

**THE INFLUENCE OF SOCIAL MEDIA MARKETING AND STORE ATMOSPHERE
ON PURCHASE DECISION MEDIATED BY CONSUMER TRUST IN MILLENNIAL
COFFEE SHOPS IN BANDA ACEH**

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ABSTRACT

This study aims to examine the Social Media Marketing and Store Atmosphere influence on Purchase Decision mediated by Consumer Trust in millennial coffee shops in Banda Aceh city, Indonesia. The population was consumers at millennial coffee shops in Banda Aceh, namely Kanarasa Coffee, Svarasukma Coffee Space, Halona Koffie, and Kuta Alam Roastery. The number of samples used was 216 people. Data were analyzed using Structural Test. The result provides the conclusions that in the millennial coffee shops in Banda Aceh, Social media marketing influences purchase decision, Store atmosphere influences purchase decision, Social media marketing influences trust, Store atmosphere influences trust, Trust influences purchase decision, Social media marketing influences purchase decision through trust as a mediator, and Store atmosphere influences purchase decision through trust as a mediator. The test also reveals that trust also functions as a partial mediator variable. These findings also prove that the model for increasing purchase decisions at millennial coffee shops in Banda Aceh is a function of strengthening social media marketing and store atmosphere, and increasing customer trust. Academically, the findings of this tested model can be used as a theoretical reference and further research to be developed.

Keywords: Social Media Marketing, Store Atmosphere, Purchase Decision, Trust.

1. INTRODUCTION

Data from the Indonesia Ministry of Finance (2020) mentions the contraction in the second quarter of 2020 was caused by a decrease in the level of public consumption as a result of the social restriction policy to minimize the spread of Covid-19, a decrease in investment spending as part of development and income from fixed assets, and a decrease in the realization of government spending as part of goods expenditure activities. In addition, the decline in foreign trade activities was very drastic. The fact is that the decline in economic growth has been successfully passed in the second quarter, however, Covid-19 will still hamper the pace of economic growth in the third and fourth quarters. As a result of this covid, several sectors are feeling the impact, especially the MSME sector. The Ministry of Finance (2020) also informed that Micro, Small, and Medium Enterprises (MSMEs) were the sectors most affected by the Covid-19 pandemic, which also dragged down the national economy. This is understandable because MSMEs have a very large share of the national economy. Then as a supporter of the national gross domestic product (GDP), MSMEs place an essential function in the rehabilitation of the Indonesian economy. Even though it was like that when the Covid 19 pandemic began to spread, the use of digital platforms for MSME players in Indonesia soared. In which there is 42 percent of Indonesian MSMEs have

utilized social media. That is, social media is an instrument for the advancement of entrepreneurship and the sustainability of MSMEs (Sabathini, 2018). As reported by Kontan.co.id, (2021) the development of sales on digital platforms during the Covid-19 pandemic became one of the drivers in normalizing sales in e-commerce. Including, Google, and Bain & Company. The latest e-Conomy SEA 2021 report projects that e-commerce trade in Indonesia in 2021 will be at a vulnerable US\$ 53 billion, or a 52% increase year on year (yoy) from US\$ 35 billion in 2020. This change means that The transition from offline business to digital business is a form of digital entrepreneurship. Social media and marketplaces (connectors) can act as a plan in making it easy for MSME actors to obtain increasingly extensive marketing channels (Purnomo, 2019). One of the MSME sectors that developed during Covid 19 on social media platforms was the coffee shop business, especially in Banda Aceh city.

From the data attached above, the creation of this digital ecosystem has resulted in various business fields growing mushrooming in Indonesia. One of them, the presence of a coffee shop business can facilitate millennials who have an entrepreneurial spirit to further develop. One of the main characteristics of this millennial generation is marked by increased use of and familiarity with digital communications, media, and technology. Because they were brought up by the advancement of technology, millennials have creative, informative, passionate, and productive characteristics (BPS, 2018). According to (Carlson, 2008), millennials (the millennial generation) are people who were born between early 1983 to 2001. This millennial generation has very broad opportunities and opportunities to innovate. Meanwhile, according to BPS Aceh data, of the total population in Aceh of 5,274,871 people, the proportion of generation Z is 30.29 percent of the total millennial generation of 26.29 percent. These millennials belong to a productive age which can be an opportunity to accelerate economic growth (Beritakini, 2021). During the course of Covid-19 in 2020, MSME data in Aceh has reached 2212,632 units, divided into 2,679 medium businesses, small businesses; 40,780 units, and micro businesses 169,173 units. Since the outbreak of Covid-19, the MSME sector in Aceh has been trying to transform into a digital market (Surry, 2020).

