

The Influence of Social Media Marketing, Menu Variation and Price on Purchasing Decisions at Rumakadua Cafe

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ABSTRACT

The purpose of this study is to ascertain how prices, menu changes, and social media marketing affect customers' decisions to buy from the Rumakadua cafe. This kind of study employs a quantitative methodology. 112 respondents made up the study's sample, and SPSS Statistics 29 software was utilized to analyze the data using multiple linear regression analysis techniques. The study's findings suggest that pricing, menu changes, and social media marketing all significantly influence the factors that influence consumers' decisions to buy.

Keywords: Social Media Marketing, Menu Variations, Price, Purchasing Decisions

JEL Classification: For papers in the economics field only.

INTRODUCTION

In today's era of globalization, especially in Indonesia, entrepreneurs continue to develop and expand their businesses. The cafe industry is one of the sectors in Indonesia that is expanding quickly. The growth of the cafe business is currently driven by innovation and creativity in presentation, as well as the availability of supporting infrastructure that allows various types of cafes to be increasingly in demand by the public (Fatmawaty et al., 2024).

Along with the development of an increasingly modern lifestyle, consumer behavior towards purchasing decisions for a product also varies. Producers must therefore make an effort to comprehend the target market's needs, wants, and demands. As a result, manufacturers need to be able to draw in customers so they will purchase the goods they sell. With more and more businesses in the culinary field, the competition to get consumer attention is also getting tighter (Sulistiono et al., 2022).

With the presence of business people and investors who continue to build the business world that is currently trending (Sompie et al., 2022). Starting from businesses in the industrial, transportation to culinary fields that continue to grow from time to time. Business in modern times is influenced by the lifestyle of people who mostly want to spend time relaxing enjoying popular food and drinks and are also a necessity for the community is a culinary business. The most favorite and trending culinary business today is a business like a cafe (Firi et al., 2024). A cafe is a place that is more than just serving food and drinks. As part of the city's culture, cafes are often a meeting point for various individuals looking for a place to relax, chat, or even work. With friendly service and a comfortable atmosphere, cafes create an inviting environment to enjoy in their spare time. In addition to serving coffee and non-coffee drinks, cafes also offer a variety of light dishes or snacks that are perfect to enjoy with drinks. Indonesia itself has various cafes spread across various cities and regions, each offering different uniqueness and advantages (Sudita & Kasmad, 2023). One example is the Rumakadua Cafe business.

This research was conducted at the Rumakadua cafe, after the researcher conducted observations and asked the coffee owner directly, here they stated that the phenomenon that occurred was a decrease in income from the Rumakadua cafe.

Table 1. Income Fluctuation of Rumakadua Café

Month	Income	Description
July	Rp. 32.394.700	-
August	Rp. 40.750.554	Increase
September	Rp. 46.953.196	Increase
October	Rp. 34.215.566	Decrease
November	Rp. 25.811.670	Decrease
December	Rp. 22.929.409	Decrease
January	Rp. 23.728.213	Increase

Source: Observation results from research objects

This decrease in income is closely related to consumer purchasing decisions. This means that if income decreases, it is certainly caused by consumer purchasing decisions that also decrease.

As per Hodijah et al. (2023), consumer behavior determines the decision-making process that consumers use to make purchases. This process is an approach to problem-adjusting that consists of five stages that consumers carry out: problem recognition, information search, alternative assessment, decision making, and post-purchase behavior.

Social media marketing, where users can readily engage, share, and communicate with others worldwide without geographical restrictions, is one of the

elements that affects purchasing decisions. A comprehensive sales, service, communication, and marketing plan that reflects and adjusts in real-time to user preferences and the market has made social media a crucial component (Upadana & Pramudana, 2020).

