

The Influence Of Electronic Word Of Mouth (E-Wom) And Servicescape On Purchase Decisions At Nuju Coffee Space (A Study Of Generation Z Consumers In Bandar Lampung)

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Abstract

The rapid growth of the coffee shop industry has intensified business competition. In this competitive environment, Electronic Word of Mouth (e-WOM) and servicescape have become important factors influencing consumer purchase decisions, particularly among Generation Z, who are characterized as digital natives and active users of social media. This study aims to analyze the influence of e-WOM and servicescape on purchase decisions among consumers of Nuju Coffee Space in Bandar Lampung. This research employed a quantitative approach with an explanatory research design. The sampling technique used was purposive sampling, involving 110 Generation Z consumers who had visited Nuju Coffee Space and obtained information through e-WOM. Data were collected using a questionnaire with a Likert scale and analyzed using multiple linear regression through IBM SPSS Statistics 27. The results indicate that e-WOM has a positive and significant effect on purchase decisions, with a significance value of 0.000 (< 0.05). Servicescape also has a positive and significant effect on purchase decisions, with a significance value of 0.000 (< 0.05). Simultaneously, e-WOM and servicescape significantly influence purchase decisions, as indicated by the F-test significance value of 0.000 (< 0.05). The coefficient of determination shows an Adjusted R Square value of 0.597, meaning that 59.7% of the variation in purchase decisions can be explained by e-WOM and servicescape, while the remaining 40.3% is influenced by other factors outside the scope of this study. These findings suggest that credible digital information and a



comfortable, attractive physical environment play important roles in encouraging purchase decisions among Generation Z consumers at Nuju Coffee Space.

Keywords: *Electronic Word of Mouth (e-WOM), Servicescape, Purchase Decision, Generation Z, Coffee Shop.*

INTRODUCTION

The food and beverage (F&B) industry in Indonesia continues to grow, marked by a 6.13% increase in the beverage subsector in 2024. This growth is driven by shifts in lifestyle toward greater modernity, convenience, and experience-oriented consumption. One emerging trend is the rise of coffee culture, which is not limited to major cities but is also gaining traction in Bandar Lampung. There are currently more than 630 active coffee shops operating in the city, indicating a high level of competition and the importance of brand differentiation, service quality, and digital marketing strategies.

For Generation Z, coffee-drinking habits are influenced by the need for productivity, social interaction, and digital culture. Social media shapes trends such as coffee aesthetics, working from a café, and coffee shop recommendations, turning the act of drinking coffee into an experience that can be shared online. In this context, Electronic Word of Mouth (e-WOM) plays a crucial role as it enables information regarding product quality, ambiance, service, and customer experiences to spread rapidly across various digital platforms. E-WOM is considered more credible because it originates from fellow users. Reviews, ratings, positive comments, and influencer recommendations can influence Generation Z's perceptions and purchasing decisions.



Figure 1. Nuju Space's Competitors

This phenomenon is evident at Nuju Coffee Space in Bandar Lampung. This coffee shop leverages social media, particularly Instagram, to build its brand image through product content, the shop's ambiance, and promotions. Customer activities—such as sharing their experiences via social media and online reviews—also generate e-WOM that can influence consumer purchasing decisions. Therefore, the ability to build a positive digital reputation is a critical factor for coffee shops in attracting and retaining customers, particularly Generation Z. Here is a more concise version that retains the core of the discussion:

Competition with coffee shops such as OMA Backyard, Katama Coffee & Space, Manca Eatery, and Kiyo Libare makes the quality of the digital experience a key factor in attracting customers. Consumers evaluate not only products and prices but also a brand's social media presence, review management, and digital interactions. Consequently, digital reputation has become a strategic asset, particularly for attracting the younger demographic. Based on Google Maps data, Nuju Space and OMA Backyard have the highest ratings (4.9), followed by Katama Coffee & Space (4.8), Kiyo Libare (4.3), and Manca Eatery (4.2).

For Generation Z, cafes serve not only as places to enjoy drinks, but also as spaces for socializing, studying, working, and relaxing. Factors influencing their preferences include location, comfort, interior design, and the flexibility of the space's functionality. Additionally, Gen Z tends to prefer cafes with aesthetic design, comfortable lighting, and an atmosphere conducive to social media activities. They also pay attention to product quality, menu variety, and innovations that align with their lifestyle.

Although research on electronic word of mouth (e-WOM) and consumer behavior has been extensive, studies linking e-WOM and the servicescape to purchase decisions remain limited. Previous research findings have also shown inconsistent results regarding the influence of e-WOM on purchase decisions. Furthermore, most studies have focused more on purchase intent rather than actual purchase decisions and have not specifically examined Generation Z within the coffee shop industry.

LITERATURE REVIEW

Theory of Reasoned Action (TRA)

The Theory of Reasoned Action (TRA), developed by Fishbein and Ajzen (1980), explains that individual behavior is influenced by behavioral intention, which is formed by attitudes toward the behavior and subjective norms. In the context of this study, electronic word of mouth (e-WOM) serves as a source of information and social influence that can

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shape Generation Z consumers' beliefs and attitudes toward Nuju Space, thereby influencing purchasing decisions.

