

The Impact of Café Atmosphere on Consumer's Purchase Intention: Case Study at Kopi Praja Café, Indonesia

Rina Suprina^{1*} Fitra Rikzani¹ Janfry Sihite²

1.Department of Hospitality and Tourism, Trisakti School of Tourism, Indonesia

2.Department of Management, Universitas Mercu Buana, Indonesia

Abstract

This study aims to determine consumer responses about Kopi Praja's cafe atmosphere, how high consumers 'buying interest is at Kopi Praja, and is there an influence of cafe atmosphere on consumers' buying interest in Kopi Praja. This type of research used in this research is quantitative descriptive. The sampling technique used was purposive sampling with the criteria of respondents who have visited Kopi Praja. This study used a sample of 100 respondents. The testing technique in this study is the validity and reliability test, while the data analysis technique uses descriptive techniques, by calculating the mean value, correlation coefficient, determination coefficient, and simple linear regression. The results showed that the cafe atmosphere in Kopi Praja was rated well by consumers, with the value of the indoor atmosphere slightly higher than the value of the outdoor atmosphere. Consumer buying interest in Kopi Praja is also high, and there is a moderate relationship between cafe atmosphere and buying interest in Kopi Praja. Cafe atmosphere affects consumer buying interest by 29.1%, while the rest is influenced by other factors not examined in this study.

Keywords: Café Atmosphere, Kopi Praja, purchase intention

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1. Research Background

A cafe is a place that sells food and small drinks, especially coffee, tea, and cakes. One of the customers' expectations is that the cafe offers a more comfortable, relaxed, and calm atmosphere. Therefore the atmosphere of the cafe is considered very important so that people are happy to spend time there. In general, a cafe is a place for visitors to enjoy their free time with a cup of coffee or tea. However, the changing pattern of urban life towards a more modern and millennial basis makes the primary basis for a visit not just to enjoy a cup of coffee or tea.

For the urban community today, visiting a cafe is not just to enjoy food and drinks. The cafe switches function into a means for work, meetings, small meetings, meeting clients, doing tasks, social gathering, and an outline that is to socialize. Cafe visitors at this time are not only fathers or men who are identical with coffee connoisseurs, but cafe is also in demand ranging from young people who come only to enjoy the atmosphere of the cafe to parents who come to buy drinks and snacks.

With the proliferation of cafe businesses in this urban city, entrepreneurs have flocked to create their own uniqueness in their efforts to overcome business competition. Coffee buyers have diverse backgrounds with various segments ranging from young people to adults, so the concept of the cafe or the atmosphere of the cafe needed is not boring, can create a comfortable, quiet atmosphere, a unique interior, and a variety of menu variations. According to Levy and Weitz (2012: 613), cafe atmosphere is a combination of store characteristics (architecture, layout, signs and displays, color, lighting, temperature, sound, and smell). Cafe atmosphere consists of two things, namely instore atmosphere and outstore atmosphere. Based on the definition and understanding above, it can be concluded that the store atmosphere and consumer buying interest are closely related because a consumer often values a cafe on its first impression which is seen in the form of an exterior. With the emergence of a picture that is in accordance with the preferences of prospective visitors, it is hoped that it can bring up the interest of consumers to visit and spend time in the cafe with feelings of pleasure and satisfaction.

It is undeniable that the interests of each individual must have diverse and different preferences so that it is not easy to fulfill the inner satisfaction of each individual. However, interest in buying is something that can be stimulated if there is something that can attract attention which can then generate interest so that it is ended by the emergence of a willingness and drive to buy.

One of the cafes that applies the concept of cafe atmosphere in running its business is Kopi Praja, located in South Tangerang, Indonesia, by carrying out the concept of a modern minimalist cafe. The uniqueness that can be found is the seating side of the cafe in the form of stairs and has comfortable seating in each trap. The uniqueness often becomes a photo spot for consumers who come. Apart from this uniqueness, Kopi Praja Café still provides food & beverage with the taste of Indonesia.