The range of menu options offered by a café is another element that affects decisions to buy. The diversity of menus offered allows the cafe to attract more consumers. However, there are challenges related to food stock management when the cafe is busy. Sometimes, some of the recommended or best-selling food items in a cafe can run out when stocks are running low. When consumers find out that the menu they want is not available, they may choose not to eat at the cafe (Aprileny et al., 2022). Thus, having a variety of attractive menus that are in accordance with market needs is a strategic step that can increase customer appeal and satisfaction in the culinary business. To increase customer appeal, Rumakadua cafe offers a more varied menu than other cafes that also emphasize a homey atmosphere as its characteristic.

Price is the next element that may have an impact on decisions to buy. Pricing is crucial to a product's marketing strategy since it is a key component of the marketing mix that influences a company's income. In addition to having an impact on consumer behavior, price also affects a company's ability to survive in tight competition (Hidayat Susilowati & Camelia Utari, 2022).

Cafe Rumakadua is an example of a cafe that emphasizes a homey atmosphere as its characteristic. Operating in the Ternate area, this cafe continues to strive to improve purchasing decisions from time to time through strategies that support its business. In the midst of increasingly tight competition among similar business actors, this cafe needs to determine and implement competitive strategies with dynamic but careful steps. Thus, the success of cafes like Rumakadua in maintaining their market share illustrates the importance of adaptation and innovation in facing fierce business competition.

Based on the findings of a small study conducted by researchers and distributed to 30 respondents who made purchases at the Rumakadua cafe, it was found that 90% or 27 people stated Yes that they could interact with the Rumakadua cafe social media admin, while the remaining 10% or 3 people stated No. Furthermore, 30 respondents who made purchases at the Rumakadua cafe, it is known that 93.3% or 28 people stated Yes that Rumakadua has many choices of food menus served, while the remaining 6.7% or 2 people stated No. Finally, it is also known that 93.3% or 28 people stated Yes that Rumakadua's prices are cheaper than other cafes, while the remaining 6.7% or 2 people stated No.

Apart from the phenomena that occurred above, the problems faced in this study can be seen from the gap or difference in research results. According to research findings, social media marketing significantly and favorably influences consumers' decisions to buy (Putri & Sukma, 2023). According to Juliana's research from 2021, social media marketing has a positive and significant impact on purchasing decisions. In contrast, Khairunnisa's research from 2022 shows that social media marketing has a negative and negligible impact on purchasing decisions to a lesser extent. According to the study's findings, menu variety and prices significantly and favorably influenced consumers' decisions to buy (Gumelar et al., 2016). The study by Camelia & Suryoko (2017) found that prices and menu variety had a favorable and significant impact on consumers' decisions to buy. In the meantime, it was demonstrated by Rumagit et al. (2023) that menu change had a negligible and adverse impact on customer purchase decisions. Similarly, the Nasution et al. (2019) study demonstrated that pricing has a negligible and adverse impact on consumer purchasing decisions.

The researcher was interested in doing a study named "the influence of social media marketing, menu variation, and price on purchasing decisions at Cafe Rumakadua" because of the aforementioned occurrences and the discrepancies in the findings of other studies.

LITERATURE REVIEW

Buying Decision

Purchase decisions are consumer choices that are impacted by financial economics, technology, politics, culture, items, prices, places, promotions, tangible evidence, people, and procedures, according to Napitupulu & Supriyono (2022). so that customers develop the mindset to take in all the information and make judgments based on their reactions to the goods they will buy. Purchase decisions are defined by Sihombing (2020) as a process in which customers identify their issues and research particular brands or items. In essence, consumers use the purchasing decision-making process to choose which goods or services to buy. In order to ensure that the products offered are actually in line with consumer expectations, an analysis of consumer purchase decisions will yield unambiguous information about those expectations (Wakano et al., 2024).

Purchase intention and purchase choice can be influenced by two things. Consumers make purchasing decisions by selecting their preferred brand from among the available options. Purchase decisions made by consumers are the point at which they have decided on a product, bought it, and used it. Customers select goods with brands they recognize or can recall during the decision-making process. These are a number of crucial factors, as customers are more inclined to select brands that are well regarded (Upadana & Pramudana, 2020).

