THE INFLUENCE OF SOCIAL MEDIA, PRODUCT QUALITY AND ATMOSPHERE STORE ON PURCHASE DECISIONS (CASE STUDY ON CONSUMERS IN THE WINGSTOP CITYWALK RESTAURANT)

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Abstract - *This study, aims to determine the effect of Social Media, Product Quality, and Store Atmoshphere on Purchasing Decisions (case studies at citywalk Wingstop restaurant consumers).*

The population of this research is all consumers who have consumed food at the Citywalk Wingstop restaurant. The research sample of 96 respondents. The strategy used in this study is an associative research strategy with a purposive sampling research method. Statistical analysis of the data used is the coefficient of determination and hypothesis testing.

The results showed that social media partially had a significant effect on purchasing decisions. Product quality has a significant effect on purchasing decisions partially.

Store Atmosphere partially has a significant effect on purchasing decisions. Simultaneously there is a significant influence between Social Media, Product Quality, and Store Atmosphere on consumer purchasing decisions on consumers of Citywalk Wingstop restaurants..
Keywords: Social Media, Product Quality, Store Atmosphere, and Purchasing Decisions

Abstrak– Penelitian ini bertujuan untuk mengetahui pengaruh Media Sosial, Kualitas Produk, dan *Store Atmoshphere* terhadap Keputusan Pembelian (studi kasus pada konsumen restoran Wingstop Citywalk). Populasi penelitian ini adalah semua konsumen yang sudah mengkonsumsi makanan di restoran Wingstop citywalk. Sampel penelitian sebanyak 96 responden. Strategi yang digunakan dalam penelitian ini adalah strategi penelitian asosiatif dengan metode penelitian *purposive sampling*. Analisis statistik data yang digunakan adalah uji koefisien determinasi dan uji hipotesis.
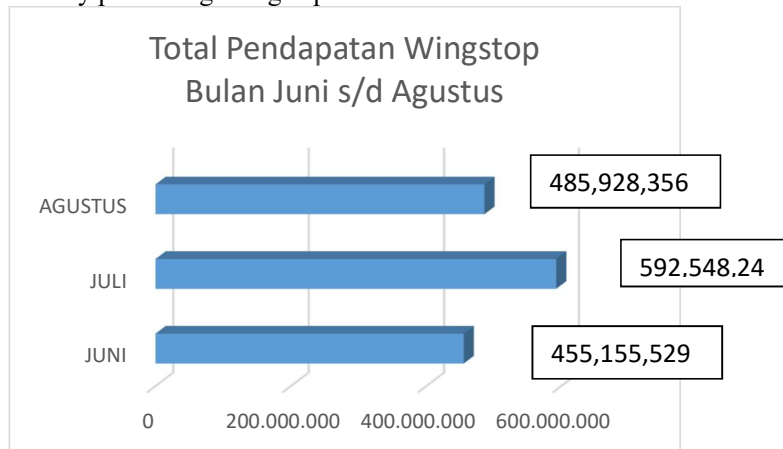
Hasil penelitian menunjukan bahwa media sosial secara parsial berpengaruh signifikan terhadap keputusan pembelian. Kualitas produk secara parsial berpengaruh signifikan terhadap keputusan pembelian. *Store Atmosphere* secara parsial berpengaruh signifikan terhadap keputusan pembelian. Secara simultan terdapat pengaruh signifikan antara Media Sosial, Kualitas Produk, dan *Store Atmosphere* terhadap keputusan pembelian konsumen pada restoran Wingstop Citywalk.
Kata kunci : Media Sosial, Kualitas Produk, Store Atmosphere, dan Keputusan Pembelian

I.   PRELIMINARY

The current era of globalization, marketing continues to develop and change, from conventional marketing concepts to modern marketing concepts. Phenomena such as the increasing number of competitors, the sophistication of technology, and the increasing education about marketing that is fast spurring marketers to be more creative in marketing their products. The restaurant industry business is a business opportunity at this time, the large population and high population growth of Indonesia constitute a large market share. The growth of the food business in Indonesia is growing, as evidenced by the increasing number of restaurants with various concepts. Thus, the level of competition is also getting higher.

PT Mega Mahadana Hadiya (mahadya), a business unit of PT Tiara Marga Trakindo, started its sub-holding PT Wiryamanta Sadina to expand its business expansion in the retail market by presenting Wingstop in Indonesia.

Total Pendapatan Wingstop Bulan Juni s/d Agustus

Month	Value
AGUSTUS	485,928,356
JULI	592.548.24
JUNI	455,155,529

Based on the data above, it can be seen that from June to July it increased to 592,548,240 in company revenue for one month, although in August it decreased from 592,548,240 per month to 485,928,356.

Previously, Wingstop has more than 600 restaurants, both in the United States and other countries such as Mexico, Russia, Singapore and the Philippines. As the name implies, the menu served at the wingstop is chicken wings. Wingstop sells chicken wings with a variety of flavors that are rarely found in similarly attractive restaurants. Wingstop provides free refill soda and provides free wifi for its consumers and the interior design is also made as attractive as possible so that consumers can eat comfortably. Based on the background described above, the authors are interested in researching and lifting the title "The influence of social media, price perceptions and store atmosphere on purchasing decisions (a case study of consumers at the citywalk wingstop restaurant)

1.1.   Formulation of the problem
The problems identified in this study are as follows:
1. Does social media influence purchasing decisions at wing-stop restaurants?
2. Does product quality affect purchasing decisions at wing-stop restaurants?
3. Does the store atmosphere influence purchasing decisions at a wing-stop restaurant?
4. Do social media, product quality, and store atmosphere jointly influence the purchase decision of a wing-stop restaurant?