The development of processed coffee products from the MSME industry contributed to a state surplus of more than USD 420 million. The trade surplus for processed coffee products in 2018 increased by 10.28% from the surplus in 2017. Of the total sales, from the combination of Arabica and Robusta beans, Arabica beans are more expensive on the world market because they have a milder taste and a 70% lower caffeine content compared to robusta seeds. Therefore, this commodity with great potential is used by some MSME coffee shop players in Banda Aceh in processing Arabica coffee which is served with varied menus targeting the millennial market segment. The MSME industry in the coffee sector provides several business types such as Warkop (traditional coffee shops) and coffee shops (modern coffee shops). Warkop is usually identified as a public space in terms of place and space. This warkop is a space for activities of buying and selling food and beverages, a place to work for waiters and owners, and a relaxing for visitors. Meanwhile, coffee shops or coffee shops are synonymous with the lifestyle of young people where enthusiasm and coffee shop connoisseurs are most visited by young people because they are often seen hanging out with their friends communally or in groups. For young people or millennials, the consumption activity of visiting coffee shops has become a way of life (Igiasi, 2017).

The development of coffee shops in Banda Aceh is increasing from year to year. The transition from traditional to modern coffee shops changed significantly after the December 26,

2004 tsunami disaster. Until now, there are many coffee shops on every corner of the city of Banda Aceh with varied and contemporary designs that follow current trends. The trigger for the development of coffee shops in the city of Banda Aceh is based on three main aspects, such as immigrants, trends, and interests (Muammar ., Mawardi ., 2018). This was also reinforced by developments in the monthly price of coffee on the world market in 2014 based on data from the International Coffee Organization; Thomson Reuters Datastream; The World Bank in the Directorate General of Plantations (2015) reached US\$ 2.093/kg for robusta coffee and US\$ 4.178/kg for arabica coffee. This price showed an increase compared to the previous year, namely 6.9% for the monthly price of Robusta coffee and 44.1% for Arabica coffee respectively (Ministry of Industry, 2017). The Ministry of Industry also noted that trade in processed coffee products in 2018 experienced a surplus of more than USD 420 million. The trade surplus for processed coffee products in 2018 increased by 10.28% from the surplus in 2017. Of the total sales, from the combination of Arabica and Robusta beans, Arabica beans are more expensive on the world market because they have a milder taste and a 70% lower caffeine content. compared to robusta seeds. Therefore, this commodity with great potential is used by some MSME coffee shop players in Banda Aceh in processing Arabica coffee which is served with varied menus targeting the millennial market segment. While the MSME sector which is part of this academic discourse is engaged in the food and beverage sector. Among them are several coffee shops that sell Arabica coffee and of course, have very good quality standards in terms of media marketing and business concepts. Some of them are Halona Koffie, Kanarasa, Kuta Alam Roastery, and Svarasukma. From this review it can be proven that the data published is based on Gojek's ratings, some of these coffee shops have become Super Partners. Super Partner is an advantage over the convenience of drivers, customers, or shop owners for special service features, super fast.

The coffee shop trend in Banda Aceh was the beginning when coffee business owners decided to penetrate the market in Banda Aceh City, where the target market in Banda Aceh was school students and college students up to adulthood. The coffee shop uses the social media platforms Instagram, GoFood, and GrabFood as media to promote its products. The following social media platforms are the number of followers on social media Instagram coffee shops in Banda Aceh that produce Arabica coffee. The number of followers of Kanarasa Coffee on Instagram tends to be low when compared to followers of Svarasukma, Halona, and Kuta Alam Roastery. This is normal because Kanarasa Coffee is a relatively new coffee shop in Banda Aceh. However, even so, the profit that Kanarasa coffee gets monthly proves that Kanarasa has obtained a very good gross turnover. The assumptions based on exposure to rating data, social media followers, and turnover obtained by the coffee shop above show the contribution of millennials during this business movement. Because according to a study conducted by the Boston Consulting Group (BCG), millennials criteria must have a social media account as a communication tool and information center and they choose cell phones over television as the main entity of productivity (BPS, 2018).