Meanwhile, according to Riskyady & Sulistyowati (2021), purchasing decisions must be taken by consumers when determining the goods or services they want to consume. In this case, decision-making does not only end in purchasing a product, it could be a delay in purchasing or even canceling a purchase depending on the information search and consideration process that is gone through, if the information search and consideration are positive towards the product, a purchase decision will be obtained, conversely if the information and consideration process is negative it could result in a purchase cancellation. The purchasing decision-making process begins long before the purchasing process and continues afterwards. So, sellers must focus on the entire purchasing process, not just on the purchasing decision (Pertiwi & Sulistyowati, 2021).

Purchasing decisions are very important to determine whether a company will progress in the future. Companies can influence their customers' purchasing decisions by communicating by meeting customer needs, making different and unique products, and making products they have never needed before. Often, the decision-making process involves choosing between two or more options (Astuti & Hakim, 2021). When consumers decide what items, they want to buy, they make a purchasing decision. Purchasing decisions are actions to address problems that arise and take action to achieve goals as cost-effectively as possible and quickly (Fauziah & Al Amin, 2021). According to Kotler & Armstrong (2020) explains the 5 stages in decision making, namely:

1. Problem Recognition

At this stage, consumers know about the needs that must be met. Marketers or producers must know what consumers want, with the hope that the products produced can be right on target and can be recognized by consumers.

2. Information Search

When consumers know what they need, the next step is for consumers to look for information about the products they need. Consumers can get information about the products they need through:

- a. Personal consisting of colleagues, neighbors, friends and family.
- b. Commercial consisting of displays, product packaging, distributors, salespeople, websites and advertisements.

- c. Public that can be obtained from mass media. d. Experimental consisting of product use, examination and handling.
3. Alternative Evaluation
Consumers will use the information they obtain to compare or contrast various brands of similar products. Consumers have several things that can help them in this process, such as trying to meet or fulfill their current needs and take advantage of the advantages of the products offered.
4. Purchase Decision
After the evaluation process is complete, customers will be faced with many choices; they will choose products that not only meet their needs but also that they like.
5. Post-Purchase Behavior
In the final stage, consumers must choose between repurchasing previously purchased products or buying products with other brands. If customers are satisfied and their needs are met, they will repurchase the product, but if they are not satisfied and their needs are not met, they will switch to other brands.

Social Media Marketing

Social media marketing (SMM) sparks viral communication among customers via online communities, brand and fan pages, and promotional content created by businesses or organizations on well-known networking sites like Facebook, Twitter, and many more, claim Pentina & Koh (2012). SMM is defined by Amin & Lim (2021) as a new generation marketing method that uses social networks to increase consumer attention and engagement. SMM is an empathy-driven communication tool for younger consumers, with initiatives aimed at older consumers as well.

Richter & Schäfermeyer (2011) SMM on the other hand, is seen as a marketing tactic that makes use of social media platforms to enable two-way connection with customers. In integrating the knowledge of the existing literature. SMM can be described as an interaction often initiated by consumers, audiences, businesses, products, or services, involving open communication about promotional information or mutual learning from usage experiences, with the ultimate goal of benefiting one or all parties involved.

Menu Variations

Variations in menus are equivalent to variations in products. Product variation, as defined by Kotler & Keller (2022), is a distinct unit within a brand or product line that can be identified by size, price, look, or other attributes. In the meanwhile, if the business plans to use product flexibility as a competitive strategy with manufacturers, such as standard items, then product variety is appropriate to choose (Tjiptono, 2015). The number of product variations based on size, price, appearance, or other features as differentiating factors is what academics define as product variation based on the knowledge of these experts. Alma (2013) defines product variation as a collection of both tangible and intangible characteristics that purchasers can use to fulfill their needs, such as color, price, manufacturing name, design, and service.