1.2.   Research purposes
From the scope of the problems listed above, this research aims to determine:
1. This is to determine the influence of social media on purchasing decisions at wing-stop restaurants

2. To determine the effect of product quality on purchasing decisions at wing-stop restaurants
3. To determine the effect of store atmosphere on purchasing decisions at wing-stop restaurants
4. To determine the effect of social media, product quality, and store atmosphere together on purchasing decisions at wing-stop restaurants

II. LITERATURE REVIEW

2.1. Marketing

According to Hasan (2013: 4), Marketing is the process of identifying, creating and communicating value, and maintaining satisfying customer relationships to maximize company profits. Mullins and Walker, (2013: 5), stated, Marketing is a social process that involves activities that are needed to activate individuals and organizations to get what they need and want through exchanging with others and developing sustainable exchange relationships. Meanwhile, Kotler and Armstrong (2014: 27) state that marketing is a process by which companies create value for customers and build strong relationships with customers, with the aim of capturing the value of customers in return.

2.2. Social media

Social media is media that consists of three parts, namely: Information infrastructure and tools used to produce and distribute media content, Media content can be personal messages, news, ideas, and cultural products in digital form. and consuming media content in digital form are individuals, organizations, and industries, Howard and Parks (2012).Media is a means of communication channels. Media comes from Latin and is the plural form of the word "medium" which literally means "intermediary", namely an intermediary between the message source (a source) and the message receiver (a reciver). Heincih gave an example of this media such as film, television, diagrams, even printed materials, computers, and instructors, Henicih (2013: 169).. Social media is an Internet-based media that allows users the opportunity to interact and present themselves, either immediately or postponed, with a broad audience or not, which encourages the value of user generated content and perceptions of interaction with others Carr and Hayes (2015).

2.3. Product quality

The notion of product quality has the core of efforts to meet customer needs and desires which aim to balance customer expectations. Product quality is the ability of a product to function, this includes overall durability, reliability, accuracy, ease of operation, and product reparations, as well as other product attributes, Kotler and Armstrong (2014: 11). Product quality is the ability of an item to provide results or performance that is appropriate and even exceeds what the customer wants, Kotler and Keller (2016: 164). Meanwhile, Mowen (2012: 61) states that product quality is an overall evaluation process to customers for improving the performance of a product

2.4. *Store Atmosphere*

Atmosphere is designing an environment through visual communication, lighting, color, tables, and smell to stimulate perceptions and emotions from customers and ultimately to influence their buying behavior, Levy & Weitz (2014: 507). Meanwhile, according to Christina Whidya Utami (2014: 255) "Store atmosphere is a combination of physical characteristics of the store such as architecture, layout, lighting, display, color, temperature, music, aroma which will create an overall image in the minds of consumers"

2.5. Buying decision

The purchase decision is a process where consumers recognize the problem, seek information about a particular product or brand and evaluate how well each of these

alternatives can solve the problem, which then leads to a purchase decision, Tjiptono (2014: 21). Meanwhile, according to Kotler and Keller (2012: 227), the purchasing decision process is a process where consumers go through five stages, namely problem recognition, information seeking, evaluation, purchase decisions, and post-purchase behavior, which begin long before the actual purchase is made and has an impact. long after that

2.6.   The relationship between variables
2.6.1.   The Influence of Social Media on Purchasing Decisions.

Kotler and Keller (2016: 642) define social media as a tool or a way for consumers to share information in the form of text, images, audio and video with other people and companies or vice versa.

In a journal written by Ekasari (2014), the indicators used in this study are relationship, communication, post-purchase interaction, information format.

These results support the theory put forward by Gunelius (2011: 59-62) that interesting content creation becomes the basis for a strategy in conducting social media marketing and must represent the personality of a business so that it can be trusted by target consumers. Content Creation is one of the elements of Social Media Marketing Gunelius (2011: 57).

The results of research conducted by Arief (2015) and Iblasi (2016) have the same concept, namely Social Media Marketing but use different variables so that no one uses Content Creation as their research variable.

The results of this study support research conducted by Hardey (2011) which shows that consumer purchasing decisions will be influenced by content creations made by well-known sources and content creations as a marketing strategy through social media.

2.6.2.   The Influence of Store Atmosphere on Purchasing Decisions

*Store Atmosphere*influence the emotional state of the buyer that causes or influences the purchase. The emotional state will create two dominant feelings, namely feeling happy and arousing desire. Through the store atmosphere, retailers provide information about the goods offered, the prices offered and the quality and variety of goods to consumers

Fredy Sugima, et al (2015) in their research stated that the four store atmosphere variables consisting of general exterior, general interior, store layout and interior display have a positive and significant effect on purchasing decisions at Sanctuary. Of the four store atmosphere variables, the interior display variable is the variable with the most significant influence.