The list of several coffee shops above is also the research boundary of the subject taken from the premium quality point of view of MSME businesses that process and produce Arabica beans in their outlets. The processing has progressed to the roasted beans stage with sophisticated equipment, such as that done by Halona coffee. Likewise, with Kanarasa Coffee, Halona is classified as a coffee shop that has only been running for 2 years, this outlet is already capable of producing 20 kg of Arabica coffee within 1 month. Halona opened two business units at the same

time, namely the roastery and coffee shop, which were carried out seriously to attract customers to the atmosphere of their store. The atmosphere of their shop is filled with Arabica roaster production equipment and can be served directly at the coffee shop bar. All of this proves that the role of social media marketing was more dominating in increasing coffee sales in Kanarasa during the Covid 19 pandemic. Kanarasa Coffee managed to survive during the Covid-19 pandemic to increase its sales profit and the use of social media marketing strategies will make consumers decide to make purchases. because all product-related information has been presented on the gofood and GrabFood digital platforms. So that it can form coffee shop consumer trust in Banda Aceh.

If we look at the data reported by Hootsuite in 2022 on trends of the internet and social media of the total population of 274.9 million Indonesians, the total social media users are 191.4 million of the total population and active social media users are 68.9% of the total population. Likewise the number of social media users over 13+ years, namely +21 million (12.6%) of the total population of 13+, namely 88.5%. And the average number of social media users every month is 8.5 (53.5%). This means that the reported data confirms the urgency of the research object in raising social media issues. Research conducted by (Fajri & Ma'ruf, 2018) suggests that there is a positive correlation between social media marketing opinions and customer satisfaction. Research conducted by (Sullivan & Kim, 2018) also revealed that the store atmosphere affects purchasing decisions and customer satisfaction.

Based on the theory, several empirical justifications explain the existence of a close relationship between social media marketing, store atmosphere, purchasing decisions, and consumer trust. Therefore, the author has an interest in conducting deeper research on this phenomenon.

2. LITERATURE

Purchase decision

According to (Soim, Suharyono, & Abdillah, 2016) purchase decision is current needs and desires and future desires which are the interest of consumers themselves to buy. According to (Kotler & Armstrong, 2017) purchase decision is part of consumer behavior which is the study of how individuals, groups, and also organizations are involved in choosing, buying, using, and how goods and services, ideas, or experiences aim to satisfy needs as well. consumer desires. In addition, purchase decisions can also be said to be reasons that encourage consumers to be able to make choices about purchasing an item according to what they want. Before consumers decide to buy a product, basically consumers must make a decision first. The decision-making process according to (Taufani & Rosyid, 2019) is the stage to be able to decide to buy the best product based on its interests. According to (Solomon, 2019), purchase decisions can be identified through the following indicators

1. Cognitive Decision Making
 - a. Deliberate: An intentional purchase of a product
 - b. Rationale: Purchasing products rationally (according to logic)
 - c. Sequential: Purchase of products in a row
2. Habitual Decision Making
 - a. Behavioral: Behavioral buying
 - b. Unconscious: Purchasing based on unconsciousness

- c. automatic: Purchase decision automatically?
- 3. Affective Decision Making
 - a. emotional: Emotional purchase decision
 - b. Instantaneous: Spontaneous purchase decision

Trust

Trust is the main foundation in the business world (Norhermaya & Soesanto, 2016). A business transaction between one party and another can occur if each trusts the other. According to (Kotler & Armstrong, 2017) trust is the willingness of consumers to trust a product with various risks. This is because there is a high expectation in the minds of consumers that the product can provide positive results to generate trust. When consumers have used a product and are followed by other consumers, then the product has good quality, which creates a feeling of trust. Tabrani et al., (2018) have classified trust into 2 meanings, namely: benevolence and credibility. Credibility refers to the customer's perception that the company's words and promises can be trusted, while benevolence refers to the customer's belief that the company's goals and intentions are beneficial to the customer. According to Hsu et al., (2014) There are several things to measure trust, namely as follows:

1. Secure (consumers feel safe when consuming a product)
2. Reliable (products to be consumed are reliable products)
3. Trustworthy (products to be consumed are trusted products)
4. Keep promises (companies can keep their promises to consumers)
5. Commitments (companies can continue to be committed to providing the best products for consumers)
6. Keep customers' best interests in mind (companies can keep in mind the interests of consumers)

