

THE INFLUENCE OF SOCIAL MEDIA, STORE ATMOSPHERE AND PROMOTIONS ON REPURCHASE INTEREST IN PAON SIYAP KARUNIA PRODUCTS IN SURABAYA

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Abstract: This study aims to examine the impact of social media, store atmosphere and promotion on repurchase intention for Paon Siyap Karunia products. The study used quantitative methods to test between research variables. Paon Siyap Karunia is a food business that sells Indonesian food from 2020. The population used in this study were people who had bought Paon Siyap Karunia products, with a sample of 150 respondents. Data was collected using google form. This study uses purposive sampling techniques and non-probability sampling methods. Data was processed using SPSS 26. The result showed that social media has an effect on repurchase interest, which shows that managing social media to be better and more attractive can increase repurchase interest. The result showed that store atmosphere has an effect on repurchase interest, which shows that having a comfortable place can increase repurchase interest. The result showed that promotion has an impact on repurchase interest, which provides evidence that appropriate and attractive promotions can increase repurchase interest. And the results on social media, store atmosphere and promotions affect the interest in repurchasing Paon Siyap Karunia products.

Keywords: *store atmosphere, social media, promotions, repurchase interest*

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1. Introduction

Surabayas's economic growth during 2023 experienced a good increase of 5.70%. One of the causes of Surabaya's economic resources to increase is the distribution of GRDP in the business field of accommodation and drinking food provision, which contributed 16.03%. In regions such as East Java, the MSME sector acts as a driver of innovation, entrepreneurship and poverty alleviation (Atichasari & Marfu, 2023; Fahriza Yose, 2023). These enterprises are critical for creating jobs and exploding employment opportunities, contributing significantly to the country's economic development (Gede Heru Marwanto et al., 2023). Therefore, more and more people are opening businesses in the culinary field, strategies are needed that can increase business sales and they must also be as fast and precise as possible in determining how to market their products. Theoretically, the policies pursued by a business in marketing its product are: 1) creating products; 2) placing prices; 3) implementing promotions; 4) choosing distribution channels.

Paon Siyap Karunia is a culinary business that was recently established in November 2020, currently opening a tenant at Denver Food Walk, Denver Apartment. Besides opening a tenant

in Denver Food, Paon Siyap Karunia also opened a catering service, they specialize in selling Indonesian food. In terms of sales, Paon Siyap Karunia experiences buyer instability. In this case Paon Siyap Karunia needs development in its business, which will be carried out by researchers to examine its business more deeply. The following is sales data from Paon Siyap Karunia.

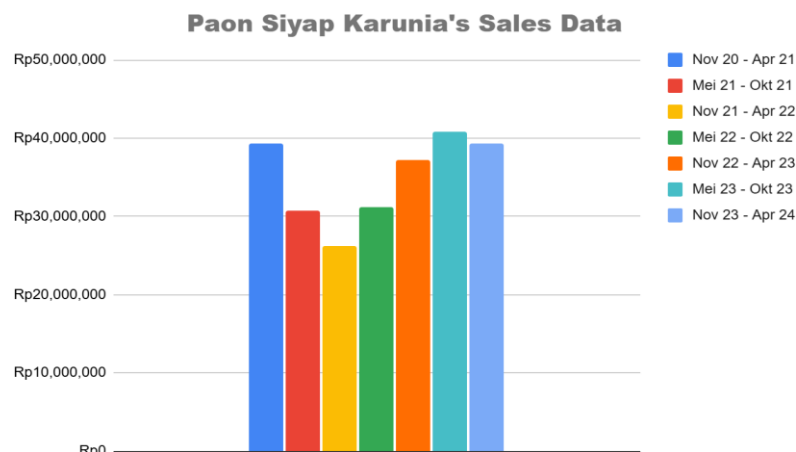


Figure 1. Chart of Sales of Paon Siyap Karunia 2020 - 2024

Based on the Figure 1. above, it can be observed that the sales of Paon Siyap Karunia is not stable, in the quarter of November 2020 to April 2021 getting total sales close to 40 million Rupiah, then in the quarter of May 2021 to October 2021 and the quarter of November 2021 to April 2022 experiencing a decline so that the revenue is below 30 million. Then after that it increased again until October 2023, but decreased again in the quarter of November 2023 to April 2024. This explains that Paon Siyap Karunia's sales are less stable and the cause is still unknown. Therefore, researchers are interested in conducting research to create strategies that can improve Paon Siyap Karunia consumer's repurchase interest.