Rianti Pratiwi (2010) This shows that t count is greater than t table, which means that there is a significant influence between store atmosphere on consumer purchasing decisions. Thus the hypothesis proposed, namely Store atmosphere has a positive effect on consumer purchasing decisions can be accepted.

2.6.3.   Effect of Product Quality on Purchasing Decisions

Product quality is an action taken by a company to win the competition in the market by determining a set of meaningful differences in the product or service offered to differentiate the company's product from its competitors' products, so that consumers can see or perceive that quality product has added value. expected by consumers.

Giordo Permadi Putra et al (2017) stated that based on the results of the study, it is hoped that Telkomsel as the owner of the Campus Data Package will maintain and improve the quality of the Campus Data Package products that have been formed, in particular making the quality of products that have low scores in this study even better.

2.7.   Hypothesis Development
H1:   It is suspected that there is an influence of social media on purchasing decisions at

the Wingstop restaurant

H2: It is suspected that there is an influence of Product Quality on Purchasing Decisions at the Wingstop restaurant

H3: It is suspected that there is an influence *Store atmosphere* against a purchase decision at a Wingstop restaurant

H4: It is suspected that there is an influence of Social Media, Product Quality, *Store Atmosphere* against the Purchase Decision at the Wingstop restaurant

2.8. Research Conceptual Framework

The variables used in this study consisted of three independent variables (independent variables), namely Social Media, Product Quality, and Store Atmosphere. One dependent variable (dependent variable), namely the purchase decision.

Figure 2.2. Framework
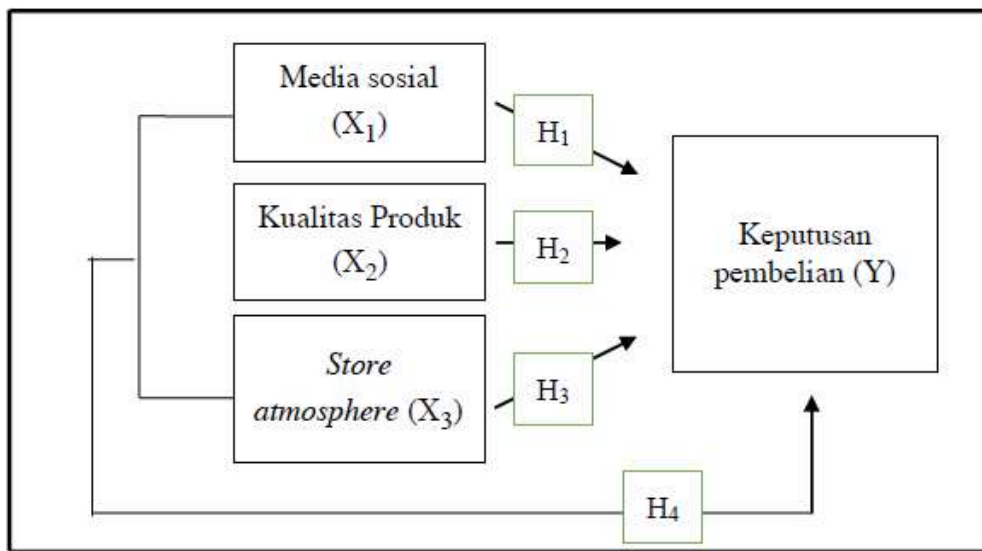
III. RESEARCH METHOD

3.1. Research Strategy

This research is an associative research. While the understanding of associative is research that aims to determine the relationship between two or more variables. The formulation of the problem is stated in the question sentence, then the researcher uses the theory to answer it Sugiyono, (2014: 55). Sugiyono (2014: 23), states that "The research design must be specific, clear and detailed, determined steadily from the start, become a step-by-step guide". The research design connects the variable X and variable Y. This research consists of four variables, the independent variable (X) social media (X1), product quality (X2), store atmosphere (X3) and the dependent variable (Y), namely the purchase decision.Thus it can be seen how closely the influence of the relationship between variable X on variable Y

3.2. Population and Sample Research

According to Sugiyono (2017: 80) population is a generalization area consisting of objects / subjects that have certain qualities and characteristics that are determined by researchers to be studied and then draw conclusions. In this study, the population used is*all the number of wingstop customers who are not known* and already consuming food at the Wingstop restaurant, Citywalk branch Jl. Kh mansyur rubber tengsin Central Jakarta.

Determination of the number of samples used in this study is determined using the Moe formula as follows, with a large and unknown population. (Arikunto, 2013: 49)

$$n = \frac{z^2}{4(Moe)^2} \ldots\ldots\ldots\ldots\ldots\ldots\ldots\ldots\ldots\ldots\ldots\ldots\ldots .. \ldots (3.1)$$

$$n = \frac{(1,96)^2}{4(0,1)^2}$$

$$= 96.04$$

Information :

N   =   Number of Samples

Z   =   The level of confidence required in the sample study is 95% then

Z   = 1.96

Moe   =   Margin of error, which is the maximum error ratetolerable, 10% specified.

From the calculation results, the sample obtained is 96 respondents, this is because the greater the error rate, the smaller the number of samples needed and vice versa, the smaller the error rate, the greater the number of sample members needed as a data source (Sugiyono, 2016: 24)

3.3.   Data analysis method
3.3.1.   Data processing

Data processing carried out in this study is using SPSS (Statistical Program for Social Scinences) 25.0. This is done so that statistical data processing can be done quickly and correctly and with the hope that a large error rate does not occur.

