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A Multidimensional Perspective on Consumer Purchase Decisions: Integrating Event Marketing, Store Atmosphere, and Price in the Restaurant Industry

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ABSTRACT

Purpose: This study aims to examine the effects of event marketing, store atmosphere, and price on purchasing decisions at KQ5 Steak and Bowl Jember, both partially and simultaneously.

Methodology/approach: This study employed a quantitative descriptive approach. Data were collected through questionnaires and observations involving consumers who attended events organized by KQ5 Steak and Bowl Jember. A non-probability sampling technique was applied, resulting in 120 respondents. Data were analyzed using validity and reliability tests, multiple linear regression, t-tests, and F-tests.

Findings: The results indicate that event marketing, store atmosphere, and price individually influence purchasing decisions. Simultaneously, the three variables have a positive influence on consumers' purchasing decisions.

Practical implications: The findings suggest that restaurant management should strengthen event marketing activities, improve the store atmosphere, and establish appropriate pricing strategies to encourage consumer purchasing decisions.

Originality/value: This study integrates event marketing, store atmosphere, and price within a single empirical model to explain purchasing decisions in the restaurant context.

Keywords: Event Marketing; Price; Purchasing Decision; Store Atmosphere.

ABSTRAK

Tujuan penelitian: Penelitian ini bertujuan menganalisis pengaruh event marketing, store atmosphere, dan harga terhadap keputusan pembelian pada KQ5 Steak and Bowl Jember, baik secara parsial maupun simultan.

Metode/pendekatan: Penelitian menggunakan pendekatan deskriptif kuantitatif. Data diperoleh melalui



kuesioner dan observasi terhadap konsumen yang menghadiri event yang diselenggarakan KQ5 Steak and Bowl Jember. Teknik pengambilan sampel menggunakan non-probability sampling dengan jumlah 120 responden. Analisis data dilakukan melalui uji validitas, uji reliabilitas, regresi linier berganda, uji t, dan uji F.

Hasil: Hasil penelitian menunjukkan bahwa event marketing, store atmosphere, dan harga secara parsial berpengaruh terhadap keputusan pembelian. Secara simultan, ketiga variabel tersebut berpengaruh positif terhadap keputusan pembelian konsumen.

Implikasi praktik: Manajemen perlu memperkuat kegiatan event marketing, meningkatkan kenyamanan store atmosphere, serta menetapkan strategi harga yang tepat untuk mendorong keputusan pembelian.

Orisinalitas/ kebaharuan: Penelitian ini mengintegrasikan event marketing, store atmosphere, dan harga dalam satu model empiris untuk menjelaskan keputusan pembelian pada konteks bisnis restoran.

Kata kunci: Atmosfer Toko; Harga; Keputusan Pembelian; Pemasaran Acara

INTRODUCTION

In today's modern era, the world of business competition is becoming increasingly fierce in order to attract consumers. With competition becoming more intense, every company is racing to create innovative and effective marketing strategies to attract consumers' attention. Marketing strategies help companies achieve their business goals. By understanding the right marketing strategies, companies can effectively direct their resources and efforts to increase sales, expand market share, increase brand awareness, or achieve other business goals (Darsana et al., 2023). Therefore, companies must implement the right marketing strategies to attract consumers' attention.

Marketing is one of the keys to a company's success in making a profit. Marketing is a comprehensive system of business activities aimed at planning, pricing, promoting, and distributing goods and services that satisfy the needs of both buyers and sellers (Stanton, 1997). Marketing is carried out to introduce and remind consumers about the company's products. Of course, in this case, entrepreneurs must look for opportunities so that the products they offer can attract consumers. One of the products that are often in demand by consumers is food products, because food is a basic human need that is sought after every day.

The food and beverage industry is a key component of the Indonesian economy's consumer sector. The industry's growth can be seen in the number of businesses, sales revenue, employment, and the expansion of business sectors related to food and beverage provision. Data from the Central Statistics Agency (BPS) shows that in 2024, the number of food and beverage businesses in Indonesia reached 5.28 million. The BPS publication also indicates that this sector has a broad scope of

economic activity, as it includes information on the number of workers, sales value, and business expenditures.

