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## **Evaluation Of The Role Of Consumer - Atmosphere Congruence And Social Media Influence On Purchase Intention And Recommendation Intention – Case Of Pizza Hut**

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### **Abstract**

Due to its growing popularity, social media has become a marketing channel and has been shown to influence consumer purchasing decisions. Furthermore, Consumer will prefer to visit culinary places with an atmosphere of Instagram able concept attractive to create an impression on consumers through visual communication, color, lighting, music, and aroma. Many culinary industries use Instagram to maximize their performance by communicating their products, include Pizza Hut. Changes in people's lifestyles today, which lead to mobile working, have resulted in business people, especially in the culinary field, only sometimes having to promote products or services traditionally but can use social media as a means of promotion. The purposes of this reserach are to know consumer atmosphere congruence influence the consumer's decision on purchase intention and recommendation intention, and to know social media influence the consumer's decision on purchase intention and recommendation intention. Qualitative research method used in this thesis to evaluate the role of consumer atmosphere congruence and social media influence on purchase intention and recommendation intention, specifically for Pizza Hut restaurants. Data from Pizza Hut consumers were collected through both in-depth face-to-face interviews and online survey using questionnaires. The findigs of this research that by evaluating three different indicators for assessing the consumer atmosphere congruence and social media influence, this study shows that design factors, ambient factors, and social factors, can attract and generate interest in buying visitors. Furthermore, consumers agree that Pizza Hut social media influence which are attractive and trustworthy can attract and generate interest in buying visitors at Pizza Hut. The results of this study are expected to be used by store managers to increase the number of consumer visits to Pizza Hut. It was found that social media marketing has a positive effect on purchase intention which is the basis for researchers to provide information to improve performance for the Pizza Hut restaurant.

**Keywords: Consumer Atmosphere Congruence; Social Media Influence; Purchase Intention**

### **Introduction**

Technology in the fields of communication, media, and IT continues to develop very dynamically. These changes impact people's lifestyles, such as the increasing number of mobile phones and the tendency to conduct cyberspace activities such as users transacting and shopping online (Setiowati & Widayat, 2012). According to data from katadata.co.id, there were 96 million social media users in Indonesia in 2017, and by 2022, that number is projected to increase to over 25.3 million, an increase of over 30%. By doing this, corporations encourage business growth, one of which is marketing efforts.

Currently, companies that want to get ahead and compete with other companies rely more on advertising on social media platforms to sell their products or services. Consumers can get to know a product through advertising. The high penetration of social

media in Indonesia (Kominfo, 2017) is an opportunity for producers with large capital and startups that are just growing. Even individual businesses can promote their products or services through social media. Social media influencers are a subset of marketing tactics in which selected individuals promote companies or services to their social media followers (Ge and Gretzel, 2018). As a result, consumers can easily obtain product information and influence their purchasing decisions. In the food and beverage industry, Facebook is the most popular social site with 46%, followed by Instagram (35%) and YouTube (5%).

According to Sagala (2016), many culinary industries use Instagram to maximize their performance by communicating their products. Changes in people's lifestyles today, which lead to mobile working, have resulted in business people, especially in the culinary field, only sometimes having to promote products or services traditionally but can use social media as a means of promotion. Suprina (2020) states that purchase intention is a psychological force that has quite a large influence on a person, which impacts taking actions or decisions. Samuel & Lianto (2014), consumer buying behavior is preceded and influenced by many internal and external stimuli, such as marketing and environmental stimuli. This stimulation is processed in a person with each personal characteristic, and then the purchase decision is made by that individual. Sangadji & Sopiah, (2014:8) consumer behavior is everything activities, activities and psychology prompting such action at the moment before buying, when buying, use, consume products and services after doing the above things or activities evaluate. When making a purchase, intention is closely related to purchasing motives. Each consumer's purchasing motives are different depending on the circumstances (Coelho, Meneses, & Moreira, 2013; Rudyanto, 2018). Purchase intention is not the same as actual purchase because there are still several considerations such as the time spent purchasing the product before the individual does so actual purchase which causes a delay from the intention to purchase to the actual purchase (Belch & Belch, 2015). Purchase intention also can be encouraged by the consumer satisfaction on product.