3.3.2.   Presentation of Data

After the data is processed, the results or outputs from the operations of multiplication, addition, division, rooting, assignment, and subtraction are obtained. The results of data processing will be presented in tabular form, so that they can be read easily and can be quickly understood.

3.3.3.   Data Stastic Analysis

Statistical analysis methods can be selected and adapted to the research objectives. Data analysis used in this research is the coefficient of determination (partial and multiple) and hypothesis testing (partial and simultaneous).

1. Coefficient of Determination

    According to Ghozali (2016), the determination coefficient test aims to measure how far the model's ability to explain variations in the dependent variable. The coefficient of determination is between zero and one. The small value (R2) indicates that the ability of the independent variables to explain the dependent variable is very limited.

    The coefficient of determination serves to determine the percentage of the influence of the independent variable on the dependent variable. In use, the coefficient of determination (KD) is expressed in (%).

    To measure the influence of the independent variable (independent) on the dependent variable partially or multiple, the coefficient of determination (KD) will be used with the formula:

    a. The coefficient of determination of partial X1 to Y (X2 and X3 are constant)

        $KD_{1.23} = ry1.23^2 \times 100\%$

    b. The coefficient of determination of partial X2 against Y (X1 and X3 are constant)

KD2.13 = ry2.13^{2}x100%

c. The coefficient of determination of partial X3 against Y (X1 and X2 are constant)

KD3.12 = ry3.12^{2}x100%

d. The multiple coefficient of determination X1, X2 and X3 with respect to Y

KD123 = ry123^{2}x100%

2. Hypothesis test

a. Partial Hypothesis Testing (t test)

The steps for testing the hypotheses partially are as follows:

1) Formulate a hypothesis

a) Effect of X1 (Social Media) on Y (Purchase Decision)

Ho: ρy1.23 = 0

Social Media variables do not have a positive and significant effect on purchasing decisions

Ha: ρy1.23 ≠ 0

Social Media variables have a positive and significant effect on purchasing decisions

b) Effect of X2 (Product Quality) on Y (Purchase Decision)

Ho: ρy2.13 = 0

The product quality variable does not have a positive and significant effect on purchasing decisions

Ha: ρy2.13 ≠ 0

Product quality variables have a positive and significant effect on purchasing decisions

c) Effect of X3 (Store Atmposphere) on Y (Purchase Decision)

Ho: ρy3.12 = 0

Store atmosphere variable does not have a positive and significant effect on purchasing decisions

Ha: ρy3.12 ≠ 0

Store atmosphere variable has a positive and significant effect on purchasing decisions

2) Determine the real level (α) of 5% (0.05)

3) Testing criteria

Ho is rejected, if Significance t <0.05

Ho is accepted if Significance t> 0.05

4) Calculating the significance value t obtained by computerized calculations using the SPSS program.

5) Conclusion

If Ho is accepted, then this means that the effect of the independent variable partially on the dependent variable is considered to have no effect. Meanwhile, Ho's rejection shows that there is an effect of the independent variable partially on a dependent variable.

3. Simultaneous Hypothesis Testing (Test F)

a. Formulating Hypotheses

Ho: ρy1.2.3 = 0

Social Media, Product Quality, and Store Atmosphere variables do not have a positive and significant effect on purchasing decisions

Ha: ρy1.2.3 ≠ 0

Social Media, Product Quality, and Store Atmosphere variables have a positive and significant effect on purchasing decisions

b. Determine the real level (α) of 5% (0.05)

c. Testing Criteria

Ho is rejected, if Significance F <0.05
Ho is accepted if Significance F> 0.05

    d. Calculating the value of significance F is obtained by computerized calculations using the SPSS program

    e. Conclusion

If the results of testing the hypothesis Ho is rejected and Ha is accepted, it means that there is a significant effect between the independent variables (X) together on the dependent variable (Y), while Ho is accepted and Ha is rejected, it means that there is no significant effect between the independent variables (X) jointly on the dependent variable (Y)

There are several guidelines for providing interpretation of the correlation coefficient (Sugiyono, 2017: 231), as follows:

Guidelines for providing information on interpretation of the correlation coefficient

Coefficient Interval	Relationship Level
0.000 - 0.199	Very low
0.200 - 0.399	Low
0.400 - 0.599	Moderate
0.600 - 0.799	Strong
0.800 - 1,000	Very strong

IV.   RESULTS AND DISCUSSION

4.1.   Description of Research Object

Wingstop Indonesia was founded in 2014 and a part of PT Mega Mahadana Hadiya (mahadya), a business unit of PT Tiara Marga Trakindo, started its sub-holding PT Wiryamanta Sadina to expand its business expansion in the retail market by presenting Wingstop in Indonesia.