By considering the uniqueness of café atmosphere in Kopi Praja, this study was conducted to find out consumers 'responses about cafe atmosphere in Kopii Praja, consumers' buying interest in Kopi Praja, and the influence of cafe atmosphere in Kopi Praja on consumer buying interest.

2. Theoretical Review

2.1. Store Atmosphere

According to Levy & Weitz (2012: 490), atmosphere refers to environmental designs such as visual communication, lighting, color, music, and aroma to stimulate customer perception and emotional responses and ultimately influence their buying behavior. Store atmosphere can be understood as structuring the space inside (Instore) and outside space (Outstore), which can create convenience for customers (Sutisna in Fuad 2010). Meanwhile, according to Kotler and Keller (2012: 74), the atmosphere (store atmosphere) is a planned atmosphere that is suitable for the target market and which can attract consumers to buy. Similar to the core theory of Kotler and Keller, according to Berman & Evan (2010: 509), store atmosphere can be interpreted that for a store, it is essential to highlight the physical appearance, the store atmosphere is useful for building image and attracting customer interest. According to Levy & Weitz (2012: 434,510), store atmosphere consists of two things, namely: Instore atmosphere and Outstore atmosphere.

a. Instore atmosphere is an arrangement in a room that involves:

1. Internal Layout is the arrangement of various facilities in the room
2. The sound is the whole sound that is presented in the room to create a relaxed impression consisting of live music presented by the restaurant or cafe and music from the sound system.
3. The smell is the aromas that are presented in the room to create appetite arising from the aroma of food and drinks, and the aroma caused by air freshener.
4. The texture is the physical appearance of the materials used for tables and chairs in the room and the walls of the room.
5. The interior design of a building is the arrangement of spaces in a restaurant whose occupancy covers the area of the visitor's room and the width of the road that provides comfort, the design of the bar counter, the arrangement of the table, the arrangement of the paintings, and the lighting system in the room.

b. Outstore atmosphere is an outdoor setting that involves:

1. External Layout is the layout of various outdoor restaurant facilities, which includes the layout of visitor parking, nameplate layout, and strategic location.
2. The texture is the physical appearance of materials used in buildings and outdoor facilities, which include the texture of the exterior walls and the texture of the outdoor signage.
3. The exterior design of the building is the arrangement of the rooms outside the restaurant includes outdoor signage design, placement of the entrance, the shape of the building seen from outside, and outdoor lighting systems

2.2. Consumer's purchase intention

Purchase intention is a psychological force within an individual, which has an impact on taking action (Schiffman & Kanuk 2007) in Semuel & Lianto (2014: 48). Consumer buying behavior is often preceded and influenced by many external stimuli, both in the form of marketing and environmental stimuli. The stimulation is then processed within a person according to his personal characteristics before finally a purchase decision is taken. If the benefits are felt greater than the sacrifice, then the drive to buy them is higher. Conversely, if the benefits are smaller than the sacrifice, usually the buyer will refuse to buy and generally will switch to evaluating other similar products. According to Ferdinand (2002: 25-26) in Basrah Saidani & Samsul Arifin (2012: 7) buying interest can be identified through the following indicators:

- a. Transactional interest: that is a person's tendency to buy products. So the consumer already has an interest in purchasing a particular product that he wants. An example is a consumer who has an interest in buying food or drinks in Kopi Prajab.
- b. Referential interest: i.e., one's tendency to refer products to others. So in this category, consumers who already have an interest in buying will advise the people closest to them to also buy the same product. For example, consumers who have a positive experience after coming to Kopi Praja will suggest or refer their relatives, family, or closest people to try to come to Kopi Praja and try food and beverage products based on their good experiences.
- c. Preferential interest: the interest that describes the behavior of someone who has a primary preference for the product. This preference can only be replaced if something happens with the product of his preference. For example, consumers who prefer Kopi Praja compared to other cafes.
- d. Explorative interest: describes the behavior of someone who is always looking for information about the product he is interested in and is looking for information to support the positive qualities of the product. Examples are consumers who have an interest in exploring or finding out about Kopi Praja Cafe either through social media or based on the experience of people who have already come to Kopi Praja.