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This development indicates that the food and beverage business not only has a large number of business operators but also generates significant economic activity. By comparison, in 2023, the number of food and beverage businesses stood at 4.85 million, with employment reaching 9.80 million workers and sales value totaling Rp998.37 trillion. Compared to 2016, the number of businesses increased by approximately 21.13%, the number of employees rose by 20.48%, and sales value grew by 48.04%. These figures demonstrate that the food and beverage industry is expanding on a large scale and becoming increasingly competitive.

This trend has continued into more recent periods. In the first quarter of 2026, Indonesia's economy grew by 5.61% year-on-year, while the Accommodation and Food Services sector grew by 13.14%. This growth rate was the highest among all economic sectors during that period. This situation indicates that business activities related to food and beverages are experiencing fairly strong growth within the national economy.

These national conditions are relevant to regional economic development, including that of Jember Regency. The Central Statistics Agency (BPS) reports that Jember Regency's economy grew by 4.86% in 2024, with a Gross Regional Domestic Product (GRDP) at current prices of Rp102.76 trillion. From the expenditure side, household consumption was the largest component, contributing 70.16%. The significant contribution of household consumption indicates that consumer spending is a key component of the regional economy.

From the perspective of food and beverage consumption, price changes are also a relevant factor for business operators. The Jember Regency BPS noted that in December 2024, the food and beverage/restaurant expenditure group experienced year-on-year inflation of 1.79%. In February 2025, the same group still experienced year-on-year inflation of 1.07%. These changes indicate that food and beverage businesses operate within a market environment influenced by price dynamics and consumer purchasing power.

Food is a substance that, once ingested, undergoes changes in the metabolic process to produce energy, build body tissue, and regulate bodily functions (Fatimah, 2008). Food plays a very important role in supporting human health and survival through the nutrients it contains. In addition to meeting nutritional needs, humans also have preferences when it comes to enjoying food, and of course, the food they desire is food that is tasty and delicious. Consumers prefer foods that are healthy and support their lifestyle, such as those that are low in calories, low in fat, and high in protein (Nasution et al., 2024). Because the need for food and beverages is always present, this creates opportunities for businesses to compete in the food and beverage sector, which can be profitable. In addition

to being profitable for businesses, food and beverages also have a significant impact on the country's econom.

Jember is a city in East Java, known for its diverse food and beverage businesses scattered throughout the villages and especially in the city center. The food served in Jember is also very varied, ranging from staple foods to processed meat dishes with distinctive characteristics. Visitors and locals alike can easily find dishes that suit their tastes, whether traditional or modern. One modern dish that is in high demand is steak. There are several steak restaurants that are frequently visited by customers, not only because the menu suits their tastes, but also because the places follow current trends.

Table 1. List of Steak Food Outlets in Jember in 2024

Steak Stalls	Location
Cowcow Steak	Jl. Trunojoyo No. 79, Kauman, kec. Kaliwates
Waroeng Steak And Shake	Jl. PB Sudirman No. 59, Pagah, Jemberlor, Kec. Patrang
KQ5 Steak And Bowl	Jl. Karimata No. 44A, Gumuk Kerang, Kec. Summersari
Kedai Steak	Jl. Sumatra, Tegal Boto Lor, Kec. Summersari
Steak Boss	Jl. Gatot Subroto No. 45, tembaan, Kec. Kaliwates

Source: M. Imron Fauzi

Based on Table 1.2, several steak restaurants are seen to be popular among consumers. One steak restaurant in Jember that is popular among consumers is KQ5 Steak And Bowl. KQ5 Steak and Bowl is a restaurant first established by H. Muhammad Ali (Gus Ali), famous for its concept of "Street Food Prices, Five-Star Taste," which offers high-quality steak at affordable prices.