Wingstop restaurant is the number 1 chicken wings in the United States which was officially opened on Monday, June 16, 2014 at Kota Kasablanka, Jakarta. Had the standard fried chicken wings main course. This restaurant, which was founded by Antonio Swad on January 1, 1994 in Texas, has its own differences compared to other fast food restaurants, Wingstop has sauces and spices available in 9 flavors in American culinary culture called Buffalo Wings which also elevates the concept of fast casual. Fast casual is a new concept in the world of F&B, which is a combination of the concept of fast food restaurant and casual restaurant. The way of serving is "freshly made", meaning that a new dish will be prepared when ordered. Wingstop never keeps chicken in a warmer or microwaves chicken food. thus customers can enjoy the best chicken delicacy. The restaurant design adapts to the fast casual concept, at the top of the restaurant counter there is a menu board like in a fast food restaurant, but for the interior decoration of the dining room, this restaurant applies 25 industrial styles to the restaurant ceiling and presents a pop casual feel to the walls and furniture.

Previously, Wingstop has more than 600 restaurants, both in the United States and other countries such as Mexico, Russia, Singapore and the Philippines.

4.2.   Respondent Description

The following is data on respondents in research that has been carried out and obtained through questionnaires distributed to 96 respondents. First, what is done is to know the description of the respondent's identity which includes gender, age, occupation, and income:

1. Respondents Based on Gender

Table 4.1.   Profile Characteristics of Respondents Based on Gender

Gender	amount	Percentage (%)
Male	40	42%
Women	56	58%
Total	96	100%

Source: Data processed (2020)

Based on Table 4.1 it can be seen that of the 96 respondents who have been researched based on the respondent profile based on gender, it can be seen that the respondents who buy the most food at the Wingstop restaurant are women as many as 56 respondents with a percentage of 58%, while male respondents are 40 respondents with a percentage of 42%.

2. Respondents by Age Level

Table 4.2.   Profile of Respondents by Age Level

Age	amount	Percentage%
≥ 18 years	9	9%
19-25 years	74	77%
26 - 35 years	13	14%
36 - 45 years	0	0
amount	96	100%

Source: Data processed (2020)

Based on Table 4.2 above, it can be seen that of the 96 respondents who have been researched based on age characteristics, the respondents who buy more food at the Wingstop restaurant are 19-25 years old as many as 74 respondents with a percentage of 77%, while those aged ≥ 18 years are 9 respondents with a percentage of 9%, followed by those aged 26-35 years as many as 13 respondents with a percentage of 14% and those aged 36-45 years as many as 0 respondents with a percentage of 0%.

3. Respondents by Type of Work

Table 4.3.   Profile Respondents by Type of Work

Type of work	amount	Percentage (%)
College student	44	46%
Employees	46	48%
Government employees	0	0%
Housewife	1	1%
entrepreneur	2	2%
Freelancers	3	3%
amount	96	100%

Source: Data processed (2020)

Based on Table 4.3. above, it can be seen that of the 96 respondents who have been researched based on the type of work, respondents who buy more food at the

Wingstop restaurant are employees as many as 46 respondents with a percentage of 48%, while students are 44 respondents with a percentage of 46%, which is followed by # of freelancers as many as respondents with a percentage of 3%, as well as with self-employed 2 respondents with a percentage of 2%, and the latter followed by civil servants as many as 0 respondents with a percentage of 0%.

4. Respondents Based on Income Level

Table 4.4. Profile of Respondents Based on Opinion Levels

Income	amount	Percentage
<2 million	3	3%
2 million - <3 million	2	2%
3 million - <5 million	45	47%
> 5 million	46	48%
amount	96	100%

Source: Data processed (2020)

Based on Table 4.4 above, it can be seen that of the 96 respondents who have been researched based on income characteristics, the respondents who buy more food at the Wingstop restaurant are the income Rp.> 5,000,000.00 as many as 46 respondents with a percentage of 48%, then Rp. 3,000,000 - <Rp. 5,000,000.00 as many as 45 respondents with a percentage of 47%, income <Rp. 2,000,000.00 by 3 respondents with a percentage of 3%, and income of Rp.2,000,000.00 - <Rp.3,000 .000.00 as many as 2 respondents with a percentage of 2%.

5. Respondents Based on Been to Wingstop Restaurant

Table 4.5. Respondent profile based on who had been to Wingstop

Who've been to Wingstop	amount	Percentage
Yes	65	68
Not	31	32
amount	96	100%

Source: Data processed (2020)

Based on Table 4.5 above, it can be seen that there are as many as 65 respondents who have visited the Wingstop restaurant with a percentage of 68%, while those who have never visited the Wingstop restaurant are 31 respondents with a percentage of 32% of the respondents.

4.3. Results of Research Instruments
4.3.1. Validity test

According to Sugiyono (2013) a questionnaire or research instrument is said to be valid for research if it has a validity value (rcount) of 0.30 or more, so that the factor is a strong construct or has good construction validity, and vice versa if the validity value is less than 0 , 30 research instruments were said to be invalid.

1. Social Media Validity Test (X1)

The validity test was calculated using the SPSS 25.0 program. The following are the results of data processing for the Social Media instrument statement (X1) which consists of 4 statements, in table 4.5 as follows:

Table 4.5 Validity of the Instrument per item of Social Media variables (X1)

Statement Number	rhitung	critical	Decision
1	0.841	0.30	Valid
2	0.862	0.30	Valid
3	0.846	0.30	Valid
4	0.872	0.30	Valid

Source: Data processed (2020)

From the data obtained and shown in Table 4.5 the results of the Social Media variable (X1), all statements have a value of rcount> 0.30, so the data can be said to be valid and can be used in this study.