3. Research Methodology

This research is a descriptive study with a quantitative approach. The research instrument used was a questionnaire

distributed to respondents who had visited the Café under study. The questionnaire consisted of three parts, namely respondent demographic data, café atmosphere data and consumer buying interest data. Before the questionnaire is distributed, a validity and reliability test is carried out to ensure that the statement items in the questionnaire are valid and reliable. After that, the questionnaire was distributed to respondents, and the number of questionnaires returned and completely filled out was 100 pieces. Data were analyzed by calculating the mean value of each indicator of the variables studied. Then the mean value is interpreted using the mean value category table as listed in table 1. In order to test whether there is an influence or not between cafe atmosphere on buying interest, the data is inputted and then processed using several testing techniques in the SPSS version program 23 (Statistical Product and Service Solutions). Some of these tests consist of validity, reliability, correlation, and simple linear regression tests. As for the variables and research variables can be seen in table 2.

Table 1. Mean Value Interpretation

| Interval | Cafe atmosphere | Purchase Intention |
|-------------|-----------------|--------------------|
| 1 – 1.79 | poor | Very low |
| 1.80 – 2.59 | bad | low |
| 2.60 – 3.39 | Neutral | Neutral |
| 3.40 – 4.19 | good | high |
| 4.20 – 5.00 | Very good | Very high |

Source: Umar (2011:130)

Table 2. Variable dan Subvariable of Research

| VARIABLE | SUBVARIABLE | INDICATOR | SCALE |
|-----------------------|----------------------------|---|--------|
| Café Atmosphere | Outstore | a. <i>External layout</i> | Likert |
| | | b. Texture | 1 – 5 |
| | | c. Building Exterior Design | |
| | Instore | a. <i>Internal layout</i> | Likert |
| | | b. Sound | 1 – 5 |
| | | c. Aroma | |
| | | d. Texture | |
| | | e. Building Interior Design | |
| Purchase Intention | Transactional Intention | a. Intention to purchase products | Likert |
| | | b. Intention to visit the café | 1 – 5 |
| | Referential Intention | a. Intention to suggest the café to others | Likert |
| | | b. Intention to expose the café in social media. | 1 – 5 |
| | Preferential Intention | a. Intention to choose the <i>café</i> compared to other competitors | Likert |
| | | b. Intention to choose the products compare to other products from competitors. | 1 – 5 |
| | Explorative Intention. | a. Intentions to search for more information about the café on the internet, | Likert |
| | | b. Intention to buy after searching info on social media. | 1 – 5 |

4. Results and Discussion

The questionnaires were distributed to those who have ever been to the café understudy. There were 100 research questionnaires collected and completely filled. Based on the results of processing the questionnaire obtained data as follows.

Table 3. Consumer's Demographic Data

| Demography | Classification | No of Respondents | Percentage |
|--------------------|----------------|-------------------|------------|
| Age | <20 years | 9 | 9% |
| | 20 – 25 years | 85 | 85% |
| | 26 – 30 years | 3 | 3% |
| | 31 – 35 years | 1 | 1% |
| | >35 years | 2 | 2% |
| Gender | Male | 42 | 42% |
| | Female | 58 | 58% |
| Occupation | Students | 76 | 76% |
| | Employee | 14 | 14% |
| | Entrepreneur | 8 | 8% |
| | others | 2 | 2% |
| Frequency of visit | 1-2 times | 58 | 58% |
| | 3-4 times | 31 | 31% |
| | 5-6 times | 7 | 7% |
| | > 6 times | 4 | 4% |

Based on table 3 above, it can be illustrated that from 100 respondents, the majority age is between 20-25 years, the gender is more female although not much different, the average is students with frequencies 1-2 times and monthly income of 1-5 million. From this data, it can be analyzed that visitors to the café are dominated by young people who are middle or late college students (seen from age), and have enough pocket money to visit the café.