Theoretically, consumer purchasing decisions are formed through a process of evaluating various stimuli received by consumers prior to making a purchase. In the context of the restaurant business, these stimuli may stem from marketing activities, the consumer's experience while at the establishment, and price considerations. Therefore, event marketing, store atmosphere, and price are expected to have distinct yet interrelated mechanisms of influence in shaping consumer purchasing decisions.

First, event marketing is expected to influence purchasing decisions by increasing consumer attention, engagement, and brand experience. Events provide more interactive stimuli than conventional marketing communications because consumers can interact directly with the product, brand, or organized activities. When an event successfully captures attention and creates a positive experience, consumers gain stronger information and impressions of the company. This can increase consumer interest in the product and ultimately lead to a decision to make a purchase. Thus, the better the execution of event marketing, the greater the likelihood that consumers will respond positively, leading to a purchase decision.

Second, the store atmosphere is believed to influence purchasing decisions through consumers' sensory and psychological experiences while inside the restaurant. Elements such as layout, lighting, cleanliness, comfort, music, color, scent, and seating arrangements can shape consumers' perceptions of the restaurant environment. An atmosphere that is perceived as comfortable and in line with consumer expectations can create a positive mood, extend the duration of the visit, and increase consumer interest in the products offered. Conversely, an uncomfortable atmosphere can diminish the consumer experience and potentially reduce the desire to make a purchase. Therefore, the store atmosphere is viewed as an environmental stimulus that can influence consumer evaluations and decisions.

Third, price is expected to influence purchasing decisions through a mechanism that evaluates the trade-off between the economic sacrifice and the benefits received by consumers. Consumers not only consider the nominal price but also assess whether the price is commensurate with the product's quality, benefits, portion size, service, and the overall experience gained. A price that is perceived as affordable and aligned with the benefits received can enhance perceived value and reduce consumer hesitation in making a decision. Conversely, if the price is considered too high relative to the benefits or quality received, consumers may postpone or cancel their purchase. Thus, consumer perception of price is one of the key considerations in the purchasing decision-making process.

These three variables essentially operate through different mechanisms. Event marketing primarily provides stimuli through brand attention and experience; store atmosphere provides stimuli through the environmental experience and comfort while at the restaurant; and price provides stimuli through value evaluation and economic sacrifice. Consumers then process these three stimuli in the form of perceptions, evaluations, interest, and consideration before ultimately making a purchase decision.

KQ5 Steak and Bowl is one of the restaurants in Jember that has attracted consumers through its distinctive combination of steak and rice bowl menus, providing a competitive advantage over other restaurants in the same category. However, observations involving one of the employees indicated that KQ5 Steak and Bowl Jember had experienced a decline in sales. In response to this condition, the company has sought to strengthen its marketing efforts through event marketing activities, including Mobile Legends competitions, Olympic-style events, and collaborations with various organizations to hold activities at the restaurant. These initiatives are expected to increase customer visits, strengthen consumer engagement, and encourage purchasing decisions. In addition to event marketing, store atmosphere and price are also considered important factors that may shape consumers' evaluations and purchasing behavior. Therefore, this study aims to analyze the influence of event marketing, store atmosphere, and

price on consumer purchasing decisions at KQ5 Steak and Bowl Jember, both partially and simultaneously.

METHODS

This study employed a quantitative approach with an explanatory research design. Quantitative research is based on the philosophy of positivism and is used to examine a particular population or sample through research instruments and statistical analysis to test predetermined hypotheses (Sugiyono, 2022). Quantitative research also provides a systematic approach to collecting empirical data, measuring phenomena, and analyzing information numerically or statistically (Wijayati et al., 2024). The explanatory research design was selected because this study aims to examine the influence of event marketing (X1), store atmosphere (X2), and price (X3) on consumer purchasing decisions (Y) at KQ5 Steak and Bowl Jember. The research was cross-sectional, with data collected during a single predetermined period through a survey using a structured questionnaire administered to consumers who had made purchases at the research location. The unit of analysis was individual consumers of KQ5 Steak and Bowl Jember, allowing the statistical relationships between the independent and dependent variables to be examined based on respondents' perceptions.