2. Validity Test of Product Quality Variables (X2)

The validity test was calculated using the SPSS 25.0 program. The following are the results of data processing for the Product Quality instrument statement (X2) which consists of 12 statements, in table 4.6 as follows:

Table 4.6 Validity of the instrument per item variable Product Quality (X2)

Statement Number	rhitung	critical	Decision
1	0.814	0.30	Valid
2	0.848	0.30	Valid
3	0.846	0.30	Valid
Statement Number	rhitung	critical	Decision
4	0.838	0.30	Valid
5	0.839	0.30	Valid
6	0.900	0.30	Valid
7	0.894	0.30	Valid
8	0.740	0.30	Valid
9	0.810	0.30	Valid
10	0.827	0.30	Valid
11	0.778	0.30	Valid
12	0.836	0.30	Valid

Source: processed data (2020)

From the data obtained and shown in table 4.6 the results of the variable product quality (X2) all statements have a value of rcount> 0.30, so the data can be said to be valid and can be used in this study.

3. Validity Test of Store Atmosphere Variables (X3)

The validity test was calculated using the SPSS 25.0 program. The following are the results of data processing for the Store Atmosphere (X3) statement which consists of 4 statements, in table 4.7 as follows:

Table 4.7 Instrument validity per variable item (X3)

Statement number	rhitung	critical	Decision
1	0.854	0.30	Valid

2	0.927	0.30	Valid
3	0.825	0.30	Valid
4	0.813	0.30	Valid

Source: Data processed (2020)

From the data obtained and shown in table 4.7 the results of the Store Atmoshphere (X3) variable, all statements have a value of rcount> 0.30, so the data can be said to be valid and can be used in this study.

4. Purchase Decision Validity Test (Y)

The validity test was calculated using the SPSS 25.0 program. The following are the results of data processing for the Purchasing Decision instrument statement (Y) which consists of 7 statements, in table 4.8 as follows:

Table 4.8   Purchase Decision Validity

Statement Number	rhitung	critical	Decision
1	0.870	0.30	Valid
2	0.841	0.30	Valid
3	0.846	0.30	Valid
4	0.833	0.30	Valid
5	0.862	0.30	Valid
6	0.853	0.30	Valid
7	0.798	0.30	Valid

Source: Data processed (2020)

From the data obtained and shown in table 4.8 the results of the Purchase Decision variable (Y) all statements have a value of rcount> 0.30, so the data can be said to be valid and can be used in this study.

4.3.2. Reliability Test

By using the data from the validity test above, the next step is to test the reliability using the SPSS 25.0 application. The summary of reliability test results can be presented in the table below.

Table 4.9 Social Media Variable Instrument Reliability Test Results (X1)

Reliability Statistics

Cronbach's Alpha	N of Items
.876	4

Source: Data processed (2020)

The table above shows that the data from the questionnaire answers to 4 statement items that represent Social Media (X1) are said to be reliable. This is evidenced by the Cronbach Alpha value of 0.876, where the value exceeds 0.60.

Table 4.10 Product Quality Instrument Reliability Test Results (X2)

Reliability Statistics

Cronbach's Alpha	N of Items
.959	12

Source: Data processed (2020)

The table above shows that the data from the questionnaire answers to 12 statement items that represent Product Quality (X2) are said to be reliable. This is evidenced by the Cronbach Alpha value of 0.959, where the value exceeds 0.60.

Table 4.11 Store Atmosphere Reliability Test Results (X3)

Reliability Statistics

Cronbach's Alpha	N of Items
.862	4

Source: Data processed (2020)

The table above shows that the data from the results of the questionnaire answers to 4 statement items that represent promotion (X3) are said to be reliable. This is evidenced by the Cronbach Alpha value of 0.862, where this value has exceeded 0.60.

Table 4.12 Reliability Test Results of Purchasing Decision Instruments (Y)

Reliability Statistics

Cronbach's Alpha	N of Items
.932	7

Source: Data processed (2020)

The table above shows that the data from the questionnaire answers to 7 statement items that represent the Purchase Decision (Y) are said to be reliable. This is evidenced by the Cronbach Alpha value of 0.932, where the value exceeds 0.60.

4.4. Statistical Analysis of Data
4.4.1. Partial Hypothesis Test between X1 and Y

H1: It is suspected that there is an influence of Social Media on Purchasing Decisions in the Correlation Table between Social Media (X1) on Purchasing Decisions (Y)

Table 4.13 Partial Hypothesis Test between X1 and Y

Control Variables			Social media	Buying decision
Product Quality & Store Atmosphere	Social media	Correlation	1,000	.235
		Significance (2-tailed)	.	.022
		Df	0	92
	Buying decision	Correlation	.325	1,000
		Significance (2-tailed)	.001	.
		Df	96	0

From the results of data processing, the correlation coefficient between Social Media (X1) and Purchase Decision (Y) is 0.*235*. With α = 5% it can be shown that significant t (0.022) <0.05 so that Ho is rejected. It can be concluded that there is a partial relationship*low level* Between Social Media and Purchase Decisions at Wingstop Citywalk restaurants.