Table 4. Validity Test results

| Variable | Sub Variable | Item | R Count | R Table | Keterangan |
|------------------------|----------------------------|------|---------|---------|------------|
| <i>Cafe atmosphere</i> | <i>Outstore atmosphere</i> | X1 | 0,361 | 0,1966 | Valid |
| | | X2 | 0,405 | 0,1966 | Valid |
| | | X3 | 0,383 | 0,1966 | Valid |
| | | X4 | 0,416 | 0,1966 | Valid |
| | | X5 | 0,554 | 0,1966 | Valid |
| | <i>Instore Atmosphere</i> | X6 | 0,331 | 0,1966 | Valid |
| | | X7 | 0,513 | 0,1966 | Valid |
| | | X8 | 0,313 | 0,1966 | Valid |
| | | X9 | 0,540 | 0,1966 | Valid |
| | | X10 | 0,568 | 0,1966 | Valid |
| | | X11 | 0,663 | 0,1966 | Valid |
| | | X12 | 0,315 | 0,1966 | Valid |
| Purchase Intention | Transactional Intention | Y1 | 0,484 | 0,1966 | Valid |
| | | Y2 | 0,528 | 0,1966 | Valid |
| | Referential Intention | Y3 | 0,588 | 0,1966 | Valid |
| | | Y4 | 0,484 | 0,1966 | Valid |
| | Preferential Intention | Y5 | 0,362 | 0,1966 | Valid |
| | | Y6 | 0,439 | 0,1966 | Valid |
| | Explorative Intention | Y7 | 0,422 | 0,1966 | Valid |
| | | Y8 | 0,231 | 0,1966 | Valid |

From Table 4 above, it can be concluded that the validity test X and Y of the 20 statement items tested proved that everything is valid, that is, it has the value of $r \text{ count} > r \text{ table}$ with the formula $df = (N-2)$. Thus it can be concluded that each item on the questionnaire is able to measure what will be measured by this questionnaire, namely the value of café atmosphere according to respondents. The reliability test used is the Cronbach Alpha statistical method, if the value of $\alpha > 0.60$ means high. In contrast, if $\alpha > 0.80$, it states that all items are reliable and all tests are internally consistent because they have very strong reliability. Following are the results of the reliability test of each variable in the research model:

Table 5. Reliability Test

| Café atmosphere Reliability | | Intentions to buy Reliability | |
|-----------------------------|------------|-------------------------------|------------|
| Statistics | | Statistics | |
| Cronbach's Alpha | N of Items | Cronbach's Alpha | N of Items |
| ,702 | 12 | ,620 | 8 |

Based on the result of reliability test on table , it can be concluded that the questionnaire used to measure the Cafe Atmosphere (X) and consumer's intention to buy is reliable with a Cronbach's alpha value of > 0.60. Thus each statement in the questionnaire is able to produce consistent answers from respondents so that the measuring instrument used in this café atmosphere study is reliable.

Table 7. Mean Value of *cafe atmosphere Indicators*

| NO | VARIABLE | Mean Value |
|--|--|------------|
| OUTSTORE ATMOSPHERE | | |
| 1 | Kopi Praja has a strategic location to be visited. | 4,12 |
| 2 | The parking lot condition is good, so that I feel comfortable to park my vehicle. | 3,56 |
| 3 | Kopi Praja has a unique and interesting signboard. | 4,13 |
| 4 | I can easily see the entrance of Kopi Praja | 3,56 |
| 5 | the front of the café already looks interesting; so I am sure with an attractive front view, the inside of the cafe will also be interesting | 4,32 |
| Mean Value of <i>Outstore Atmosphere</i> | | 3,93 |
| INSTORE ATMOSPHERE | | |
| 1 | Toilet facilities provided are clean | 4,13 |
| 2 | The praying room facilities provided are convenient for worship | 3,90 |
| 3 | The availability of smoking area makes smokers comfortable because it does not interfere with people who do not smoke | 4,33 |
| 4 | The music played in the Kopi Praja room can create a relaxed atmosphere | 3,84 |
| 5 | The aroma that smells in the room makes me comfortable | 4,07 |
| 6 | Chairs and tables are placed well, so the room looks neat and spacious | 4,22 |
| 7 | The lighting in Kopi Praja is quite bright | 4,45 |
| Mean Value of <i>Instore Atmosphere</i> | | 4,13 |
| Mean value of <i>Café Atmosphere</i> | | 4,052 |