The research focused on KQ5 Steak and Bowl Jember, with consumers who had made purchases at the restaurant serving as the unit of analysis. The population comprised all customers who made purchases during the research period. Since a complete customer list was unavailable, the exact population size could not be determined and was therefore categorized as an unknown population. Respondents were selected using purposive sampling, a non-probability sampling technique in which participants are chosen based on predetermined criteria. Eligible respondents were at least 17 years old, had previously purchased products at KQ5 Steak and Bowl Jember, had seen, participated in, or been aware of KQ5's activities, events, or promotions, were willing to complete the questionnaire, and provided responses based on their actual purchasing experiences. Purposive sampling was considered appropriate because the study required respondents with direct experience as consumers of KQ5 Steak and Bowl Jember.

The research consisted of three independent variables and one dependent variable. Event marketing (X1), store atmosphere (X2), and price (X3) were treated as independent variables, while purchasing decisions (Y) served as the dependent variable. Research variables refer to aspects determined by researchers to be observed and analyzed in order to obtain relevant information and draw conclusions (Sugiyono, 2019, p. 308). The indicators of event marketing included entertainment, which refers to the benefits provided by the event; excitement, which reflects participants' satisfaction and enjoyment; and enterprise, which represents the innovative and distinctive nature of the events.

Store atmosphere was measured through exterior elements, general interior conditions, and store layout. Meanwhile, price was measured using price affordability, price alignment with product quality, and price competitiveness. These indicators were used to operationalize each variable and provide a measurable basis for examining their relationships with consumer purchasing decisions.

RESULTS AND DISCUSSION

Results

Data collection from respondents used non-probability sampling techniques, because this study had specific characteristics or criteria that meant the population did not have an equal chance of being selected as research samples. The specific characteristics or criteria in this study were consumers who attended events held at KQ5 Steak And Bowl Jember.

Table 2 shows the differences in the ages of respondents. The largest number of respondents were aged over 20 years old, because the respondents were mostly guardians of participants in the event organized by KQ5 Steak And Bowl Jember. Based on Table 3, it can be seen that the calculated *r* value is greater than the table *r* value (0.179) and the sig value is less than 0.05. Thus, each item in this research questionnaire is declared valid.

Table 2. Number of Respondents Based on Gender

No	Age	Number	Percentage
1	17-21	36	30%
2	22-25	19	15,8%
3	>25	65	54,2%

Source: Processed primary data

Table 3. Validity Test

Variable	Item	r-table	r-count	Sig.
Event Marketing (X1)	X1.1	0.179	0.766**	0.000
	X1.2	0.179	0.866**	0.000
	X1.3	0.179	0.640**	0.000
Store Atmosphere (X2)	X2.1	0.179	0.794**	0.000
	X2.2	0.179	0.781**	0.000
	X2.3	0.179	0.740**	0.000
Price (X3)	X3.1	0.179	0.857**	0.000
	X3.2	0.179	0.756**	0.000
	X3.3	0.179	0.669**	0.000
Purchase Decision (Y)	Y.1	0.179	0.752**	0.000
	Y.2	0.179	0.784**	0.000
	Y.3	0.179	0.724**	0.000

Source: Compiled from primary data

Table 4. Reliability Test Calculations

Variable	Cronbach's Alpha
Event Marketing	0,638
Store Atmosphere	0,658
Price	0,642
Purchase Decision	0,612

Source: Compiled from primary data

Table 5. Normality Test

Variable	Asymp. Sig	Sig
Event Marketing		
Store Atmosphere	0,079	0,05
Price		

Source: Compiled from primary data

Table 6. Multicollinearity Test Results

Variable	Tolerance	VIF
Event Marketinng	,679	1,472
Store Atmosphere	,641	1,561
Price	,637	1,571

Source: Compiled from primary data

Table 7. Results of the Glejser Test

Variable	Sig
Product Quality	,383
Service quality	,817
Price	,706

Source: Compiled from primary data

Based on Table 4, it can be seen that all Cronbach's Alpha values are > 0.60 . Therefore, it can be concluded that the questionnaire meets the requirements of validity and reliability.

