the Glejser test produced significance values greater than 0.05 for all variables,

Café Atmosphere (X_1), Customer Satisfaction (X_2), and Social Media Marketing on Instagram (X_3), indicating that there is no heteroscedasticity in this research.

The multiple linear regression analysis revealed that all independent variables, Café Atmosphere (X_1), Customer Satisfaction (X_2), and Social Media Marketing on Instagram (X_3), significantly influenced Purchasing Intention (Y), The regression coefficients indicated that customer satisfaction had the largest positive impact (0.461), followed by social media marketing on Instagram (0.231) and café atmosphere (0.104) and performed Y = -4.179 + 0.104 X1 + 0.461 X2 + 0.231 X3.

The coefficient of determination (R^2) was 0.841, indicating that 84.1% of the variance in purchasing intention was explained by the independent variables. This high R^2 value suggests a strong relationship between the independent variable, Café Atmosphere (X_1), Customer Satisfaction (X_2), and Social Media Marketing on Instagram (X_3), and the dependent variable, Purchasing Intention (Y). However, 15.9% of the variance remains unexplained, indicating that other factors outside the scope of this research also contribute to Purchasing Intention (Y).

The t-test results demonstrated that each independent variable had a significant individual effect on Purchasing Intention (Y). Customer Satisfaction (X_2) had the highest t-value, 10.878, followed by Social Media Marketing on Instagram (X_3), 5.261, and Café Atmosphere (X_1), 2.260, all of which had p-values below 0.05. This indicates that improving any of these factors will likely increase purchasing intention.

The F-test result is a value of 170.851, significantly greater than the critical F value, with a p-value of 0.000, indicating that the combination of Café Atmosphere (X_1), Customer Satisfaction (X_2), and Social Media Marketing on Instagram (X_3) significantly affects Purchasing Intention (Y). This confirms that the independent variables, when considered together, strongly influence purchasing intention.