No.	Variabel	Number of Respondents	Percentage
1	Service Quality	1	3%
2	Promotion / Discount	6	18,2%
3	Food Price Increase	4	12,1%
4	Social Media	10	30,3%
5	Product Price	2	6,1%
6	Income Per-capita	0	0%
7	Store Atmosphere	10	30,3%
Total		33	100%

Figure 2. Pre-survey Results of Variable Paon Siyap Karunia

The pre-survey results state several factors that cause sales instability, such as: social media (30,3%), store atmosphere (30,3%) and promotion (18,2%). The first factor that causes sales instability is social media. Social media is an important foundation for entrepreneurs so

that more consumers know their product, one of the social media that is most widely used by the young generation is Instagram. Instagram can be the most strategic social media to become a marketing medium, because it can influence someone's behaviour or interest. This is because content differentiates an account from other accounts (Rachman Jonni & Hariyanti, 2021). The display/promotion method used to promote the sale of Paon Siyap Karunia lacks interest for customers, so many buyers are not interested in seeing the contents of the Instagram.

The second factor is store atmosphere. Store atmosphere can be one of the important things for buyers, as buyers will first see how the atmosphere of the store is. Building a comfortable atmosphere can affect the buyer's emotional state, so that it can encourage consumers to make purchases. Meanwhile, at Paon Siyap Karunia, buyers complain about the hot atmosphere and small place, making it uncomfortable to linger in that place. According to (Kezia et al., 2023), creating a pleasant atmosphere, including through proper decoration, music, lighting, and room temperature, can increase customer satisfaction and encourage their interest in making repeat purchases.

The next factor that affects Paon Siyap Karunia's sales is the promotion of food discounts. Promotion is one of the many ways producers apply. Various kinds of promotions are used to give the attractiveness of products sold. Efforts to attract consumer buying interest can be in the form of applying discounts. The word "discounts" is attractive to buyers. The higher and more attractive the promotion carried out, the more interest consumers will have in buying the product or service.

2. Literature Review

Before researchers continue this study further, there are some other previous studies on a similar topic that can be used as a reference. According to the research by (Widya Astuti & Abdurrahman, 2022), social media has a positive relationship on repurchase interest. The relationship with this study is the use of social media and repurchase interest variables. Based on research of (Azizah et al., 2021), store atmosphere is significant to repurchase interest. The relationship with this research is the use of store atmosphere variables and repurchase interest. Based on the research of (Abadi Putri et al., 2024), the promotion has a positive relationship on repurchase interest. The relationship with this research is the use of promotional variables and repurchase interest.

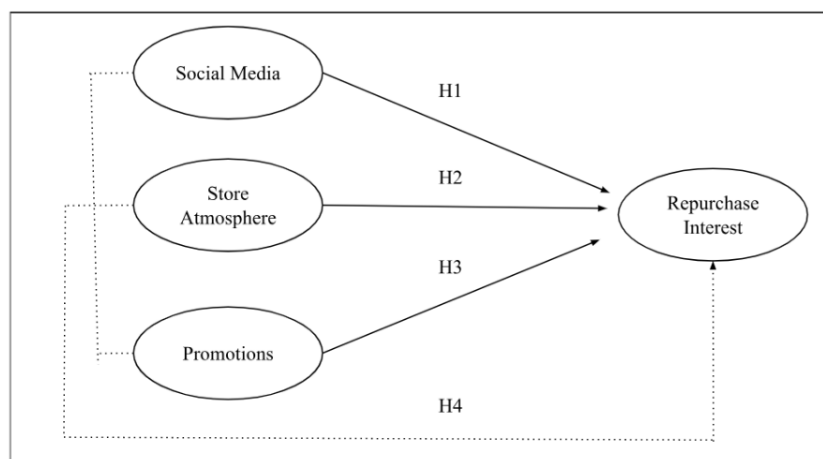


Figure 3. Hypothesis Conceptual

Research Hypothesis

Based on Figure 2. above, the hypotheses used for this research can be determined as follows:

1. Social Media have an influence on Repurchase Interest (H1)
2. Store Atmosphere have have an influence on Repurchase Interest (H2)
3. Promotions have an influence on Repurchase Interest (H3)
4. Social Media, Store Atmosphere, and Promotions have an influence on Repurchase Interest (H4)

3. Research Method

To prove the hypotheses this research uses quantitative methods. The population that use in this research are all consumers who have visited or made transactions at Paon Siyap Karunia in Surabaya. In this study, researchers will conduct a multivariate analysis, with a total of 15 indicators, the number of sample members is $15 \times 10 = 150$ samples. This research uses non-probability sampling methods and purposive sampling techniques. Some of the sample criteria in this study are that: 1) Respondents make purchases at Paon Siyap Karunia at least once 2) aged between 17 - 50 years 3) have an Instagram social media account.