Based on Table 5, the results of the Kolmogorov–Smirnov normality test show that the data for each variable namely Event Marketing, Store Atmosphere and Price follow a normal distribution. The Kolmogorov–Smirnov test yielded a p-value of $0.079 > 0.05$. These results indicate that the research variables—namely Event Marketing, Store Atmosphere and Price—in relation to Purchase Decisions are normally distributed. Table 6 shows that there is no multicollinearity or correlation between the independent variables X1, X2 and X3. Based on Table 7, the results of the Glazer test on the three variables in this study indicate that there is no evidence of heteroscedasticity.

Table 8. Results of Multiple Linear Regression Analysis

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Variable	Coefficient Value
Constant	
Event Marketing	,405
Store Atmosphere	,258
Price	,134

Source: Compiled from primary data.

The regression equation obtained is:

$$Y = 2.513 + 0.405(X_1) + 0.258(X_2) + 0.134(X_3)$$

The constant is a fixed value in the multiple linear regression formula, therefore the constant value will differ in each study. The constant value in this study is positive at 2.513. A positive sign indicates a direct relationship between the independent and dependent variables. This shows that if all independent variables, including event marketing (X_1), store atmosphere (X_2), and price (X_3), are equal to 0 or do not change, then the purchase interest value (Y) is 2.315. Regression coefficient value of variable X_1 is positive (+) at 0.405, which means that if the event marketing variable is increased, the purchase decision at KQ5 Steak And Bowl Jember will increase by 0.405 and vice versa. The regression coefficient value of variable X_2 is positive (+) at 0.258, which means that if variable X_2 increases, variable Y will also increase. This means that if the store atmosphere is improved, consumer purchasing decisions at KQ5 Steak And Bowl Jember will also increase. The regression coefficient value of Variable X_3 is positive (+) at 0.134, meaning that if the price variable is increased again, purchasing decisions at KQ5 Steak And Bowl Jember will increase by 0.134 and vice versa.

Table 9. T-test Results

Variable	T	Sig
Event Marketing	7,706	,000
Store Atmosphere	5,769	,000
Price	5,336	,000

Source: Compiled from primary data

From the data analysis results, the calculated t-value for X_1 is 7.706, while the significance is $0 < 0.5$ and the table t-value is 1.90081. Therefore, the calculated t-value is greater than the table t-value, so the hypothesis is accepted, meaning that event marketing influences purchasing decisions at KQ5 Steak And Bowl Jember. From the data analysis results, the t-count value for X_2 is 5.769, while the significance is $0 < 0.5$ and the t-table value is 1.90081, so t-count > t-table, thus the hypothesis is accepted, meaning that store atmosphere influences purchasing decisions at KQ5 Steak And Bowl Jember. From the data analysis

results, a t-count value of X3 of 5.336 was obtained, while the significance was $0 < 0.5$ and the t-table value was 1.90081, so $t\text{-count} > t\text{-table}$, so the hypothesis is accepted, meaning that price influences purchasing decisions at KQ5 Steak And Bowl Jember.

Table 10. F Test Results

Model	F	Sig
Regression	24,646	0,000

Source: Compiled from primary data

Based on Table 10, the sig values for the influence of X1, X2, and X3 on Y are $0 < 0.5$, and the calculated F value of 24.646 is greater than the table F value of 2.68. Therefore, it can be concluded that the hypothesis is accepted, meaning that event marketing, store atmosphere, and price simultaneously influence purchasing decisions. This means that event marketing, store atmosphere, and price influence purchasing decisions at KQ5 Steak And Bowl Jember.