Social Media Marketing

Social media platforms provide the possibility for customers to connect with other customers. That way, the company is no longer the main source of brand communication (Li & Bernoff, 2011) in Syadhana et al., (2020). Social media has become a popular trend in the online marketing and branding sector in recent years, where social media is increasing among customers. Social media has ushered in new channels of brand communication, as ensured by the adoption of online brand engagement in social networks. It's no coincidence that social media has been quickly integrated into a company's marketing agenda (Schivinski & Dabrowski, 2016). Social media marketing can be understood as a variety of digital news sources that are created, started, disseminated, and used by internet media users as a method for understanding products, brands, services, personalities, and issues. Companies are aware of the need to encourage the expansion of two-way relationships with consumers to motivate correlation (Chauhan, 2013).

The five items of Social Media Marketing indicators according to (Schivinski & Dabrowski, 2016);

1. Recognized social media, i.e. social media marketing for shop brands are often seen.
2. Attractive social media, namely advertising on social media for store brands is very attractive.

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3. Better social media, i.e. advertising on social media for this store brand performs well compared to other similar stores.
 4. Updated advertising on social media, i.e. store offers greater publicity through social media.
 5. Ads that are easy to remember on social media, that is, social media ads for store brands can be easily remembered

Store Atmosphere

According to (Berman & Chatterjee, 2021) the store atmosphere includes various services, music, uniforms, product care, and so on which attract consumers and arouse the desire to buy. Meanwhile, according to (Kotler & Armstrong, 2017) the store atmosphere is another matter in the product arsenal. Every store has a physical layout that makes people move around in it easily and effortlessly. In addition, store atmosphere can also be interpreted as environmental design to set emotional responses and customer perceptions and to influence customers in buying goods. Interior layout (in-store) and outdoor space (out-store) that can create convenience for customers. Store ambiance is another element in the product arsenal. Each store has a physical layout that makes moving around in it both easy and difficult (Paila, Kalangi, & Rogahang, 2018). According to (Levy & Weitz, 2012), there are several indicators used to measure store atmosphere, including:

1. Instore atmosphere store (Indoor Setting)
 - a. Internal Layout consists of the layout of the visitor table, cashier table, lights, air conditioning, and sound.
 - b. Sound is presented in the room to create a relaxing impression which consists of a sound system.
 - c. Odors are odors emitted by air fresheners.
 - d. The texture is the physical appearance used for tables and chairs.
 - e. Design the interior arrangement of the room following the space for visitors and roads that provide comfort.
2. Out-store atmosphere Store (Outdoor Setting)
 - a. External Layouts arrangement of the layout of various facilities which include the location of visitor parking, the layout of the signboard, and the location.
 - b. Textures include outdoor building wall textures and outdoor signboard textures.
 - c. The exterior design includes the design of outdoor signboards, the placement of entrances, the shape of the building seen from the outside, and the outdoor lighting system.

Hypothesis

Literature encourages authors to formulate the research hypothesis as follows.

H1 : Social media marketing influences purchase decision.

H2 : Store atmosphere influences purchase decision.

H3 : Social media marketing influences trust.

H4 : Store atmosphere influences trust.

H5 : Trust influences purchase decision.

H6 : Social media marketing influences purchase decision through trust.

H7 : Store atmosphere influences purchase decision through trust.

3. METHOD

This study was conducted in coffee shops in Banda Aceh city, Indonesia, which consisted of namely Kanarasa Coffee, Svarasukma Coffee Space, Halona Koffie, and Kuta Alam Roastery. The population was consumers who have bought Arabica coffee at that millennial coffee shops. The sample to be used was 216 respondents. Data collected included primary data and secondary data. The model was tested using Structural Equation Modeling (SEM), with AMOS software. This software (tool) is an inferential statistical tool used for hypothesis testing. The confirmatory factor analysis (CFA) was used first to confirm the measurement model with the same data, and after that, the structural test was processed to test the model, which is based on a measure of goodness-of-fit (Hair, Hult, Ringle, & Sarstedt, 2016).

4. RESULTS

Testing the models of H1 to H5 provides the results as shown in Table 1 below.