This study has indicators related to each variable, as follows:

1. Social media: context, communication, interaction, connection.
2. Store atmosphere: store exterior, general interior, store layout, interior display.
3. Promotion/discount: discount frequency, discount amount, discount time.
4. Purchase interest: transactional interest, referential interest, preferential interest, explorative interest.

4. Results and Discussion

4.1. Results

Validity and Reliability Instrument

Validity Test

The validity test used is the Pearson correlation method, which is a validity test conducted by correlating the item scores with the total score. The criteria used for testing is a significance level of 0.05. If the significance value is < 0.05 , the item is considered valid. However, if the significance value is > 0.05 , the item is considered invalid.

Table 1. Validity Test

Variables	Indicator	Pearson Correlation	Significance	Remarks
Social Media (SM)	SM.1	.725	.000	Valid
	SM.2	.684		
	SM.3	.665		
	SM.4	.682		
Store Atmosphere (SA)	SA.1	.700		
	SA.2	.660		
	SA.3	.706		
	SA.4	.658		
Promotion (P)	P.1	.764		
	P.2	.719		
	P.3	.760		
Purchase Interest (PI)	PI.1	.631		
	PI.2	.692		
	PI.3	.671		
	PI.4	.844		

Source: Processing data (2025)

Based on Table 1, all of the variables can be declared valid because all variables have < 0.05 significance.

Reliability Test

Reliability testing evaluates the accuracy of the data collected during the analysis. In this study, the researcher used the Cronbach Alpha System in SPSS. In this Cronbach Alpha System, if the Cronbach's alpha (α) value of a variable is > 0.60, then the indicators used by that variable are reliable, while if the Cronbach's alpha (α) value of a variable is < 0.60, the indicators used by that variable are considered unreliable.

Table 2. Reliability Test

Variables	Indicator	Cronbach's Alpha if Item Deleted	Cronbach's Alpha	Remarks
Social Media (SM)	SM.1	.553	.629	Reliable
	SM.2	.547		
	SM.3	.595		
	SM.4	.544		
Store Atmosphere (SA)	SA.1	.556	.602	
	SA.2	.505		
	SA.3	.538		
	SA.4	.533		
Promotion (P)	P.1	.522	.604	
	P.2	.549		
	P.3	.439		
Purchase Interest (PI)	PI.1	.621	.659	
	PI.2	.657		
	PI.3	.629		
	PI.4	.422		

Source: Processing data (2025)

Based on Table 2, it shows that Cronbach's alpha values for each indicator are greater than 0.6, which means the indicators of the research instrument are reliable.

Classic Assumptions Test

Normality Test

Table 3. Normality Test

One-Sample Kolmogorov-Smirnov Test		
		Unstandardized Residual
N		150
Normal Parameters ^{a,b}	Mean	0
	Std. Deviation	.97878002
Most Extremes Differences	Absolute	.84
	Positive	.77
	Negative	-.84
Test Statistic		.84
Asymp. Sig. (2-tailed)		.12

Source: Processing data (2025)

According to Table 3 above, it is known that the result of the Kolmogorov-Smirnov test has a significance value of 0.12, which is greater than 0.05, so it can be stated that the research data has a normal distribution.

Multicollinearity Test

Table 4. Multicollinearity Test

Variabel	Tolerance	VIF
Social Media (SM)	.669	1.495
Store Atmosphere (SA)	.742	1.347
Promotion (P)	.677	1.478

Source: Processing data (2025)

According to Table 4 above, the VIF values for each variable are less than 10, so it can be concluded that there is no multicollinearity in the regression model.