Stimulus–Organism–Response (S-O-R) Model

The Stimulus–Organism–Response (S-O-R) model, introduced by Mehrabian and Russell (1974), explains that consumer behavior is influenced by external stimuli, which are processed through an individual's internal state and result in a specific response.

Electronic Word of Mouth (e-WOM)

Electronic Word of Mouth (e-WOM) is a form of informal communication via digital media that enables consumers to share experiences, opinions, and information about products or services (Hennig-Thurau et al., 2004). Unlike traditional WOM, e-WOM has a wider reach, is faster, and can be accessed without the constraints of time and space (Jansen et al.). According to Priansa (2017), the effectiveness of Electronic Word of Mouth (e-WOM) is determined by four main characteristics: relevance, timeliness, accuracy, and comprehensiveness.

Servicescape

The term “servicescape” was first introduced by Bitner (1992) as a concept describing the physical environment in which services are provided to consumers. This environment includes elements that can be perceived through the five senses—such as spatial design, lighting, layout, cleanliness, and ambiance—which collectively shape consumers' perceptions of service quality and influence their attitudes and decisions.

Purchasing Decision

According to Kotler and Keller (2016:195), the purchasing decision is the consumer's process of selecting, buying, and using a product, beginning with the recognition of a need and ending with post-purchase evaluation. This process consists of five stages: problem recognition, information search, evaluation of alternatives, purchase decision, and post-purchase behavior. Schiffman and Kanuk (2008) add that a purchase decision occurs when consumers are faced with several alternatives and choose one of them based on specific considerations.



Generasi Z

Generation Z consists of individuals born between 1995 and 2010 and is known as “digital natives” because they grew up alongside digital technology (Sampoerna University, 2022). This generation is characterized by independence, adaptability, ambition, inclusivity, and a strong integration of technology into their daily lives (McKinsey, 2018; Widiyana, 2018). Additionally, Generation Z tends to be creative, values freedom, and combines physical and digital activities in their daily routines (Arum, 2023).

METHODOLOGY

This study employs a quantitative approach to examine the influence of Electronic Word of Mouth (e-WOM) and servicescape on Generation Z's purchasing decisions at Nuju Coffee Space in Bandar Lampung. The study population consists of Generation Z consumers (aged 13–27) who have visited a coffee shop and were exposed to e-WOM prior to making a purchase. Sampling was conducted using non-probability sampling with a purposive sampling technique, resulting in a sample size of 110 respondents. Data were collected using a Google Form questionnaire with a 1–5 Likert scale.

DISCUSSION**Validity Test****Table 1. Recapitulation of Validity Test Results**

Variable	Indicator	KMO(Kaiser-Meyer-Olkin)	Factor Loading	Description > 0.5
E-WOM	1	0,876	0,768	Valid
	2		0,790	Valid
	3		0,787	Valid
	4		0,722	Valid
	5		0,686	Valid
	6		0,706	Valid
	7		0,733	Valid
	8		0,734	Valid
	9		0,719	Valid



<i>Servicescape</i>	1	0.736	0,844	Valid
	2		0,776	Valid
	3		0,813	Valid
	4		0,761	Valid
	5		0,741	Valid
	6		0,780	Valid
	7		0,852	Valid
	8		0,709	Valid
	9		0,849	Valid
Purchase Decision	1	0,754	0,834	Valid
	2		0,826	Valid
	3		0,777	Valid
	4		0,834	Valid

Source: Processed data (2026)

Based on Table 1, which presents the results of the validity test, all indicators for the variables Electronic Word of Mouth (e-WOM), servicescape, and purchase decision showed a Kaiser-Meyer-Olkin (KMO) value > 0.50 and a factor loading value > 0.50 . This indicates that all items in the questionnaire are valid and capable of accurately measuring the constructs under study.

Reliability test

Table 3. Reliability Test Results

Variable	Cronbach's Alpha	Standard	Description
E-WOM	0,898	0,6	Reliable
<i>Servicescape</i>	0,728	0,6	Reliable
Purchase Decision	0,835	0,6	Reliable

Source: Processed data (2026)

The results of the reliability test indicate that all items in the instrument have a Cronbach's Alpha value of ≥ 0.60 . This means that all statements in the questionnaire are reliable and can be trusted for use in the study.



Multiple Linear Regression Results**Table 3. Results of Multiple Linear Analysis**

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	2.900	1.091		2.659	.009
	X1	.090	.024	.270	3.730	.000
	X2	.288	.035	.597	8.245	.000
a. Dependent Variable: Y						

Source: Processed data (2026)

Table 3. above shows that E-WOM (X1) is 0.270 and Servicescape (X2) is 0.597. From the multiple linear regression equation, we obtain:

$$Y = 2,900 + 0,270X1 + 0,597X2 + e$$

Based on the regression results, the constant value of 2.900 indicates that when the e-WOM and servicescape variables are held constant, the purchase decision value is 2.900. The e-WOM regression coefficient (0.270) indicates that a 1-unit increase in e-WOM will increase the purchase decision by 0.270. Meanwhile, the servicescape coefficient (0.597) indicates that a one-unit increase in servicescape increases the purchase decision by 0.597. Thus, both independent variables have a positive influence on the purchase decision.