A distinct unit within a brand or product line that differs in size, cost, look, or other attributes is referred to as a product variation (Kotler & Armstrong, 2020). Product variations are now a standard technique in the marketing industry, where marketers frequently use this tactic to launch new good. Product variations are goods that a corporation produces with different sorts or styles.

Price

Price is the sum of money used to purchase a good or service; it may also be considered the factor that determines a product's perceived value in the eyes of customers (Firi et al., 2024). Before making a purchase, customers will think about the cost (Gitungwa & Gustafson, 2025). They will compare the costs of the products they

plan to buy next and assess whether the price is appropriate given the product's worth and the whole cost (Budi et al., 2015).

In contrast, Kotler & Armstrong (2020) define price as the cost of a good or service or the amount that customers must pay in exchange for the advantages of owning or utilizing it. Price is defined by the author as the sum of money that buyers must pay sellers for the goods or services they purchase, according to the definition provided.

Hypothesis

The Influence of Social Media Marketing on Purchasing Decisions

Social media has become as one of the most effective marketing platforms for companies, including cafés, in this digital age. By actively participating in platforms such as Facebook, Instagram, and Twitter, Rumakadua cafe can strengthen relationships with potential customers. Through interesting content, special promotions, and direct interaction with users, Rumakadua cafe can increase brand awareness and influence customer perceptions of the cafe. By presenting information about the menu, atmosphere, prices, and customer reviews, Rumakadua cafe can build trust and interest in potential customers. As a result, this can influence their purchasing decisions, whether to try new menus, visit the cafe in person, or make online orders. The findings of earlier research by Putri & Sukma (2023) and Othysalonika et al. (2022) that indicated social media marketing positively influences purchasing decisions are in line with this one.

H1: Rumakadua Cafe's purchasing decisions are said to be significantly impacted by social media marketing.

The Influence of Menu Variation on Purchasing Decisions

A wide and innovative menu variation plays a key role in attracting customers and enhancing their experience at the cafe. By providing a variety of food and beverage choices that cover a variety of flavors, types, and appearances, Rumakadua cafe can meet diverse consumer preferences. The diversity of interesting and unique menus can trigger interest and desire to try various dishes, which can then influence customer purchasing decisions.

In addition, menu variations that are constantly updated and adjusted to trends and seasons can provide additional appeal for customers looking for a fresh and different culinary experience. The results of earlier research by Gumelar et al. (2016) and Camelia & Suryoko (2017) that found that the menu variation variable effects purchasing decisions are in line with this finding.

H2: At Rumakadua Cafe, it is believed that menu diversity significantly influences customers' decisions to buy.

The Influence of Price on Purchasing Decisions

The price factor is often the main consideration for customers when they make purchasing decisions. Customers' decisions to buy can be greatly influenced by competitive prices that are comparable to the value offered by Rumakadua Cafe's goods and services. If the price is too high or does not match the quality or experience offered, customers may search for other options. On the other hand, reasonable and competitive prices can be a positive motivation for customers to choose Rumakadua cafe as their destination to relax, gather, or enjoy food and drinks. This finding aligns with earlier research by Gumelar et al. (2016) and Camelia & Suryoko (2017), which found that the price variable influences purchasing decisions.

H3: Price is thought to have a big role in Rumakadua Café customers' decisions to buy.

RESEARCH METHOD

This study was carried out in Ternate City, North Maluku Province, at the Rumakadua cafe. This study was conducted between January and July of 2024. Customers of the Rumakadua cafe made up the study's population. Purposive sampling was the method employed, in which samples were chosen according to predetermined standards. In addition, the snowball sampling method was also used, where respondents who met, certain criteria were asked to recommend their friends as samples. With this approach, the number of samples can increase as the research progresses.

Since the study's population is unknown, the Black & Babin (2019) formula—which is the number of indicators multiplied by five to ten—was applied. This study included the following number of samples:

Sample : Number of indicators x 7

: 16 x 7

: 112 Respondents at the Rumakadua cafe

The sample criteria selected were consumers who had made purchases at the Rumakadua cafe more than three times. Primary data was the type and source of data used in this investigation. Primary data is gathered directly from study items, respondent questionnaires, and interviews. SPSS is then used to process the data.