Table 1. Standardized Regression Weight

			Estimates	SE	CR	P
Trust	<---	Social_Media_marketing	.577	.063	9.113	***
Trust	<---	Atmosphere_Shop	.122	.018	6.605	***
Decision_Purchase	<---	Social_Media_marketing	.048	.014	3.332	***
Decision_Purchase	<---	Atmosphere_Shop	.041	.012	2.528	.028
Decision_Purchase	<---	Trust	.116	.039	6.058	***

Source: Primary Data Processed, (2023)

Social Media Marketing Influence on Purchase decision (H1 Test)

Testing the social media marketing effect on purchase decision obtains an estimated value (the effect coefficient) of 0.048, with CR being 3.332 (> 2.0) and significance 0.001 (<0.05). This figures social media marketing significantly affects purchase decision (Ha1 is accepted). If social media marketing increases by 1 unit, it will increase purchase decision at Millennial Coffee Shops in Banda Aceh by 0.048 units. This result is in line with (Sohail, Hassan, & Sohail, 2020) who found a significant and positive relationship between social media marketing and purchase decision. (Prasad, Gupta, & Totala, 2017) also stated in their research that purchase decision is influenced by social media marketing and word of mouth. (Kurniasari & Budiarmo, 2018), found that social media marketing influences purchase decision, which means that the higher the purchase interest generated in the minds of consumers, the higher the level of purchase decision.

Store Atmosphere Influence on Purchase decision (H2 Test)

Testing the store atmosphere effect on purchase decision obtains the coefficient 0.041, with CR being 2.528 (>2.0) and significance 0.028 (<0.05). This reveals the store atmosphere significantly affects purchase decision (Ha2 is accepted and Ho2 is rejected). If the store atmosphere increases by 1 unit, it will increase purchase decision at the Millennial Coffee Shop in Banda Aceh by 0.041 units. This is in line with (Diawan, Kusumawati, & Mawardi, 2016) who found the store atmosphere influences purchase decision significantly so that it can have an impact

on customer satisfaction. (Solihin, Ahyani, & Setiawan, 2021) stated in their research that brand image and store atmosphere affect purchase decision. The research of (Azis, Susanti, & Triana, 2019) also proves that there is a positive and significant influence of the store atmosphere on purchase decision.

Social Media Marketing Influence on Trust (H3 Test)

Testing the social media marketing effect on trust obtains a coefficient 0.577 with CR being 9.113 (> 2.0) and significance 0.001 (< 0.05). This explains social media marketing affects trust (Ha3 is accepted). If social media marketing increases by 1 unit it will increase trust in Millennial Coffee Shops in Banda Aceh by 0.577 units. This is in line with Meilatinova, (2021), who argues that social media marketing affects trust, whereas e-commerce reputation sites and information quality have a positive effect on trust and satisfaction. In some literature, trust in e-commerce can be understood in two different senses, namely pre-purchase and post-purchase (Kim, Galliers, Shin, Ryoo, & Kim, 2012). (Seber, 2018) also said about interaction through social media has a significant effect on trust. Consumer trust in brands can reduce uncertainty, and assume what is chosen is the best and expectations can meet expectations. Where the increasing consumer response to a product/service that is marketed through social media with a well-known brand and all its conveniences, of course, will also increase the trust that consumers place in a product.

Store Atmosphere Influence on Trust (H4 Test)

Testing the store atmosphere effect on trust obtains the coefficient 0.122 with CR being 6.605 (> 2.0) and significance 0.001 (< 0.05). This means the store atmosphere affects trust (Ha4 is accepted). If the store atmosphere gives a good impression by 1 unit, it will increase consumer trust in Millennial Coffee Shops in Banda Aceh by 0.122 units. This is in line with (Almas, 2018) suggesting that there is a positive and significant influence on relationship marketing, store atmosphere, and social media marketing on customer trust. (Septiani, Slamet, & Farhana, 2020) also stated that there is a significant influence between the store atmosphere and customer trust and loyalty. Likewise, (Prabowo, 2018), also proves that the store atmosphere affects trust significantly. So it concludes the store atmosphere is one of the factors that can influence consumer trust in a product to be purchased or used.

