

The Influence of Facilities, Menu, and Marketing Strategy on Consumer Purchase Interest at Sae Space & Food Cafe In Boyolali

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ABSTRACT

This study aims to analyze the influence of facilities, menu, and marketing strategies on consumer purchase intention at SAE Space & Food Café in Boyolali. This research uses a quantitative approach with a causal associative method. Data were collected through questionnaires distributed to 100 respondents who were customers of the café. The data analysis techniques included validity and reliability tests, classical assumption tests, multiple linear regression analysis, t-test, F-test, and coefficient of determination (R^2) using SPSS software. The results show that facilities have a positive and significant effect on consumer purchase intention with a significance value of 0.000. The menu also has a positive and significant effect with a significance value of 0.010. Marketing strategy has a positive and significant effect with a significance value of 0.018. Simultaneously, facilities, menu, and marketing strategies significantly influence consumer purchase intention with a significance value of 0.000. The Adjusted R Square value of 0.293 indicates that these three independent variables explain 29.3% of purchase intention, while the remaining percentage is influenced by other factors not examined in this study. In conclusion, facilities, menu quality, and effective marketing strategies are important factors in increasing consumer purchase intention at SAE Space & Food Café in Boyolali.

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1. INTRODUCTION

The culinary industry in Indonesia has experienced rapid growth in recent years, particularly in the café business sector. Cafés are no longer viewed merely as places to eat and drink, but also as social spaces where consumers seek comfort, ambiance, and unique experiences. This shift has encouraged café owners to improve not only product quality but also supporting elements such as physical facilities, menu variety, and marketing strategies in order to attract customers and maintain competitiveness.

Consumer purchase intention is an important factor in determining the sustainability and success of a café business. Purchase intention reflects a consumer's willingness and tendency to buy products or revisit a café based on their perceptions, experiences, and information obtained (Dewi & Kusuma, 2021). In the café industry, purchase intention is influenced by multiple aspects, including the quality of facilities, the attractiveness of the menu, and the effectiveness of marketing strategies (Utami et al., 2023 2024)

Facilities play a crucial role in shaping consumer perceptions of service quality. Comfortable seating, cleanliness, interior design, Wi-Fi availability, and adequate parking space contribute to a positive experience that may increase customers' intention to purchase (Budiman & Dananjoyo, 2021). According to the *servicescape* theory, the physical environment serves as a stimulus that influences customer behavior and decision-making (Truong et al., 2020). Modern cafés increasingly innovate by integrating digital technology such as QR-based ordering systems, which further enhances customer satisfaction and loyalty (Truong et al., 2020).

In addition, menu quality and variety are essential components of a café's identity. A menu is not only a list of food and beverages, but also a representation of brand positioning and consumer value perception (Yadnyani & Asrama, 2025). Menu innovation, attractive presentation, and alignment with consumer preferences are significant factors that stimulate purchase intention, especially among younger generations seeking new culinary experiences (putri, 2024).

Marketing strategy is another key determinant of consumer interest. Digital marketing through social media platforms, influencer collaborations, promotional discounts, and interactive content has become dominant in attracting café customers (Manmai, 2022). Effective marketing communication strengthens brand awareness and encourages consumers to make purchasing decisions (Tumbel, 2022).

One of the cafés that has gained popularity in Boyolali is SAE Space & Food Café. Established with a modern industrial concept, this café provides both indoor and outdoor spaces, free Wi-Fi, QR-based ordering services, and various contemporary menu options. Despite its growth, the café faces intense competition due to the increasing number of new cafés in the region. Sales data from April to September 2025 show fluctuations in visitor numbers and revenue, indicating the need to understand factors influencing consumer purchase intention.

Previous studies have examined café atmosphere, menu variation, and digital marketing as determinants of purchase intention (Fauzana & Asnur, 2023; Pranjaya & Warganegara, 2024). However, research focusing on the combined influence of facilities, menu, and marketing strategies within the context of cafés in Boyolali remains limited. Therefore, this study provides new value by integrating these three variables into a single model to identify the dominant factors influencing consumer purchase intention in a developing regional café market.

This research aims to analyze the partial and simultaneous effects of facilities, menu, and marketing strategies on consumer purchase intention at SAE Space & Food Café in Boyolali. The findings are expected to contribute both academically and practically, offering insights for café management in improving service quality, product innovation, and marketing effectiveness to enhance consumer interest. (Gunawati et al., 2022)

2. RESEARCH METHOD

This study employed a quantitative approach with a causal associative research design in order to examine the influence of facilities, menu, and marketing strategy on consumer purchase intention at SAE Space & Food Café in Boyolali. Quantitative research is suitable for measuring relationships between variables through numerical data and statistical testing, allowing the effects of independent variables on a dependent variable to be objectively analyzed (Sugiyono, 2022)). In this research, facilities (X1), menu (X2), and marketing strategy (X3) were treated as independent variables, while consumer purchase intention (Y) was positioned as the dependent variable.