A questionnaire served as the study's method of gathering data. Sugiyono (2019) defines a questionnaire as a method of gathering data in which participants are provided with a series of written statements or questions to complete. Using the Statistical Package for Social Sciences (SPSS) as a statistical test tool, multiple linear regression analysis was used to examine the impact of prices, menu changes, and social media marketing on purchasing decisions in phases. A questionnaire's validity, at the very least, is assessed through validity testing. Sugiyono (2019) states that an item is deemed legitimate if the correlation value between it and the total item is equal to or greater than 0.3, and invalid if it is less than 0.3. Additionally, the item is deemed valid if the computed *r* value exceeds the table *r*. In contrast, the item is deemed invalid if the computed *r* value is less than the table *r*. The degree to which an instrument can be relied upon and utilized as a data measurement tool is determined by reliability testing. In measuring reliability, the statistical test that is often used is Cronbach Alpha. To assess reliability, a value limit of 0.60 is usually used. According to Bougie & Sekaran (2020), reliability of less than 0.60 is considered less than good.

According to Sugiyono (2019), an operational definition of a research variable is a property, characteristic, or value of an object or activity that has specific changes that researchers have decided to study and subsequently draw conclusions from.

Table 1. Operational Definitions

No.	Definition	Variable	Indicator	Scale
1.	Social media marketing	Social media marketing is a new generation marketing method that uses social networks to increase consumer attention and engagement.	1. Content Development 2. Sharing of Content 3. Establishing Contact 4. Building Communities (Wilson, 2019).	Likert
2.	Menu Variations	Product variations are goods that are made by various companies and have distinct types or designs.	1. Type of food and beverage menu choices. 2. Taste of food and beverages. 3. Appearance of food and beverages.	Likert

No.	Definition	Variable	Indicator	Scale
			4. Portion size of food and beverages (Oktavianto & Hidayat, 2018).	
3.	Price	Price is the sum of money used to purchase a good or service; it may also be considered the factor that determines a product's perceived value in the eyes of buyers.	1. Price suitability with quality 2. Price affordability 3. Price suitability with benefits 4. Price competitiveness (Kotler & Keller, 2022)	Likert
4.	Buying decision	The steps customers take to select a product they believe to be the best among several options based on specific interests by selecting the option deemed most profitable are known as purchasing decisions.	1. Purpose in buying a product. 2. Information Processing. 3. Making suggestions to other people. 4. Making recurring acquisitions (Kotler & Armstrong, 2020)	Likert

RESULTS

Respondents in this study were individuals who had made purchases at Rumakadua cafe more than three times. 112 samples with respondent characteristics—specifically, age, gender, and occupation—were used in this investigation. When distributing the questionnaire, it was given to those who satisfied the study's requirements. Data began to be collected in April 2024. Table 2 below shows some general features of the respondents:

Table 2. Respondent Characteristics

Characteristics	Amount	Percentage
Age		
17-24 y.o.	98	87,5%
25-32 y.o.	8	7,1%
33-40 y.o.	2	1,8%
>40 y.o.	4	3,6%
Total	112	100,0%
Gender		
Female	65	58%
Male	47	42%
Total	112	100,0%
Work		
Civil Servants	7	6,3%
Students	78	69,6%
Private Employees	9	8,0%
Self-Employed	1	0,9%
Others	17	15,2
Total	112	100,0%

Source: Processed primary data, 2024

In table 2 above, it is known that the characteristics of respondents based on age show that the age of 17-24 years is 98 people (87.5%), the age of 25-32 years is 8 people (7.1%), the age of 33-40 is 2 people (1.8%), and the age of over 40 years is 4 people (3.6%). It can be explained that respondents who make purchases at the Rumakadua cafe are dominated by young people.