Table 11. Determination Coefficient Test Results

Model	R	R Square	Adjusted R Square
X1,X2,X3,Y	,858 ^a	,736	,718

Source: Compiled from primary data

Based on Table 11 model summary, the adjusted R square value is 0.718. This means that the three independent variables, namely event marketing, store atmosphere, and price, have a 71% influence on purchasing decisions (Y) at KQ5 Steak And Bowl Jember. Meanwhile, the remaining 29% is influenced by other variables that have not been determined by the researcher in this study.

Discussion

Event marketing influences purchasing decisions.

Based on the results of the study, it shows that event marketing influences purchasing decisions with a t-value of X1 of 7.706, while the significance is $0.000 < 0.05$ and the t-table value is 1.90081, so $t\text{-value} > t\text{-table}$, thus the hypothesis is accepted, meaning that event marketing influences purchasing decisions. This indicates that any increase in event marketing will be followed by an increase in purchasing decisions.

According to Belch, event marketing is a type of promotion where a company or brand is associated with an event or activity that has a theme with the aim of creating an experience for consumers and promoting a product or service. The event marketing carried out by KQ5 Steak And Bowl Jember is by holding events such as the Olympics, painting competitions, Mobile Legend tournaments, and various other events that can attract consumers to visit the company.

These results are in line with research conducted by Ike Putri Hardiarti (2020) on the influence of event marketing on purchasing decisions with purchase interest as an intervening variable at the Togamas Margorejo bookstore in Surabaya, which found that, partially, the event marketing variable had a significant effect on purchasing decisions at the Togamas Margorejo bookstore. Furthermore, the results of research by Muhammad Syarif Hidayatullah (2024) entitled *The Effect of Event Marketing, Viral Marketing, and Affiliate Marketing on Purchase Interest in the Shopee Marketplace in Yogyakarta* prove that the event marketing variable has a positive effect on purchase interest. This shows that event marketing can attract event participants to products offered by companies, which can influence purchasing decisions and make event participants confident in purchasing KQ5 Steak And Bowl Jember products.

In theory, event marketing can influence purchasing decisions by increasing consumers' attention, engagement, experience and connection with the brand. When consumers gain first-hand experience through a marketing activity, information about the product is not only processed cognitively, but is also shaped through experience and interaction. Therefore, the success of event marketing is not determined solely by the existence of the event, but also by the event's ability to create a relevant experience for consumers.

Store atmosphere influences purchasing decisions.

Based on the results of the study, it shows that store atmosphere affects purchasing decisions with a calculated t-value of X^2 of 5.769, while the significance is $0.000 < 0.05$ and the table t-value is 1.90081, so the calculated t is $>$ table t, meaning that the hypothesis is accepted, which is that store atmosphere affects purchasing decisions. This indicates that any improvement in store atmosphere will be followed by an increase in purchasing decisions.

According to Kotler in (Setianingsih et al., 2024), store atmosphere is a planned atmosphere that is appropriate for the target market and can attract consumers to buy. Every store has a physical layout that makes it difficult or easy for people to move around inside. Store atmosphere is a store atmosphere that greatly influences a store to make customers feel comfortable and at ease choosing the types of products they want to buy.

These results are in line with research conducted by Alviro Putra Satria and Nova Anggrainie (2023), which states that store atmosphere influences purchasing decisions. This proves that the good atmosphere at KQ5 Steak And Bowl Jember was able to increase the purchasing interest of event participants, because a good atmosphere makes consumers feel comfortable when they want to make a purchase, enjoy the atmosphere, and enjoy the food serve

Price influences purchasing decisions.

Based on the results of the study, it shows that price affects purchasing decisions with a t-value of X_1 of 5.336, while the significance is $0.000 < 0.05$ and the t-table value is 1.90081, so $t\text{-value} > t\text{-table}$, so the hypothesis is accepted, meaning that price affects purchasing decisions. This indicates that every increase in price will be followed by an increase in purchasing decisions.

Price is the amount of money charged for a particular product (Kotler in Hasibuan, 2022). The right price that is affordable for customers can create the desired desire that can stimulate consumers to make purchases.