Trust Influence on Purchase decision (H5 Test)

Testing the trust effect on purchase decision obtains the coefficient of 0.116 with CR being 6.058 (> 2.0) and significance 0.001 (< 0.05). This reveals trust affects purchase decision (Ha5 is accepted). If trust increases by 1 unit, it will increase consumer purchase decision at the Millennial Coffee Shop in Banda Aceh by 1 unit. This is in line with (Akbar, Sularso, & Indraningrat, 2020) who found that price, ease of transaction, quality of information, security, and trust influence the online purchase decision significantly. (Muslimah, Hamid, & Aqsa, 2021) also stated that there is a significant influence of trust on purchase decision. The results of (Nurmadina, 2016) also prove that there is a positive and significant influence on the decision to purchase a Toyota car in the city of Makassar. The higher the consumer trust in a product, the higher the consumer's desire to decide to buy the product.

Social Media Marketing Influence on Purchase Decision with Trust as Mediation (H6 Test)

The calculation of the indirect influence path of social media marketing on purchase decision through trust as mediation is as follows.

Input:		Test statistic:	Std. Error:	p-value:
a	0.577	Sobel test: 2.82891897	0.02365992	0.00467055
b	0.116	Aroian test: 2.81378758	0.02378715	0.00489616
s _a	0.063	Goodman test: 2.84429713	0.023532	0.00445095
s _b	0.039	Reset all	Calculate	

Figure 1. Sobel Test of H6

From the Sobel test, the result is 2.828 (> 1.96). So this trust variable was believed as a mediator in the social media marketing effect on purchase decision (Ha6 is accepted). The result also proves trust mediates as a partial mediator, meaning that social media marketing can affect purchase decision at Millennial Coffee Shop consumers in Banda Aceh directly or indirectly (thru trust). This result is in line with (Sohail et al., 2020) who found a significant positive relationship between social media marketing and purchase decision. Research by (Angelyn & Kodrat, 2021), mentions social media marketing positively influences purchase decision mediated by consumer trust. Seber (2018) says about interaction through social media significantly affects trust. Research conducted by (Akbar et al., 2020) found that price, ease of transaction, quality of information, security, and trust influence the online purchase decision significantly. So it can be concluded that trust can mediate the influence of social media on the purchase decision.

Store Atmosphere Influence on Purchase Decision with Trust as Mediation (H7 Test)

The calculation of the indirect influence path of the store atmosphere on purchase decision through trust as mediation is as follows.

Input:		Test statistic:	Std. Error:	p-value:
a	0.122	Sobel test: 2.72363901	0.00519599	0.0064567
b	0.116	Aroian test: 2.69911673	0.0052432	0.00695238
s _a	0.018	Goodman test: 2.74884205	0.00514835	0.00598062
s _b	0.039	Reset all	Calculate	

Figure 2. Sobel Test of H7

From the Sobel test calculation, the result is 2.723 (> 1.96). So that the trust was believed can mediate the store atmosphere effect on purchase decision (Ha7 is accepted). The result also proves trust mediates as a partial mediator, meaning the store atmosphere can affect purchase decision for Millennial Coffee Shop consumers in Banda Aceh directly or indirectly (thru trust). This is in line with (Solihin et al., 2021) stated in their research that brand image and store atmosphere significantly affect purchase decision. (Almas, 2018) suggest that there is a significant influence of store atmosphere and social media marketing on customer trust. (Septiani et al., 2020) also found a significant influence between shop atmosphere and trust. (Muslimah et al., 2021) also reveal there is a positive and significant influence between trust and purchase decision. These all conclude that trust can mediate the store atmosphere effect on purchase decision.

5. CONCLUSION

The result provides the conclusions that in the millennial coffee shops in Banda Aceh, Social media marketing influences purchase decision, Store atmosphere influences purchase decision, Social media marketing influences trust, Store atmosphere influences trust, Trust influences purchase decision, Social media marketing influences purchase decision through trust as a mediator, and Store atmosphere influences purchase decision through trust as a mediator. The test also reveals that trust also functions as a partial mediator variable. These findings also prove that the model for increasing purchase decisions at millennial coffee shops in Banda Aceh is a function of strengthening social media marketing and store atmosphere, and increasing customer trust. Academically, the findings of this tested model can be used as a theoretical reference and further research to be developed. Thru this conclusion, the authors also advise future researchers to conduct more in-depth research on Social Media Marketing, Store Atmosphere, Trust, and Purchase Decision, as well as being able to do more in-depth research by including other factors/variables not examined in this study that can affect the Trust and Purchase Decision variables. Practically, especially for research subjects, namely millennial coffee shops in Banda Aceh, you can use it as a basis for determining future strategy.

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