Based on the characteristics of gender, respondents based on gender are dominated by women, namely 65 (58%) and men as many as 47 (42%). It can be explained that female respondents visit and make purchases at the Rumakadua cafe more often.

Based on job characteristics, it can be seen that the majority of respondents are students with the number of respondents being 78 (69.6%), followed by respondents with other types of jobs such as housewives, and respondents who are not working, namely 17 people (15.2%), then private employees totaling 9 people (8.0%), respondents who work as Civil Servants (PNS) totaling 7 (6.3%), and finally respondents with self-employed jobs totaling 1 person (0.9%). It can be explained that respondents with student jobs are more likely to make purchases at the Rumakadua cafe. To see the respondents' responses to each statement in the questionnaire, see the following table:

Table 3. Frequency Distribution of Social Media Marketing Variables (X1)

Item	Frequency of answers and percentages (%)										Mean
	SD		D		N		A		SA		
	F	%	F	%	F	%	F	%	F	%	
SMM.1	0	0	0	0	7	6,3%	45	40,2%	60	53,6%	4.47
SMM.2	0	0	0	0	0	0	35	31,3%	77	68,8%	4.69
SMM.3	0	0	0	0	4	3,6%	46	41,1%	62	55,4%	4.52
SMM.4	0	0	0	0	4	3,6%	47	42,0%	61	54,5%	4.51
VARIABLE AVERAGE											4.55

Source: Processed primary data, 2024

The highest average respondent response was on the SMM.2 statement item with an average value of 4.68, meaning that respondents get information related to prices, promos, discounts, etc. through Rumakadua social media. While the lowest average respondent response was on the SMM.1 statement item with an average value of 4.47, meaning that respondents did not agree that the content uploaded on Rumakadua social media was interesting.

Table 4. Frequency Distribution of Menu Variation Variable (X2)

Item	Frequency of answers and percentages (%)										Mean
	SD		D		N		A		SA		
	F	%	F	%	F	%	F	%	F	%	
VM.1	0	0	0	0	0	0	73	65,2%	39	34,8%	4.35
VM.2	0	0	0	0	0	0	64	57,1%	48	42,9%	4.43
VM.3	0	0	0	0	0	0	72	64,3%	40	35,7%	4.36
VM.4	0	0	0	0	4	3,6%	55	49,1%	53	47,3%	4.44
VARIABLE AVERAGE											4.39

Source: Processed primary data, 2024

The highest average respondent response was on statement item VM.4 with an average value of 4.43, meaning that Rumakadua cafe serves food in large portions so that it can be filling. While the lowest average respondent response was on statement

item VM.1 with an average value of 4.34, meaning that respondents did not agree that the appearance of food and drinks served by Rumakadua cafe was attractive.

Table 5. Frequency Distribution of Price Variable (X3)

Item	Frequency of answers and percentages (%)										Mean
	SD		D		N		A		SA		
	F	%	F	%	F	%	F	%	F	%	
H.1	1	0,9%	1	0,9%	2	1,8%	63	56,3%	45	40,2%	4.34
H.2	0	0	0	0	0	0	59	52,7%	53	47,3%	4.47
H.3	0	0	1	0,9%	0	0	63	56,3%	48	42,9%	4.41
H.4	0	0	2	1,8%	1	0,9%	61	54,5%	48	42,9%	4.38
VARIABLE AVERAGE											4.40

Source: Processed primary data, 2024

The highest average respondent response was on statement item H.2 with an average value of 4.47, meaning that respondents strongly agreed that the prices offered by Ruamakadua cafe were affordable. While the lowest average respondent response was on statement item H.1 with an average value of 4.33, meaning that the quality of food and drinks at Rumakadua cafe did not match the prices offered.