The research was conducted at SAE Space & Food Café, located in Boyolali, Central Java. The population consisted of all consumers who visited the café during the study period. Due to limitations in time and resources, it was not possible to survey the entire population. Therefore, the sampling technique applied was purposive sampling, where respondents were selected based on specific criteria, namely consumers aged between 17 and 40 years who had visited and purchased products at the café. A total of 100 respondents participated in this study. Purposive sampling is widely used in consumer behavior studies because it ensures that respondents have relevant experience with the research object (Fryer & Dinsmore, 2020).

Primary data were collected through structured questionnaires distributed directly to café consumers. The questionnaire was developed based on indicators of each variable. Facilities were measured through aspects such as comfort, cleanliness, interior design, Wi-Fi availability, and

parking space. Menu was evaluated through variety, taste, price suitability, and presentation. Marketing strategy was assessed through digital promotion, branding, event marketing, and community collaboration. Purchase intention was measured through consumers' willingness to buy, revisit intention, recommendation behavior, and loyalty. All questionnaire items were rated using a five-point Likert scale ranging from 1 (strongly disagree) to 5 (strongly agree). Questionnaire-based data acquisition is an effective method for capturing consumer perceptions and purchase tendencies in marketing research (Cronje, 2020).

The research procedure was carried out chronologically, beginning with problem identification and literature review, followed by hypothesis formulation. After designing the research instrument, questionnaires were distributed to selected respondents, and the collected data were coded and processed. Instrument testing was conducted through validity and reliability tests. Validity was measured using Pearson Product Moment correlation, while reliability was tested using Cronbach's Alpha, with values above 0.70 indicating that the instrument was reliable (Sugiyono, 2022)2.

Furthermore, classical assumption tests were performed to ensure that the (Sugiyono, 2022) regression model met statistical requirements. Normality was examined using the Kolmogorov-Smirnov test and P-P Plot analysis. Multicollinearity was tested using tolerance and Variance Inflation Factor (VIF) values, while heteroscedasticity was evaluated through the Glejser test. These procedures are essential to confirm that multiple regression analysis can be applied appropriately and scientifically accepted (Fryer & Dinsmore, 2020.).

Data analysis was conducted using multiple linear regression to determine the magnitude and direction of the effects of facilities, menu, and marketing strategy on purchase intention. Hypothesis testing was carried out using the t-test to identify partial effects of each independent variable and the F-test to assess their simultaneous influence. A significance level of 0.05 was used as the decision criterion. Finally, the coefficient of determination (Adjusted R²) was calculated to measure how much variation in consumer purchase intention could be explained by the independent variables included in the model.

3. RESULTS AND DISCUSSIONS

Classical Assumption Test

Normality Test

Based on the results from the table, it is known that the Asymp. Sig. (2-tailed) c value is 0.200 > 0.05. So it can be concluded that the tested data is normally distributed.

Uji Multikolonieritas

Tabel 1. Hasil Uji Multikolonieritas

Based on the table above, it shows that the tolerance value of the Dompert pay variable is above 0.10 and the Variance Inflation Factor (VIF) value of each variable is below 10, so it can be concluded that the variables in this study do not experience multicollinearity.

One-Sample Kolmogorov-Smirnov Test

		Unstandardized Residual	
N		100	
Normal Parameters ^{a,b}	Mean	.0000000	
	Std. Deviation	3.08444831	
Most Extreme Differences	Absolute	.080	
	Positive	.059	
	Negative	-.080	
Test Statistic		.080	
Asymp. Sig. (2-tailed) ^c		.119	
Monte Carlo Sig. (2-tailed) ^d	Sig.	.119	
	99% Confidence Interval	Lower Bound	.111
		Upper Bound	.128

a. Test distribution is Normal.

b. Calculated from data.

c. Lilliefors Significance Correction.

d. Lilliefors' method based on 10000 Monte Carlo samples with starting seed 2000000.

Heteroscedasticity Test

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.	Collinearity Statistics	
		B	Std. Error	Beta			Tolerance	VIF
1	(Constant)	4.173	1.758		2.373	.020		
	FASILITAS	.320	.079	.371	4.070	<.001	.861	1.162
	MENU	.217	.082	.236	2.634	.010	.888	1.127
	STRATEGI PEMASARAN	.115	.048	.208	2.404	.018	.953	1.050

a. Dependent Variable: MINAT BELI

Table 2. Heteroscedasticity Test Results

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	4.243	.999		4.246	<.001
	FASILITAS	-.038	.045	-.093	-.861	.391
	MENU	-.047	.047	-.106	-.995	.322
	STRATEGI PEMASARAN	-.021	.027	-.080	-.781	.437

a. Dependent Variable: ABS_RES

Based on the table above, all variables are declared not to have heteroscedasticity because the significance value of all variables is more than 0.05. This study uses the Glesjer Test to test for symptoms of heteroscedasticity, if the significance value is more than 0.05, it means that heteroscedasticity does not occur