According to Tjiptono (2012) in Sahabuddin (2019) satisfaction is the difference between expectations and performance. Customer satisfaction is always based on efforts to eliminate or narrow the gap between expectations and performance. Meanwhile, according to Kollar, Klobucnikova, Fecikova (2010) in Sahabuddin (2019) satisfaction is a feeling that results from evaluating what is felt compared to expectations, which is related to the customer's desires and needs for a product or service. According to Devi & Yasa (2021), consumer satisfaction is the level of satisfaction or satisfaction felt by customers after using a particular product or service. This can be measured through various methods such as surveys, customer feedback, or customer retention rates. Consumer satisfaction is very important for businesses because it can affect brand reputation, customer loyalty and long-term success. In an effort to increase consumer satisfaction, companies often focus on product or service quality, responsiveness to customer problems, and providing an overall positive customer experience (Sharma & Chaubey, 2014). Many factors can influence customers are satisfied or dissatisfied. Kesuma & Amri (2015), suggests that factors The main determinant of customer satisfaction is perception customers regarding service quality.

One of the important factors that influences consumer intentions is the condition of the store environment. Pine & Gilmore (1998) stated that environmental factors such as music, lighting, color, and aroma can stimulate sensory for a pleasant shopping experience for consumers. The study's results also state that store atmosphere positively and significantly affects purchase intention. Consumer will prefer to visit culinary places with a store atmosphere of an Instagram able concept attractive to create an impression

on consumers through visual communication, color, lighting, music, and aroma (Budiman, S., & Dananjoyo, R. 2021). Creation of an image for a store depending on the adjustment of the physical combination which leads to the ability to developing artistic values from the environment shop so that it can trigger attraction for consumers, especially if the image is built and announced through social media (Meldarianda, Lisan, & Kristen, 2010).

Each brand grows with the experiences it offers to its consumers. Creating unique experiences that determine the meaning and value of the brand for the target audience is at the core of branding efforts (Alemdar, 2012). The idea of experiential marketing is based on how the brand adds meaning to the lives of consumers rather than realizing the sale of a brand (Keller, 2003). Experiential marketing enables the development of a relationship at the behavioral level between brands and customers. It increases the chances of competition for businesses with the emotional impact it creates (Whelan & Wohlfeil, 2006).

This research was conducted to study and review the influence of the factors that drive consumer purchase intentions and recommendation intention to the culinary industry, especially restaurants. Knowing how significant the digital marketing and atmosphere factors are towards buying intentions at restaurant will help business people determine their future business strategy. There have been many studies to measure purchase intention and recommendation intention, but none has focused on the culinary industry especially Pizza Hut with consumer-atmosphere congruence and social media influence as variable

## **Method**

This research is designed with a qualitative approach by developing questionnaire in a depth interview to answer the mentioned research questions based on consumer experiences in “dining-in” a pizza restaurant. The type of research used in this research is descriptive research. In this study the data used are primary and secondary data. Primary data was obtained through direct interviews with informan, namely stakeholders related to the research above. Secondary data is data gathered from written materials such as literature, journals, previous research, and relevant papers to support the analysis in this study that is complimentary to secondary data fitted to the research objectives. Secondary data in this study came from journals and research- related sources. Researchers used data analysis techniques with the Miles and Huberman models in this research. The tool used to analyze qualitative data in this writing is using the NVivo 11 Plus software

## **Results and Discussion**

### **1. Pizza Hut Profile**

#### **a. History and Development of Pizza Hut**

The Company was established on December 16, 1987 based on Deed of Establishment no. 132 dated December 16, 1987, drawn up before Lieke Lianadevi Tukgali, S.H., Notary in Jakarta, which has been approved by the Minister Justice Rights based on its Decision Letter no. C2-4573.HT.01.01-TH.88dated 25 May 1988, and has been registered in the register book of the Central Jakarta District Court under No. 1. 1979/1988 dated September 1, 1988, and has been published in the State Gazette of the Republic of Indonesia No. 102 dated December 20, 1988, Supplement No. 1388.