These results are in line with research conducted by Nazzelia Ula (2023), which shows that price has a significant effect on purchasing decisions. Because event participants consider the purchase price when buying products at KQ5 Steak And Bowl Jember, price affects purchasing interest.

Previous research on the relationship between price and purchasing decisions. The study by Pangestu et al. (2024), for example, found that price discounts had a positive and significant effect on purchasing decisions amongst J.CO customers. However, research on KFC Toraja found that price discounts did not have a significant effect on purchasing decisions when considered in isolation.

Conceptually, price is one form of economic sacrifice that consumers must take into account. Consumers tend to evaluate price by comparing it with quality, benefits, portion size, service and the prices of alternative products. Therefore, the influence of price on purchasing decisions is not determined solely by whether the nominal price is high or low, but also by the perceived value formed in the consumer's mind.

Event marketing, store atmosphere, and price influence purchasing decisions.

Based on the results of the study, the calculated F value is 24.646 with a significance value of 0.000, and df is 3 at 2.68, indicating that the calculated F value is greater than the table F value, or $110.804 > 2.68$, and $\text{sig } 0.000 < 0.05$. Therefore, it can be concluded that the hypothesis stating that event marketing, store atmosphere, and price simultaneously affect purchasing decisions is accepted. Given that the Adjusted R Square value is 0.718, it can be concluded that the contribution of the independent variables to the dependent variable simultaneously (together) is 71%.

These results are in line with research conducted by Fitrotul Farikha (2023), which shows that store atmosphere influences purchasing decisions, price influences purchasing decisions, store atmosphere and price simultaneously have a positive and significant effect on purchasing decisions, and halal labels and price simultaneously influence purchasing decisions. Furthermore, research by

Viriski Ania Putri, Amelia Anwar, and Yudhinanto (2023) shows that Event Marketing (X1), Price (X2), and Consumer Income (Y) simultaneously influence the Purchase Interest (Y) in Nmax Motorcycles at Yamaha Lautan Teduh Kedaton. This proves that event marketing can influence consumer purchasing decisions, one of which is the knowledge or information obtained from participating in events organized by the company. The company must also be able to provide comfortable facilities and a pleasant atmosphere so that consumers feel comfortable when they are in the company. Affordable prices also influence purchasing decisions because affordability and maximum results make consumers interested in buying.

These findings indicate that consumers' purchasing decisions at KQ5 Steak and Bowl Jember cannot be explained by a single marketing factor alone. Consumers are exposed to several stimuli simultaneously, ranging from communication and experiences through event marketing, environmental experiences through the shop atmosphere, to the assessment of economic trade-offs through price.

These findings are consistent with research on J.CO, which showed that the shop atmosphere, experiential marketing and price discounts are collectively linked to purchasing decisions. Research on Papagesha Coffee also showed that the shop atmosphere and social media marketing influence purchasing decisions both individually and simultaneously.

However, other empirical evidence suggests that not all factors have an equally strong influence. The KFC Toraja study, for example, shows that some variables are not significant when analysed individually, even though the model is significant when analysed simultaneously. This reinforces the argument that purchasing decisions are the result of a multidimensional evaluation, meaning that one variable may have a strong influence whilst others make a more limited contribution.

CONCLUSION

The study concludes that event marketing, store atmosphere, and price positively influence consumer purchasing decisions at KQ5 Steak and Bowl Jember, both partially and simultaneously. This indicates that attractive events, a comfortable restaurant environment, and appropriate pricing can strengthen consumers' decisions to purchase.

KQ5 Steak and Bowl Jember should improve event marketing activities, maintain a comfortable store atmosphere, and set competitive prices that reflect product quality. Future research should examine additional variables such as service quality, product quality, brand image, or customer satisfaction.

This study was limited to one restaurant, used a cross-sectional design, purposive sampling, and self-reported questionnaire data. Therefore, the findings have limited generalizability and may not fully represent consumer behavior in other

restaurant contexts. tetapi juga pada pembentukan perilaku keuangan yang disiplin dan berkelanjutan.

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