Furthermore, to measure the influence of Social Media (X1) on Purchasing Decisions (Y), the coefficient of determination is used, calculated as follows:

$$KD_{1,232} = ry1.232 \times 100\%$$

$$= 0.2352 \times 100\%$$
$$= 5.52\%$$

The coefficient of determination of 5.52% can be interpreted that 5.52% variability of Purchase Decisions (Y) is influenced by Social (X1), while 94.48% is influenced by other variables. These results are in linewith research conducted by Mimi Egriani, et al (2019).

4.4.2. Partial Hypothesis Test between X2 and Y

H2: It is suspected that there is an effect of Product Quality on Purchasing Decisions in the Correlation Table between Product Quality (X2) on Purchasing Decisions (Y)

Table 4.14 Parsian Hypothesis Test between X2 and Y

Control Variables			Product quality	Buying decision
Social Media & Store Atmosphere	Product quality	*Correlation*	1,000	.497
		Significance (2-tailed)	.	.000
		Df	0	92
	Buying decision	*Correlation*	.497	1,000
		Significance (2-tailed)	.000	.
		Df	92	0

From the results of data processing, the correlation coefficient between Product Quality (X2) and Purchase Decision (Y) is 0.*497*. With α = 5% it can be shown that significant t (0.022) <0.05 so that Ho is rejected. It can be concluded that partially there is a relationship*low level* between Product Quality and Purchase Decision at Wingstop Citywalk restaurant.

Furthermore, to measure the effect of Product Quality (X2) on Purchasing Decisions (Y), the coefficient of determination is used, calculated as follows:

$$KD2.132 = ry2.132 \times 100\%$$
$$= 0.4972 \times 100\%$$
$$= 24.70\%$$

The coefficient of determination can be interpreted that 24.70% of variability in Purchasing Decisions (Y) is influenced by Product Quality (X2), while 75.3% is influenced by other variables. Result This is in line with research conducted by Marchelyno (2014)

4.4.3. Partial Hypothesis Test between X3 and Y

H3: It is suspected that there is an influence of Store Atmosphere on Purchase Decisions in the Correlation Table between Store Atmosphere (X3) and Purchase Decisions (Y)

Table 4.15 Parsian Hypothesis Test between X3 and Y

Control Variables			Store Atmosphere	Buying decision
Social Medial & Product Quality	*Store Atmosphere*	*Correlation*	1,000	.375
		Significance (2-tailed)	.	.000
		Df	0	92
	Buying decision	*Correlation*	.375	1,000
		Significance (2-tailed)	.001	.
		Df	92	0

From the results of data processing, the correlation coefficient between Store Atmosphere (X3) and Purchase Decision (Y) is 0.*375*. With α = 5% it can be shown that significant t (0.357) <0.05 so that Ho is rejected. It can be concluded that partially there is a relationship*low level* between Store Atmosphere and Purchase Decisions at Wingstop Citywalk restaurants.

Furthermore, to measure the effect of Store Atmosphere (X3) on Purchase Decisions (Y), the coefficient of determination is used, calculated as follows:

$$KD3.122 = ry3.122 \times 100\%$$

$$= 0.3752 \times 100\%$$

$$= 14.06\%$$

The coefficient of determination of 14.06% can be interpreted that 14.06% of the variability of Purchase Decisions (Y) is influenced by the Store Atmosphere (X3), while 85.94% is influenced by other variables. These results are in line with research conducted by Cindy Juwita Desyana (2013).

4.4.4. Simultaneous Hypothesis Testing

H: 4 Social Media, Product Quality, and Store Atmosphere together influence the Purchase Decision.

Table 4.16 Simultaneous Hypothesis Test Results
Model Summary

| Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.909a	.825	.820	1,657

ANOVAa

Model		Sum of Squares	Df	Mean Square	F	Sig.
1	Regression	1193,987	3	397,996	145,005	.000b
	Residual	252,513	92	2,745		
	Total	1446,500	95			

Based on the table, it is obtained that the adjusted coefficient of determination (Adjusted R Square) is 0.820 and the coefficient is declared significant because of the significance F (0, 000a) <0.05. This shows that 82.0% of the variability of Purchasing Decisions is influenced by Social Media, Product Quality, and Store Atmosphere together.

From the results of calculations using SPSS version 25.0, a significant F value of 0.000 <0.05 was obtained (table 4.18). The conclusion is that the results of hypothesis testing H0 are rejected and Ha is accepted, meaning that there is a significant influence between the independent variable (X) together on the dependent variable (Y). So it is proven that simultaneously there is a significant influence between Social Media, Product quality, Store Atmosphere will have a significant impact on the increase and decrease in Purchasing Decisions.These results are in line with research conducted by Johanes Gerardo (2014).

