



Consumer Buying Interest In Terms Of Advertising On Social Media, Product Uniqueness, And Location (A Comparative Study Of Consumers Of Sosmed Cafe And Tree House Cafe Medan)

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Abstract: The cafe business is currently growing rapidly in society, where cafes have now transformed into a part of the habits or lifestyle of groups of individuals. In the business community, for example, cafes have become business meeting locations, where they utilize cafes as places to discuss various aspects of their business in a setting that is not too formal. The visitors come from diverse backgrounds, including entrepreneurs, government and private employees, students, and even certain communities. This study aims to analyze the influence of social media advertising, product uniqueness, and location on consumer purchase interest at Sosmed Cafe and Cafe Rumah Pohon in Medan. Data was collected through surveys using questionnaires distributed to consumers of both cafes. Data analysis was conducted using multiple linear regression. The results of the study indicate that social media advertising, product uniqueness, and location have a significant influence on consumer purchase interest. These findings provide insights for cafe owners in designing effective marketing strategies.

Keywords: Purchase Interest, Social Media Advertising, Product Uniqueness, Location, Sosmed Cafe, Cafe Rumah Pohon

Introduction

The cafe business is currently growing in society, where cafes have now transformed into part of a habit or part of a lifestyle of a group of individuals. In business circles, for example, cafes have turned into business meeting locations, where they use cafes as a place to discuss various things about their business in a less formal setting. Their visitors come from diverse backgrounds, ranging from business people, civil servants and private employees, students/pupils and even certain communities. Talking about cafes, especially in the city of Medan, there are so many of them. Almost in every corner of the city there are many choices of cafes that provide various concepts. Currently, many business people, especially businesses in the cafe sector, use advertising to promote their products. One of them is by using advertising through social media as a means to promote

it in order to attract consumer interest in buying. from the unique design of the place, the varied prices of food and drinks and the strategic location .

This is an option for Medan residents to choose a cafe according to their tastes and needs. One of the cafes in Medan city called Sosmed Cafe located on Jalan Abdullah Lubis No. 8-20 Medan and Cafe Rumah Pohon located on Jalan Sei Belutu No.114 Medan has its own uniqueness, especially starting from the concept of the cafe , food and drink menus that have uniqueness and varied prices. In terms of location, both cafes have strategic locations that are easily accessible to the people of Medan city. Of the two cafes, each *owner* must be able to compete in the cafe business world, especially since currently many cafes have been established in Medan City with their own concepts to attract consumer interest. Each *owner* must pay attention to several aspects that must be improved, namely the type of promotion used, the products produced and the strategic location. Both cafe owners are required to continue to innovate with their products in order to attract consumer buying interest. A cafe that innovates with its products and changes them to be unique and promotes them through social media, consumers will be interested in the product and want to buy it. Indirectly, there is a buying interest from consumers to buy the products offered by the cafe.

The problem that arises from the two cafes is how the owners of the two cafes can attract the interest of consumers who are influenced by advertisements on social media, the uniqueness of the products and their locations so that they want to visit and enjoy the atmosphere and various products in the two cafes. media is a media that consists of three parts, namely: Information infrastructure and tools used to produce and distribute media content, media content can be in the form of personal messages, news, ideas, and cultural products in digital form, then those who produce and consume media content in digital form are individuals, organizations, and industries (PN Howard and MR Parks, 2012) . Product uniqueness is a supplier that produces very specific products so that the company has a higher bargaining position compared to companies whose products are commodity products. Product uniqueness is the added value that makes the product appear different compared to other competitors (Salim Kartono, 2010). Location is a driver of costs and revenues, so location often has the power to shape a company's business strategy (Heizer & Render, 2015). Consumer purchasing interest is the stage where consumers form their choices among several products that are included in the choice set, then finally make a purchase on an alternative that they like or the process that consumers go through to buy a good or service based on various considerations. (Sukmawati and Suyoto in Annafik, 2012).

Methodology

Data Quality Test

Validity and reliability tests were conducted to test whether the questionnaire was suitable for use as a research instrument or not.

Validity Test

To support the regression analysis, validity and reliability tests were conducted. Validity tests in this study were used to test the validity of the questionnaire. Validity indicates the extent to which a measuring instrument is accurate and precise in carrying out its measuring instrument function. The test uses 2 sides with a significance level of 0.05 if $r_{\text{count}} > r_{\text{table}}$ then the instrument or statement items are significantly correlated to the total score (declared valid), and vice versa if $r_{\text{count}} < r_{\text{table}}$ is declared invalid.