Regarding the value of café atmosphere, table 7 shows that the mean value of café atmosphere from both the outstore atmosphere and instore atmosphere is in a good category (between 3.40 - 4.20), with a mean value of instore (3.93) higher than the outstore (4.13). From the outstore atmosphere, the highest value is in the front part of the café which looks attractive (4.32), which is in the excellent category. In contrasts, the lowest value is in the state of the parking lot and obviously the entrance to the café (3.56), although still in the good category. Meanwhile, for instore atmosphere, the highest value is in the lighting component in Kopi Praja café (4.45), which is in the very good category. In contrast, the lowest value is in the music component played (3.84). Nevertheless, this value is still in the good category.

Even though the mean value of the café atmosphere as a whole is good, there are still several things that can be improved, especially parking spaces and music in the café. Improving services in the parking lot by adding valet parking facilities or parking attendants who are better trained in serving will be very helpful. Likewise, the strains of music in the café when guests visit can be given more attention to create a relaxed atmosphere and the volume of music that does not interfere with guests when they want to chat.

Table 8. Mean Value of Purchase Intention

| No | INDICATORS OF PURCHASE INTENTION | Mean Value |
|---------------------------------------|---|------------|
| TRANSACTIONAL INTENTION | | |
| 1 | I am interested in buying products sold by Kopi Praja | 4,10 |
| 2 | The uniqueness of the cafe atmosphere makes me interested in coming to Kopi Praja | 4,26 |
| Mean Value of Transactional Intention | | 4,18 |
| REFERENTIAL INTENTION | | |
| 1 | I will invite my friends to come to Kopi Praja with me | 4,11 |
| 2 | I will expose to social media about the unique atmosphere in Kopi Praja | 4,05 |
| Mean Value of Referential Intention | | 4,08 |
| PREFERENTIAL INTENTION | | |
| 1 | I prefer the cafe atmosphere in Kopi Praja compared to other Cafe shops. | 4,29 |
| 2 | I prefer food and beverage products in Kopi Praja compared to other coffee shops | 4,10 |
| Mean Value of Preferential Intention | | 4,20 |
| EXPLORATIVE INTENTION | | |
| 1 | I am looking for information about Kopi Praja on zomato or other social media | 4,22 |
| 2 | I feel interested after seeing information on social media about Kopi Praja | 4,35 |
| Mean Value of Explorative Intention | | 4,29 |
| Mean Value of Purchasing Intention | | 4,185 |

The results of visitor's buying interest data which can be seen in Table 8 show that their buying interest is high with a mean value of 4.19, which is categorized as high. The highest type of buying interest is explorative interest with a mean value of 4.29, followed by preferential interest with a mean value of 4.20, transactional interest with a mean value of 4.18, and referential interest with a mean value of 4,08.

Based on the above results, it can be interpreted that Kopi Praja café visitors have a high explorative interest, especially in searching for information on social media with a mean value of 4.35, which is categorized as very high. Therefore, Kopi Praja Café needs to optimize social media as a means of sharing information and promotions, considering that the majority of customer prefers to explore social media to get the information they need. As for overcoming the lowest buying interest, referential interest, it is necessary to create a program that can encourage visitors to invite their family or friends to come to Kopi Praja Cafe. For example, special price programs or discounts for visitors who come with a certain number of people. Other programs that can be offered are the provision of one free meal voucher for the next visit if the visitor brings a certain amount of other people.