Table 6. Frequency Distribution of Purchase Decision Variables (Y)

Item	Frequency of answers and percentages (%)										Mean
	SD		D		N		A		SA		
	F	%	F	%	F	%	F	%	F	%	
KP.1	0	0	0	0	0	0	38	33,9%	74	66,1%	4.66
KP.2	0	0	0	0	0	0	62	55,4%	50	44,6%	4.45
KP.3	0	0	2	1,8%	3	2,7%	67	59,8%	40	35,7%	4.29
KP.4	0	0	0	0	1	0,9%	59	52,7%	52	46,4%	4.46
VARIABLE AVERAGE											4.46

Source: Processed primary data, 2024

The highest average respondent response was on the statement item KP.1 with an average value of 4.66, meaning that respondents strongly agreed that the prices of food and drinks offered by Rumakadua cafe were in accordance with their tastes. While the lowest average respondent response was on the question item KP.3 with an average value of 4.29, meaning that respondents were less likely to give advice to friends to visit Rumkadua cafe.

Validity and Reliability Test Results

To find out how much a valid instrument has high validity, validity testing is done; on the other hand, a less valid instrument indicates low validity (Arihaha et al., 2021). The statement is considered valid if the correlation is higher than 0.3.. According to Ghazali (2021), if a questionnaire's Cronbach alpha value is more than 0.60, it is deemed credible. The outcomes of the research variables' validity and reliability tests are as follows:

Table 7. Validity and Reliability Test Results

Variable	Item	Correlation Coefficient	Status	Cronbach	Description
X.1	SMM.1.	0,714	Valid	0,778	Reliable
	SMM.2.	0,656			
	SMM.3.	0,863			

Variable	Item	Correlation Coefficient	Status	Cronbach	Description
	SMM.4.	0,864			
X.2	VM.1.	0,743	Valid	0,773	Reliable
	VM.2.	0,829			
	VM.3.	0,768			
	VM.4.	0,753			
X.3	H.1.	0,858	Valid	0,839	Reliable
	H.2.	0,726			
	H.3.	0,808			
	H.4.	0,886			
Y	KP.1.	0,631	Valid	0,633	Reliable
	KP.2.	0,695			
	KP.3.	0,646			
	KP.4.	0,803			

The reliability test can be declared as reliable with a value of >0.60 , indicating that the research instrument utilized is both valid and reliable, and the findings of the aforesaid research instrument testing indicate that the research data is claimed to meet the validity test requirements with a value of >0.3 . Thus, all statement items that meet the requirements can be used for analysis.

Hypothesis Testing Partial Testing (t-Test)

Table 8. T-Test (Partial)

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.	Collinearity Statistics	
		B	Std. Error	Beta			Tolerance	VIF
1	(Constant)	2.893	1.351		2.142	.034		
	Social Media Marketing	.143	.052	.169	2.724	.008	.962	1.039
	Menu Variation	.426	.073	.457	5.842	<.001	.603	1.657
	Price	.277	.061	.362	4.554	<.001	.587	1.704

a. Dependent Variable: Purchase Decision

To ascertain whether or not the independent variable (X) has a substantial impact on the dependent variable (Y), the t-test is used. This study can ascertain whether each independent variable has a partial impact on the dependent variable by employing the t-test.

Table 8 indicates that the price variable is 4,554, the menu variety variable is 5,842, and the social media marketing variable has a t-value of 2,724, with a t-table of 1,981. The following are the comparison results:

1. According to the results, H_a is approved and H_0 is rejected for the social media marketing variable since the $t\text{-value } 2,724 > t\text{-table } 1,981$ and the significance level is $0.008 < 0.05$. Consequently, it can be said that social media marketing significantly influences consumers' decisions to buy.
2. The results for the menu variation variable indicate that H_a is accepted and H_0 is rejected since the $t\text{-value } 5,824 > t\text{-table } 1,981$ and the significance level is less than 0.05. Consequently, it can be said that the variable of menu variation significantly influences consumers' decisions to buy.
3. When $t\text{-value } 4.554 > t\text{-table } 1.981$ and significant $<0.001 < 0.05$ are found for the price variable, H_a is approved and H_0 is denied. Thus, it can be said that the price variable significantly influences people's decisions to buy.