Reliability Test

Reliability is the level of reliability of a research instrument. Reliability testing is used to determine the consistency of the measuring instrument, whether the measuring instrument used is reliable and remains consistent if the measurement is repeated. The purpose of reliability is to assess the stability of the size and consistency of respondents in the questionnaire, so that when given repeatedly it will get consistent results. Reliability testing uses the SPSS program.

Table 1
Reliability level based on alpha value

Alpha	Reliability Level
0.00 to 0.20	Less Reliable
0.20 to 0.40	Somewhat Reliable
0.40 to 0.60	Quite Reliable
0.60 to 0.80	Reliable
0.80 to 1.00	Very Reliable

Based on the table above, the criteria for the reliability test research are: If the Alpha coefficient result is greater than the significance level of 60% or 0.6, then the questionnaire is reliable.

Classical Assumption Test

Classical assumption test to test a model that is feasible or not feasible to use in research. The classical assumption test used in this study is the normality test and the multicollinearity test.

Normality Test

According to Priyanto (2013) "The normality test looks at the normality of the data used, whether the data is normally distributed or not. The level of data normality is very important because with normally distributed data, the data can be considered to represent the population". The method used to test data normality is the *Kolmogorov-Smirnov Test method*, with the following test criteria:

- 1) If the significance value (*Asym Sig. 2 tailed*) > 0.5, it is concluded that the data is normally distributed.
- 2) If the significance value (*Asym Sig. 2 tailed*) < 0.5, it is concluded that the data is not normally distributed.

Multicollinearity Test

Multicollinearity test occurs if the independent variables are correlated with each other. Good data should not have multicollinearity problems. One way to detect multicollinearity is to look at VIF and tolerance.

1. If the VIF value < 10 and *tolerance* > 0.1 then it can be said that there is no multicollinearity problem.
2. If the VIF value > 10 and *tolerance* < 0.1 then it can be said that there is a multicollinearity problem.

Heteroscedasticity Test (Glejser Test)

The heteroscedasticity test aims to test whether in the regression model there is inequality of variance from the residual of one observation to another (Imam Ghazali, 2013). The heteroscedasticity test is carried out using the Glejser test (Gujarati, 2003) quoted by Imam Ghazali (2013:142). This study uses the glejser test to regress the absolute value of residual against the independent variable. By using the following decision-making basis:

- a) If the Sig value of the *independent variable* < 0.05 then heteroscedasticity occurs .
- b) If the Sig value of the *independent variable* > 0.05 then heteroscedasticity does not occur .

Multiple Linear Analysis

After the interval scale data, to find out how the influence between the three independent variables, namely Advertising on Social Media (X_1), Product Uniqueness (X_2), Location (X_3) on the dependent variable, namely Consumer Purchase Interest (Y), a data technique is used using the multiple regression statistical analysis formula as follows:

$$Y = a + b_1 X_1 + b_2 X_2 + b_3 X_3 + e$$

Where :

- X_1 = Advertising on Social Media
- X_2 = Product Uniqueness
- X_3 = Location
- Y = Consumer Purchase Interest
- a = Constant of the regression equation
- b_1 = Regression coefficient of variable X_1
- b_2 = Regression coefficient of variable X_2
- b_3 = Regression coefficient of variable X_3
- e = Error

Coefficient (R^2)

To find out how big the percentage of influence between the independent variables (X_1 , X_2 , and X_3) on the dependent variable (Y). If (R^2) is getting bigger (approaching one), then it can be said that the ability to explain the independent variables (X_1 , X_2 , and X_3) is big on the dependent variable (Y). This means that the model used is getting stronger to explain the influence of the independent variables on the dependent variable. Conversely, if (R^2) is getting smaller (approaching zero), then it can be said that the influence of the independent variables (X_1 , X_2 , and X_3) on the dependent variable (Y) is getting smaller. This means that the model used is not strong enough to explain the influence of the independent variables studied on the dependent variable

Compatibility Test

Simultaneous Test (F Test)

The F test aims to determine whether the independent variables used in the regression model are simultaneously able to explain the dependent variable. The decision criteria are as follows:

- 1) If $F_{\text{count}} > F_{\text{table}}$, then H_0 is rejected and H_a is accepted, meaning there is a significant influence between the independent variable and the dependent variable.
- 2) If $F_{\text{count}} < F_{\text{table}}$, then H_a is rejected and H_0 is accepted, meaning there is no influence between the independent variable and the dependent variable.