Hypothesis

Multiple Linear Regression Equations

Table 5. t Test (Partial)

Coefficients^a					
Variabel	Unstandardized Coefficients		Standardized Coefficients	t	Sig.
	B	Std. Error	B		
(Constant)	4.484	.963		5.117	0
Social Media	.215	.073	.229	2.949	.004
Store Atmosphere	.256	.062	.303	4.102	0
Promotion	.261	.076	.265	3.433	.001

Source: Processing data (2025)

1. The value of constant is 4.484, meaning that without the influence of the independent variables, namely social media, store atmosphere and promotion, the dependent variable of repurchase interest has a fixed value of 4.484
2. The social media variable have a positive influence on the repurchase interest variable with a coefficient of 0.215, which means that the repurchase interest variable will increase by 0.215

3. The store atmosphere variable is known to have a positive influence on the repurchase interest variable with a coefficient of 0.256, which means that the repurchase interest variable will increase to 0.256
4. The promotion variable is known to have a positive influence on the repurchase interest variable with a coefficient of 0.261, which means that the repurchase interest variable will increase by 0.261

And based on Table 5, it shows that significance value of each variable is < 0.05 , so it can be stated that variables X have simultaneous effect on variable Y.

F Test (Simultaneous)

Table 6. F Test (ANOVA)

Model	Sum of Squares	df	Mean Square	F	Sig.
Regression	99.256	3	33.085	33.84	0
Residual	142.744	146	0.978		
Total	242	149			

Source: Processing data (2025)

According to Table 6, it can be seen that the F test counts 33.84 with a significance value < 0.05 , which means that all independent variables, social media, store atmosphere and promotion simultaneously have an impact on the dependent variable, namely repurchase interest.

Coefficient of Determination Test (R^2)

Table 7. Coefficient of Determination Result

R	R^2	Adjusted R^2	Std. Error of the Estimate
.640a	.41	.398	.989

Source: Processing Data (2025)

According to Table 7, the coefficient of determination (R) is 0.640 which indicates that social media, store atmosphere and promotion have a strong relationship to repurchase interest. Then for the coefficient of determination (R^2) value of 0.410 shows that social media, store atmosphere and promotion have an impact of 41% on repurchase interest. And the remaining of 59% is the variability of the repurchase interest variable that can be explained by other variables that are not in this research.

4.2 Discussion

The Effect of social media on Repurchase Interest

Based on the research above, it shows that social media has a significant effect on repurchase interest. These results indicate that when social media is increasingly attractive, interactive with buyers and informative, then repurchase interest can increase. According to (Istanto et al., 2020), social media allows companies to build networks with customers to build relationships and achieve a better understanding of customer needs.

The Effect of Store Atmosphere on Repurchase Interest

Based on the research above, it shows that store atmosphere has a significant effect on repurchase interest. This is also in line with research conducted by (Apriyadi et al., 2021), which states that attracting consumers to make purchases can also be done by providing a pleasant atmosphere for consumers in the store, because consumers that feel happy are expected to make purchases. According to (Kezia et al., 2023) various physical aspects, such as aesthetic design and comfortable room temperature, are related to the store atmosphere that can build an image and attract consumer's purchase interest. These results indicate that when the store atmosphere becomes more comfortable, clean and has adequate facilities, then repurchase interest can be increased.

The Effect of Promotions on Repurchase Interest

Based on the research above, it shows that promotions have a significant effect on repurchase interest. These results indicate that when the promotions are attractive, consistent, and meet the consumer's needs, then repurchase interest can increase. According to (Indomora & Sutanto, 2023) branding the product benefits and ideas are important. There is a line of research that conducted by (Nurul Chusna et al., 2023), discounts can make consumers happy, satisfied and comfortable to shop, then the consumers will have an interest in making purchases.

The Effect of Social Media, Store Atmosphere and Promotions on Repurchase Interest

Based on the research above, it shows that social media, store atmosphere and promotions have a significant effect on purchase interest. From the results of research that have been studied before, states that the variables of store atmosphere and social media promotion have a simultaneous effect on purchasing decisions (Dandi et al., 2023).

5. Conclusion

Based on the results of data analysis and discussion, the following conclusions that can be explained:

1. The study indicates that social media has a positive relationship with repurchase interest. Based on these results, it states that social media significantly influences repurchase interest.
2. The study indicates that store atmosphere has a positive relationship with repurchase interest. Based on these results, it states that the store atmosphere significantly influences repurchase interest.
3. The study indicates that promotions have a positive relationship with repurchase interest. Based on these results, it states that promotions significantly influences repurchase interest.

4. The study indicates that social media, store atmosphere and promotions have a positive relationship with repurchase interest. Based on these results, it states that social media, store atmosphere and promotions significantly influences repurchase interest.

Suggestion for further researchers, this study can be used as a reference for business development or conduct a study by using the same variables or add new variables that aren't used in this research.

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