Figure 2.2 Framework
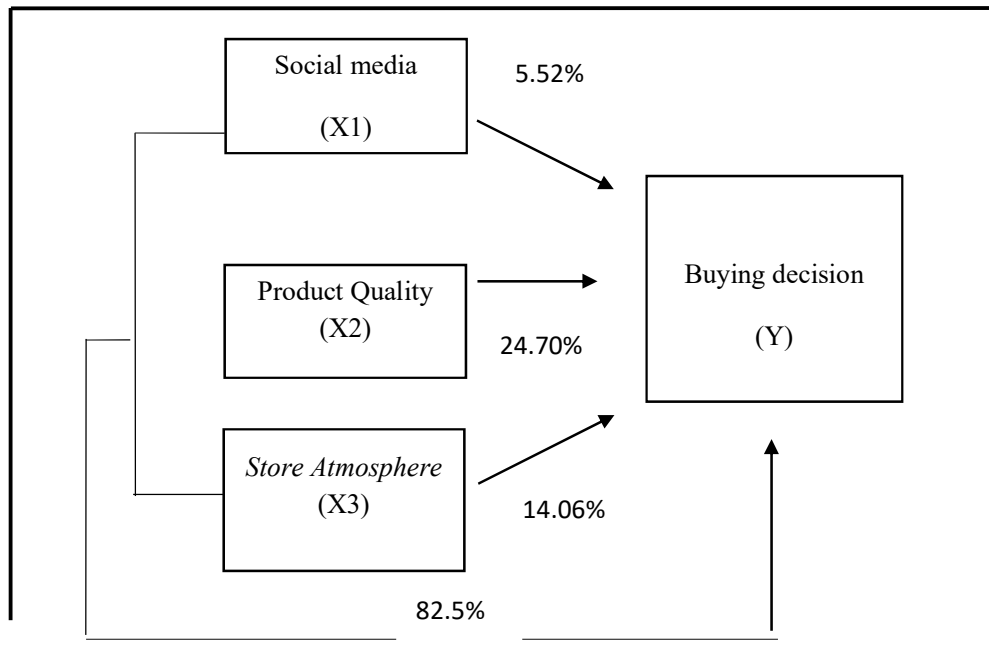
4.5. Research Findings
4.5.1. The influence of social media on purchasing decisions

Based on the results of data processing (table 4.17) it can be concluded that H0 is rejected and Ha is accepted because the significant value of t is smaller than the real level α = 5% or (0.022) <0.05, and the coefficient of determination test results is 5.52%. Therefore, partially, there is a significant influence between Social Media on consumer purchasing decisions at the Wingstop Citywalk restaurant. This is in line with research conducted by Mimi Egriani, et al (2019).

4.5.2. Effect of product quality on purchasing decisions

Based on the results of data processing (table 4.17) it can be concluded that H0 is rejected and Ha is accepted because the significant value of t is smaller than the real level α = 5% or (0,000) <0.05, and the result of the determination coefficient test is 24.70%. Therefore, partially, there is a significant influence between Product Quality on Consumer Purchasing Decisions at the Wingstop Citywalk restaurant. This is in line with research conducted by Marchelyno (2014).

4.5.3. The influence of store atmosphere on purchasing decisions

Based on the results of data processing (table 4.17), it can be concluded that H0 is rejected and Ha is accepted because the significant value of t is smaller than the real level α = 5% or (0,000) <0.05, and the result of the determination coefficient test is 14.06 %%. Therefore, partially, there is a significant influence between Store Atmosphere on Consumer Purchase Decisions at the Wingstop Citywalk restaurant. This is in line with research conducted by Cindy Juwita Desyana (2013).

4.5.4. The Influence of Social Media, Product Quality, and Store Atmosphere on Purchasing Decisions

Based on the results of data processing (table 4.18) it can be concluded that H0 is rejected and Ha is accepted because the F value is smaller than the real level α = 5% or (0,000) <0.05, and the test results of the multiple determination coefficient are 82%. The conclusion of the research that has been done, shows simultaneously the significant influence between Social Media (X1), Product Quality (X2) and Store Atmosphere (X3) variables on consumer purchasing decisions in buying food at the Wingstop Citywalk restaurant. This is in line with research conducted by Johanes Gerardo (2014).

V. CONCLUSIONS AND SUGGESTIONS
5.1. Conclusion

Based on the results of the researchers that have been described in the previous chapter, what can be concluded in this study are as follows:

1. The influence of social media on consumer purchasing decisions is 5.52%. The partial results of hypothesis testing, social media on purchasing decisions with the acquisition of a significant t of 0.022, which is smaller than the significant level of 0.05, it is declared significant.
2. The effect of product quality on consumer purchasing decisions is 24.70%. The results of partial hypothesis testing, product quality on purchasing decisions with a significant acquisition of t of 0.000, which is smaller than the significant level of 0.05, it is declared significant.
3. The influence of Store Atmosphere on Consumer Purchase Decisions by 14.06%. The results of partial hypothesis testing, store atmosphere on purchasing decisions with the acquisition of a significant t of 0.000 which is smaller than the significant level of 0.05, it is declared significant.

4. The influence of Social Media, Product Quality, and Store Atmosphere on Consumer Purchase Decisions is 82%. The result of the significant F test of 0.000 is smaller than 0.05, so it is declared significant

5.2. Suggestion

Based on the above conclusions, the researcher proposes several suggestions which the authors propose:

1. Companies are expected to continue to update every situation in the company, such as promos, discounts, or special moments and respond to questions from consumers on Instagram quickly and responsively.
2. Even though the product quality in the company is quite good, the company must still improve the quality of the products it produces so that consumers don't feel bored with the same menu.
3. Store atmosphere in the company must be in accordance with the concept of the theme that is currently trending among consumers. For example, at the end of the year the company's concept uses the Christmas and New Year themes. This is useful so that consumers feel satisfied and comfortable with the existing company interior.

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