t-test

The t-test is used to determine whether or not there is an influence of each *independent variable* partially on the *dependent variable* tested at a significant level of 0.05. The t-test aims to determine whether the independent variables used in the regression equation model, the decision criteria are as follows. Based on the calculated t value and t table :

1. If $t_{\text{count}} > t_{\text{table}}$, then H_0 is rejected and H_a is accepted, meaning that there is an influence of the independent variable on the dependent variable.
2. If $t_{\text{count}} < t_{\text{table}}$, then H_a is rejected and H_0 is accepted, meaning that there is no influence of the independent variable on the dependent variable. H_a is accepted if $t_{\text{count}} > t_{\text{table}}$ at $\alpha = 0.05$.

Result and Discussion

Data Quality Test

Validity Test

The results of data processing for validity testing are as follows:

Table 2 Results of Advertising Variable Validity Test (X1)

	r count	r table	Criteria
Item 1	0.514	0.1975	Valid

Item 2	0.307	0.1975	Valid
Item 3	0.391	0.1975	Valid
Item 4	0.377	0.1975	Valid

Based on Table , it shows that all statement items from the Advertisement variable (X1) have a total *item correlation value* greater than the *rtable* value of 0.1975. This shows that the instrument of the advertisement variable is declared valid.

Table 3 Results of the Validity Test of the Product Uniqueness Variable (X2)

	r count	r table	Criteria
Item 1	0.514	0.1975	Valid
Item 2	0.307	0.1975	Valid
Item 3	0.391	0.1975	Valid
Item 4	0.377	0.1975	Valid
Item 5	0.470	0.1975	Valid

Based on Table , it shows that all statement items from the Product Uniqueness variable (X2) have a total *item correlation value* greater than the *rtable* value of 0.1975. This shows that the instrument of the product uniqueness variable is declared valid.

Table 4 Location Variable Validity Test Results (X3)

	r count	r table	Criteria
Item 1	0.465	0.1975	Valid
Item 2	0.476	0.1975	Valid
Item 3	0.271	0.1975	Valid
Item 4	0.286	0.1975	Valid
Item 5	0.465	0.1975	Valid

Based on Table , it shows that all statement items from the Location variable (X3) have a total *item correlation value* greater than the *rtable* value of 0.1975. This shows that the instrument from the location variable is declared valid.

Table 5 Results of Validity Test of Purchase Interest Variable (Y)

	r count	r table	Criteria
Item 1	0.428	0.1975	Valid

Item 2	0.327	0.1975	Valid
Item 3	0.465	0.1975	Valid
Item 4	0.476	0.1975	Valid

Based on Table , it shows that all statement items from the Purchase Interest variable (Y) have a total *item correlation value* greater than the *rtable* value of 0.1975. This shows that the instrument of the purchase interest variable is declared valid.

Reliability Test

If the research variable instrument is valid, it can be seen from the reliability interpretation criteria which is 0.60. If $r_i > r_{table}$, then the research instrument is declared reliable.

Table 6 Reliability Test Results

No	Variables	<i>Cronbach's Alpha</i>	N of Item	Criteria
1	Advertisement	0.955	4	Reliable
2	Product Uniqueness	0.863	5	Reliable
3	Location	0.824	5	Reliable
4	Purchase Interest	0.859	4	Reliable

Based on Table , it shows that all statement items from the Advertising variable (X1), Product Uniqueness (X2) and Location (X3) have a *Cronbach's Alpha value* greater than 0.60. This shows that the instrument of the research variables in this study is stated to be reliable.

Classical Assumption Test

Normality Test

Table 7 Normality Test Results
One-Sample Kolmogorov-Smirnov Test

	Unstandardized Residual
N	100
Normal Parameters Mean	.0000000

a,b	Std. Deviation	1.66341711
Most Extreme Absolute Differences	Positive	.662
	Negative	-.434
Test Statistics		.662
Asymp. Sig. (2-tailed)		.819 ^c

a. Test distribution is Normal.

b. Calculated from data.

c. Lilliefors Significance Correction.

Based on Table 1.10, it shows that the significance value (*Asymp.sig* 2-Tailed) is 0.819. Because the significance is greater than 0.05 ($0.819 > 0.05$) then the residual value is normal.