Discussion

The Influence of Social Media Marketing on Purchasing Decisions

The results of the study show that social media marketing significantly affects customers' decisions to buy from Rumakadua Café, meaning that social media marketing allows brands to reach a wide audience and communicate directly with them. Through platforms such as Instagram and Tiktok, Rumakadua can contact potential customers, introduce its brand, and build engagement with interesting content.

The findings of this study are corroborated by Wilson (2019), who defined social media marketing as a type of marketing that uses social media websites like blogs, social networks, bookmarking, and content sharing to increase awareness, recognition, and action toward a brand, company, product, and others. Rumakadua can increase customer awareness and action through social media marketing, leading to a decision to buy from the cafe. Previous research by Putri & Sukma (2023) indicated that social media marketing considerably and favorably influences customers' purchasing decisions, which supports the findings of this study. Juliana research from 2021 indicates that social media marketing has a positive and considerable impact on consumers' purchasing decisions.

The Influence of Menu Variation on Purchasing Decisions

According to the research findings, menu variation significantly influences customers' decisions to buy from Rumakadua Cafe. This means that by offering a range of menu options, Rumakadua can accommodate a range of client preferences. Menu variation allows consumers to customize their orders according to their tastes and needs, increasing customer satisfaction and increasing the chances of repeat purchases.

The findings of this study are corroborated by earlier research by Gumelar et al. (2016), which revealed that menu variation significantly and favorably influences consumers' decisions to buy. The study Camelia & Suryoko (2017) found the same results, indicating that menu variation significantly and favorably influences purchasing decisions.

The aforementioned study's findings demonstrate that the more menu options available to customers, the more likely they are to make a purchase, and vice versa. From the results of this study, we can also see that the menu offered by Rumakadua cafe is varied because it is able to provide quite diverse offers to its consumers and of course consumers will be satisfied with the many variations of the menu offered to meet consumer desires and needs.

Influence of Price on Purchasing Decisions

According to the study's findings, pricing significantly affects customers' decisions to buy from Rumakadua Cafe, indicating that customers regard the establishment's prices to be quite reasonable. According to descriptive analysis, most respondents concur that Rumakadua's pricing are reasonably priced. For this reason, Rumakadua cafe is expected to continue to maintain affordable prices without sacrificing the quality of its products and services. By maintaining affordable prices, Rumakadua can remain competitive in the market and gain customer trust and loyalty, while ensuring that quality standards are maintained and customer experience remains satisfactory.

The findings of this study are corroborated by Shinta (2011) assertion that pricing is a value expressed in rupiah that serves as a medium of trade or transaction, the sum of money that buyers pay to acquire a thing. According to earlier research by Noerhamzah et al. (2021), the price variable significantly influences the purchasing choice variable, which supports the findings of this study. The findings of this study also support earlier research by Rahmadani & Ananda (2018), which found that price had a large and favorable impact on decisions to buy.

CONCLUSION

The following conclusions can be drawn from the study and discussion outcomes that have been described:

1. Purchase decisions are significantly influenced by social media marketing; therefore, the more effectively social media marketing is executed, the more people will decide to buy from Rumakadua Cafe.
2. Menu variety has a big impact on decisions to buy, therefore the more options available, the more people will choose to buy from Rumakadua Cafe.
3. Price has a big influence on decisions to buy, thus the more inexpensive the price at Rumakadua Cafe, the more people will decide to buy.

The following recommendations are made in this study in light of the discussion's outcomes and the conclusions mentioned above:

1. For Rumakadua Cafe Owners to create content on their social media accounts more often, continue to improve the various menu choices offered, and maintain prices according to their quality.
2. For further research, other variables can be added to develop the model and re-test whether the effects of the variables in this study remain consistent on different research objects. In addition, it is important to increase the number of samples in future research and use other analysis tools to obtain better statistical results.

LIMITATION (OPTIONAL)

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DECLARATION OF CONFLICTING INTERESTS

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