Multiple linear regression analysis

Table 3. Results of the multiple linear regression analysis

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	4.173	1.758		2.373	.020
	FASILITAS	.320	.079	.371	4.070	<.001
	MENU	.217	.082	.236	2.634	.010
	STRATEGI PEMASARAN	.115	.048	.208	2.404	.018

a. Dependent Variable: MINAT BELI

The multiple linear regression results indicate that facilities, menu, and marketing strategy have positive effects on consumer purchase intention. The regression equation is:

$$Y = 4.173 + 0.320X_1 + 0.217X_2 + 0.115X_3$$

The coefficient for facilities (0.320) is the largest, showing that facilities have the strongest influence on purchase intention. Menu (0.217) also contributes positively, meaning better menu quality and variety increase consumer interest. Marketing strategy (0.115) has a smaller but still positive effect, indicating that effective promotion supports higher purchase intention. Overall, improvements in these factors will increase consumer purchase intention.

t-Test

Table 4. t-Test Results
Coefficients^a

Model		Unstandardized Coefficients		Standardized	t	Sig.
		B	Std. Error	Coefficients Beta		
1	(Constant)	4.173	1.758		2.373	.020
	FASILITAS	.320	.079	.371	4.070	<.001
	MENU	.217	.082	.236	2.634	.010
	STRATEGI PEMASARAN	.115	.048	.208	2.404	.018

a. Dependent Variable: MINAT BELI

The t-test, or partial test, is used to determine whether each independent variable individually influences the dependent variable. Unlike the F-test, which examines simultaneous influences, the t-test examines the influence of each independent variable individually on purchase intention. The purpose of the t-test in this study is to determine whether facilities (X1) influence purchase intention (Y), whether menus (X2) influence purchase intention (Y), and whether marketing strategies (X3) influence purchase intention (Y). This test provides more specific information regarding which variables have the greatest and which have less influence, thus providing a basis for consideration in managerial decision-making.

Decision-making in the t-test is carried out by comparing the significance value of each variable at a significance level of 0.05. If the significance value is less than 0.05, the null hypothesis (H0) is rejected and the alternative hypothesis (H1) is accepted. If the significance value is greater than 0.05, the null hypothesis (H0) is accepted and the alternative hypothesis (H1) is rejected. In addition, the results of the t-test can be seen from the calculated t-value which shows how strong the influence of the variable is on purchasing interest.

Discussion

The results of this study indicate that facilities, menu, and marketing strategy have positive and significant effects on consumer purchase intention at SAE Space & Food Café in Boyolali. Based on the multiple linear regression analysis, all independent variables contribute to increasing consumer interest in purchasing. The findings confirm that consumer purchase intention is influenced not only by the product itself, but also by supporting factors such as the physical environment and promotional efforts. The facilities variable shows the strongest influence on purchase intention, with a significance value of 0.000. This suggests that consumers place high importance on comfort and convenience when choosing a café. Facilities such as clean and comfortable seating areas, attractive interior design, Wi-Fi access, and adequate parking space enhance the overall customer experience and encourage consumers to make purchases or revisit the café. This result supports the concept that the physical environment plays a major role in shaping consumer perceptions and behavior, as highlighted in previous research on café atmosphere and service quality (Budiman & Dananjoyo, 2021). In addition, the menu variable also has a significant positive effect on purchase intention, with a significance value of 0.010. This indicates that consumers are more likely to purchase when the café offers a wide variety of menu options, good taste, appealing presentation, and reasonable pricing. Since the menu represents the core product offered by a café, it becomes one of the main considerations in consumer decision-making. These findings are consistent with earlier studies emphasizing that menu quality and innovation are important determinants of consumer satisfaction and buying interest (Putri et al., 2024). Furthermore, marketing strategy is found to significantly influence purchase intention, with a significance value of 0.018. Effective promotional activities, especially through digital platforms such as Instagram and TikTok, help increase consumer awareness and strengthen the café's brand image. Discounts, interactive content, and collaborations with local communities or influencers also play an important role in attracting consumers and motivating them to make purchasing decisions. This result aligns with the growing importance of integrated digital marketing communication in today's competitive café industry (Manmai, 2022). Simultaneously, the F-test results confirm that facilities, menu, and marketing strategy together have a significant effect on consumer purchase intention, with a significance value of 0.000. This demonstrates that consumer interest is shaped by the combined contribution of a comfortable

environment, high-quality products, and effective promotional strategies. The Adjusted R² value of 0.293 indicates that these three variables explain 29.3% of the variation in consumer purchase intention, while the remaining percentage is influenced by other factors not included in this study, such as service quality, pricing, café atmosphere, brand image, and individual consumer preferences. Overall, the findings highlight that improving facilities, continuously innovating menu offerings, and implementing effective marketing strategies are essential steps for increasing consumer purchase intention and maintaining competitiveness in the growing café market.

4. CONCLUSION

This study concludes that facilities, menu, and marketing strategy have positive and significant effects on consumer purchase intention at SAE Space & Food Café in Boyolali. Among these variables, facilities show the strongest influence, indicating that consumer comfort and supporting amenities are key factors in attracting purchases. Menu quality and variety also significantly increase consumer interest, while effective marketing strategies, especially through digital promotion, help strengthen consumer awareness and purchasing decisions. Overall, improving these three aspects is essential for enhancing consumer purchase intention and maintaining café competitiveness.

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