Multicollinearity Test

Table 8 Multicollinearity Test Results
Coefficients^a

Model	Unstandardize d Coefficients		Standardize d Coefficients	t	Sig.	Collinearity Statistics	
	B	Std. Error	Beta			Toleran ce	VIF
1 (Constant)	40.101	5.423		.395	.000		
Advertisement	.806	.190	.078	2,960	.000	.995	1.005
Product Uniqueness	.580	.268	.046	1.986	.001	.985	1,015
Location	.176	.063	.217	2,792	.006	.990	1,010

a. Dependent Variable: Purchase Interest

Source: SPSS 22 Output Results (2024)

Based on Table, it shows that the advertising *tolerance value* is $0.995 > 0.1$ and the VIF value is $1.004 < 10$, so there is no multicollinearity, the product uniqueness *tolerance value* is $0.985 > 0.1$ and the VIF value is $1.015 < 10$, so there is no multicollinearity and it is known that the location *tolerance value* is $0.985 > 0.1$ and the VIF value is $1.010 < 10$, so there is no multicollinearity.

Heteroscedasticity Test

Table 9 Heteroscedasticity Test Results
Coefficients ^a

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	.395	3,749		.105	.916
	Advertisement	.024	.055	.034	.436	.664
	Product Uniqueness	-.048	.042	-.092	-1.153	.251
	Location	.060	.039	.122	1,533	.127

a. Dependent Variable: Abs_RES

Based on Table , it shows that the significance value of the advertising variable is more than 0.05 ($0.664 > 0.05$), the uniqueness of the product is more than 0.05 ($0.251 > 0.05$), and the location is more than 0.05 ($0.127 > 0.05$), thus it can be concluded that there are no symptoms of heteroscedasticity.

Multiple Linear Analysis

Table 10 Multiple Linear Regression Results
Coefficients ^a

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	40.101	5.423		.395	.000
	Advertisement	.580	.190	.276	2,960	.000
	Product Uniqueness	.806	.002	.112	3.230	.001
	Location	.202	.268	.168	2.486	.004

a. Dependent Variable: Purchase Interest

Source: SPSS 22 Output Results (2024)

Based on Table SPSS Processing Results, the multiple linear regression coefficient equation obtained is as follows:

$$Y = 40.101 + 0.580 X_1 + 0.806 X_2 + 0.268 X_3 + e$$

The multiple regression equation is explained as follows:

1. The constant value is 40.101. This shows the constant level where, if the advertising variables (X_1), product uniqueness (X_2) and location (X_3) are 0, then the purchase interest (Y) is 40.101 assuming other variables remain constant.
2. The regression coefficient of the advertising variable (β_1) is 0.580. If the advertising variable is increased, then the purchase interest will increase by 0.580 assuming the variable remains constant, and vice versa.
3. The regression coefficient of the product uniqueness variable (β_2) is 0.806. If the product uniqueness variable is increased, then the purchase interest will increase by 0.806 assuming the variable remains the same, and vice versa.
4. The regression coefficient of the location variable (β_3) is 0.268. If the location variable is increased, then the purchase interest will increase by 0.268 assuming the variable remains constant, and vice versa.

Determinant Coefficient (R^2)

Table 11 Results of Determinant Coefficient (R^2)
Model Summary

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.516 ^a	.511	.501	1,715

a. Predictors: (Constant), Advertising, Product Uniqueness, Location

Based on Table, it shows that the *R Square value* is 0.511. This shows that it can be concluded that the advertising variables (X_1), product uniqueness (X_2) and location (X_3) in explaining the variation of the dependent variable, namely purchase interest (Y) are 51.1%, while the remaining 48.9% is explained by other variables not examined in this study.

Compatibility Test

Simultaneous Test (F Test)

Table 12 F Test Results
ANOVA^a

Model	Sum of Squares	df	Mean Square	F	Sig.
1 Regression	5.248	3	2,624	4,892	.001 ^b
Residual	464,702	97	2,941		

Total	469,950	100			
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a. Dependent Variable: Purchase Interest

b. Predictors: (Constant), Advertising, Product Uniqueness, Location

Source: SPSS 22 Output Results (2024)

Based on Table , it shows that the Fcount value of 4.892 is greater than the Ftable of 2.70 ($4.892 > 2.70$). So it can be concluded that simultaneously the advertising variables (X1), product uniqueness (X2) and location (X3) have an effect on purchasing interest (Y).

t-test

Table 13 t-Test Results
Coefficients^a

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	40.101	5.423		.395	.000
	Advertisement	.580	.190	.276	2,960	.000
	Product Uniqueness	.806	.002	.112	3.230	.001
	Location	.202	.268	.168	2.486	.004

a. Dependent Variable: Purchase Interest

Source: SPSS 22 Output Results (2024)