Table 9. Pearson Correlations

| | | Cafe atmosphere | Purchase intention |
|--------------------|---------------------|-----------------|--------------------|
| store atmosphere | Pearson Correlation | 1 | ,539** |
| | Sig. (2-tailed) | | ,000 |
| | N | 100 | 100 |
| Purchase Intention | Pearson Correlation | ,539** | 1 |
| | Sig. (2-tailed) | ,000 | |
| | N | 100 | 100 |

** . Correlation is significant at the 0.01 level (2-tailed).

Based on table 9, it can be seen that the Pearson variable of cafe atmosphere correlation coefficient and buying interest is 0.539 **. That number falls within the range of interpretations of the correlation coefficient of 0.400 - 0.599, meaning that there is a moderate relationship between Kopi Praja cafe atmosphere with buying interest. While the direction of the relationship is positive because the value of r is positive, meaning that the better the café atmosphere, the higher the buying interest of visitors.

Table 10. Coefficient of Determination

| Model Summary | | | | |
|----------------------|-------------------|----------|-------------------|----------------------------|
| Model | R | R Square | Adjusted R Square | Std. Error of the Estimate |
| 1 | ,539 ^a | ,291 | ,284 | 3,06362 |

a. Predictors: (Constant), store atmosphere

Based on the table above, it can be concluded that R Square is 0.291. This means that the independent variable (X), namely store atmosphere, influences the dependent variable (Y), namely the buying interest of 29.1%, the remaining 70.9% (100% - 29.1% = 70.9%) is influenced by factors others are not included in this study. Other

factors not examined in this study that might influence consumer buying interest include product quality, price, service quality, and others. Blah compared to previous similar studies, the coefficient of determination in this study is higher than Meldarianda's research (2010), which shows that only 14.6% buying interest of Bandung café café consumers is influenced by store atmosphere.

Table 11. Simple Linear Regression

| Coefficients ^a | | | | | | |
|---------------------------|-----------------|-----------------------------|------------|--------------|-------|------|
| Model | | Unstandardized Coefficients | | Standardized | t | Sig. |
| | | B | Std. Error | Beta | | |
| 1 | (Constant) | 13,342 | 3,192 | | 4,180 | ,000 |
| | storeatmosphere | ,414 | ,065 | ,539 | 6,339 | ,000 |

a. Dependent Variable: Purchase intention

Based on Table 11, regression equation is as follow:

$$Y = a + bX$$

$$Y = 13,342 + 0,414 X$$

Notes:

Y: purchase intention

X: *store atmosphere*

From this simple linear regression equation, it can be concluded that:

1. a constant of 13,342 states that if there is no increase in the value of the variable X (Store Atmosphere) or equal to 0, then the value of Y (Purchase Interest) of consumers is 13,342. Meanwhile, if the value of variable X (store atmosphere) is increased, the value of variable Y (buying interest) will increase as well.
2. The regression coefficient X (Store atmosphere) is 0.414, which is a positive number. It means that if the variable X (store atmosphere) experiences a wear of 1, the variable Y (buying interest) will experience an increase of 0.414. Then a change in the variable X will cause a direct change in the variable Y.

E. Conclusion

Based on the results of research and discussion, it can be concluded as follows: The mean value of the cafe atmosphere variable is 4.05, which is included in good intervals. Thus it can be concluded that consumers like the atmosphere of *Kopi Praja Cafe*. Meanwhile, the mean value of purchase intention is 4.18, categorized as high. Thus it can be concluded that the purchase intention of consumers in *Kopi Praja Cafe* is high. Correlation test results obtained results of 0.539, meaning that there is a moderate relationship between cafe atmospheres and consumer purchase intention in *Kopi Praja Cafe*. The test results of the coefficient of determination show that the cafe atmosphere affects the purchase intention of consumers in *Kopi Praja Café* by 29.1%. Meanwhile, the remaining 70.9% is influenced by other factors not examined in this study. The results of the study show that the explorative interest of consumers by browsing the internet is high. Therefore, *Kopi Praja Café* is advised to increase information about the Café on the internet / social media. One of the ways to increase information about this café on the internet is by inviting food bloggers/vloggers to come and write about this café professionally.

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