Hypothesis Testing**Table 4. T-test Results**

H	Relationships Among Variables	Sig.	Standard	Results
H1	E-WOM → Purchase Decision	.000	<0,05	Accepted
H2	Servicescape → Purchase Decision	.000	<0,05	Accepted

Source: Processed data (2026)



1. The Impact of e-WOM on Purchase Decisions

Electronic word of mouth (e-WOM) received an average score of 4.23, which falls into the “strongly agree” category. These results indicate that respondents rated e-WOM at Nuju Coffee Space very highly and that it plays a role in influencing purchasing decisions. The indicators with the highest scores were the availability of information on digital platforms (4.31) and the authenticity of reviews based on real experiences (4.30), while the ease of understanding the information had the lowest score (4.06). Results from multiple linear regression and t-tests indicate that e-WOM has a positive and significant effect on purchase decisions with a significance level of 0.000 (<0.05), thus accepting H_1 . This means that the better the quality, credibility, and quantity of information consumers receive through e-WOM, the higher their tendency to make a purchase. Simultaneously, e-WOM and servicescape also have a significant effect on purchase decisions (sig. $0.000 < 0.05$). The Adjusted R^2 value of 0.597 indicates that these two variables account for 59.7% of the variation in purchase decisions. These findings align with the research by Cheung & Thadani (2012), which states that e-WOM can increase consumer trust and reduce uncertainty in purchasing. Thus, e-WOM has been proven to have a positive and significant effect on purchasing decisions, so it needs to be managed optimally by business actors.

2. The Influence of the Servicescape on Purchase Decisions

The servicescape received an average score of 4.03, which falls into the agree category. These results indicate that consumers rate the physical environment and atmosphere at Nuju Coffee Space as good. The indicators with the highest scores were the uniqueness of the café's visual identity (4.23) and the completeness of facilities (4.20), while lighting comfort had the lowest score (3.64). Regression results and the t-test indicate that the servicescape has a positive and significant effect on purchase decisions with a significance level of 0.000 (<0.05), thus accepting H_2 . This means that the better the physical environment, spatial layout, and visual elements offered, the higher the tendency for consumers to make a purchase. The servicescape also plays a role in creating a positive consumer experience through a comfortable atmosphere and adequate facilities. Simultaneously, servicescape together with e-WOM has a significant effect on purchase decisions (sig. $0.000 < 0.05$). An Adjusted R^2 value of 0.597 indicates that these two variables account for 59.7% of the variation in purchase decisions.

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This finding aligns with Bitner's (1992) concept, which states that the physical environment can influence consumer behavior. Thus, servicescape has been proven to have a positive and significant influence on purchase decisions, making it a key focus in creating an engaging consumer experience.

Results of the F-Test

Table 5. F-Test Results

Model	Sum of Squares	df	Mean Square	F	Sig.
Regression	136.287	2	68.143	81.897	.000b
Residual	89.031	107	.832		
Total	225.318	109			
<i>a. Dependent Variable: Y</i>					
<i>b. Predictors: (Constant), X2, X1</i>					

Source: Processed data (2026)

Based on the results of the F-test, a significance value of 0.000 (< 0.05) was obtained, so H_0 was rejected and H_1 was accepted. This indicates that the e-WOM and servicescape variables simultaneously have a significant effect on purchasing decisions. In other words, these two variables together are able to explain the variation in purchasing decisions among Nuju Coffee Space customers.

Coefficient of determination

Table 6. Determination Analysis Results (R^2)

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.778 ^a	.605	.597	.912
<i>a. Predictors: (Constant), X2, X1</i>				
<i>b. Dependent Variable: Y</i>				

Source: Processed data (2026)

Based on the results of the coefficient of determination test, the Adjusted R-Square value of 0.597 indicates that 59.7% of the variation in purchase decisions can be



explained by e-WOM and the servicescape, while the remaining 40.3% is influenced by other variables outside the scope of this study, such as price, product quality, promotions, and consumer personal factors. This indicates that both independent variables have a fairly strong contribution in explaining the purchasing decisions of Nuju Coffee Space consumers.

CONCLUSION

Electronic word of mouth (e-WOM) and servicescape have a positive and significant influence on the purchasing decisions of Nuju Coffee Space customers, thus supporting the research hypothesis. e-WOM plays a role in building consumer trust through the availability of information and the authenticity of reviews on digital platforms, although the ease of understanding the information still needs improvement. Meanwhile, the servicescape also has a significant influence, particularly through the uniqueness of visual design and the completeness of facilities, although lighting comfort remains an aspect that needs improvement. Overall, both variables are capable of driving purchasing decisions by creating a combination of digital information and the physical experience perceived by consumers. Therefore, it is recommended that the management of Nuju Coffee Space continue to optimize digital reviews, improve the quality of the servicescape—particularly lighting and spatial layout—and integrate digital marketing strategies with in-person experiences to align with consumer expectations. Additionally, future research is encouraged to include other variables such as price, product quality, or customer satisfaction to ensure more comprehensive findings.

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