Based on the test results in Table, the influence of advertising variables (X1), product uniqueness (X2) and location (X3) on purchasing interest (Y) can be explained as follows:

1. The influence of advertising (X1) on purchasing interest (Y). Based on the test results in Table 1.16, the regression coefficient value is 0.580 and the t-count value is 2.960 with a sig. value of 0.000. The t-count value is greater than the t-table value, which is 1.98397 ($2.960 > 1.98397$). This shows that advertising has a positive and significant effect on purchasing interest, so H1 is accepted.
2. The effect of product uniqueness (X2) on purchase intention (Y). Based on the test results in Table 1.16, the regression coefficient value is 0.580 and the t-count value is 3.230 with a sig. value of 0.000. The t-count value is greater than the t-table value, which is 1.98397 ($3.230 > 1.98397$). This shows that product uniqueness has a positive and significant effect on purchase intention, so H2 is accepted.
3. The influence of location (X3) on purchasing interest (Y). Based on the test results in Table 1.16, the regression coefficient value is 0.580 and the t-count value is 2.486 with a

sig. value of 0.000. The t-count value is greater than the t-table value, which is 1.98397 ($2.486 > 1.98397$). This shows that location has a positive and significant effect on purchasing interest, so H3 is accepted.

Discussion

The Influence of Advertising on Purchase Intention

Based on the test results in Table 1.16, the regression coefficient value is 0.580 and the t-count value is 2.960 with a sig. value of 0.000. The t-count value is greater than the t-table value, which is 1.98397 ($2.960 > 1.98397$). This shows that advertising has a positive and significant effect on purchasing interest, so H1 is accepted. The results of this study show that advertising influences consumer purchasing interest. Advertisement is the key to a company's success in attracting potential consumers' interest in buying. Companies make advertisements that are expected to be able to generate and grow buying interest in potential consumers. The various successes achieved by a company cannot be separated from a good marketing strategy, as well as the marketing strategy of Sosmed Café and Rumah Pohon Café is by using advertisements. Advertisements are one of the alternatives that are often used by companies in carrying out marketing communication mixes. The results of this study are in line with the results of research conducted by Pohan (2023) and Islamiah (2021) which stated that advertising has a positive and significant effect on purchasing interest.

The Influence of Product Uniqueness on Purchase Intention

Based on the test results in Table 1.16, the regression coefficient value is 0.580 and the t-count value is 3.230 with a sig. value of 0.000. The t-count value is greater than the t-table value, which is 1.98397 ($3.230 > 1.98397$). This shows that product uniqueness has a positive and significant effect on purchasing interest, so H2 is accepted. The results of this study show that product uniqueness influences consumer purchasing interest. Product uniqueness is a condition of a supplier who produces goods very specifically so that a company has a higher bargaining position compared to companies whose products are commodity products (Arifah, 2018). The uniqueness of the product itself is also an important thing because it can make a product different from most products. The results of this study are in line with the results of research conducted by Permana et al., (2019) and Putri (2023) which stated that product uniqueness has a positive and significant effect on purchasing interest.

The Influence of Location on Purchase Intention

Based on the test results in Table 1.16, the regression coefficient value is 0.580 and the t-count value is 2.486 with a sig. value of 0.000. The t-count value is greater than the t-table value, which is 1.98397 ($2.486 > 1.98397$). This shows that location has a positive and significant effect on purchasing interest, so H3 is accepted. The results of this study indicate that location affects consumer buying interest. Choosing a strategic location will provide greater benefits to business actors. Therefore, business actors before establishing a

business always try to choose a strategic location, easy to reach, safe and comfortable and located in a public area. By fulfilling these things, the business that is established will definitely run smoothly and make a profit. Choosing the wrong business location will result in stalled sales and cause losses and be closed at any time. The results of this study are in line with the results of research conducted by Barung et al., (2022) and Tania et al., (2022) which stated that location has a positive and significant effect on purchasing interest.

Conclusion

Based on the results of the research that has been conducted, it can be concluded that advertising (X1) has a positive and significant effect on purchasing interest (Y), product uniqueness (X2) has a positive and significant effect on purchasing interest (Y), location (X3) has a positive and significant effect on purchasing interest (Y), and simultaneously the variables advertising (X1), product uniqueness (X2) and location (X3) have an effect on purchasing interest (Y).

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