As the franchisee in Indonesia, the Company owns the right to develop and operate Pizza Hut restaurants across Indonesia based on the international franchise agreement with Pizza Hut Restaurants Asia Ltd. At present, with the exception of the outlet at the airport,

the Company is the master franchisee of Pizza Hut in Indonesia. The Company has successfully received the Asia Franchisee of the Year award from YUM! Pizza Hut Asia for the year 2007, 2008, 2009, 2011, 2012, 2013 and 2017.

The Company was established in 1987 and is engaging businesses in a consumer foodservice industry, particularly pizza and pasta in Indonesia through the franchise owned by the Company. After developed the Pizza Hut brand in Indonesia for two decades, the Company was acquired by Sriboga Group in 2004, and since the acquisition, the growth of the Company's outlets was rapidly increase. The Company has been supported by Sriboga Group with various support and guidance from SRR or other company in Sriboga group. Based on the Euromonitor's Report, in 2016 the Company was the largest pizza chain and, with a market share of 86.6%, with PHR holding a 97.0% market share and PHD holding a 64.6% market share. As of December 31, 2017, the Company operated 237 PHR outlets and 156 PHD outlets located in 28 provinces in Indonesia. In addition, on January 2023 the Company owns 610 combined PHR and PHD outlets. The Company's restaurants and outlets offer a wide range of high-quality pizza and complementary menus to its customers. The Company offers innovative and extensive menus that cater Indonesian consumers, targeting middle-class teenagers and families. The Company is popularly known for its original pan pizza and its iconic cheesy bites menu. The Company developed two different concepts, namely the PHR that focus on dine-in service and PHD outlets that focus on delivery and take away. The Company believes that its current sales concepts and channels will provide flexibility for sustainable growth. Therefore, the Company continues to create innovations in its menu selection by adapting the menu according to the palate of Indonesian people, and to improve its services to customers. In 1997, the Company obtained the halal certificate from MUI. Up to now, the Company continues to maintain its halal certification with the commitment to continuously provide halal products to provide convenience, security and satisfaction to consumers.

b. Vision and Mission of Pizza Hut

According to Aditya (2010), vision is a perception of the company, its goals and what needs to be done to achieve its goals in the future. According to Wibisono (2006: 43), vision is a series of sentences that describe the ideals or dreams of an organization or company that are expected to be achieved in the coming period. In addition, vision is also very crucial for the company in ensuring long-term sustainability and success. Pizza Hut Indonesia has a vision "To Be Indonesia's leading mid casual dining restaurant offering great experience and the best pizza at affordable value".

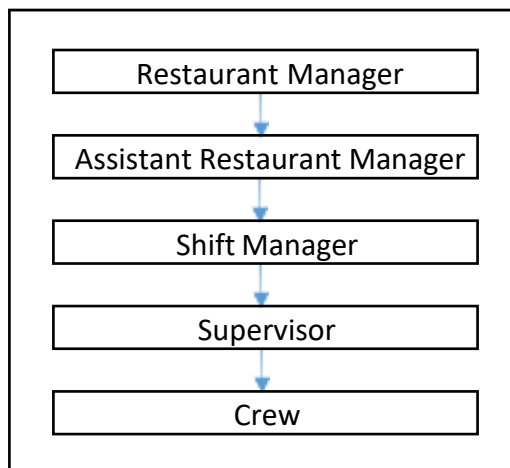


Figure 1. Pizza Hut Jakarta Organizational Structure

Based on the vision used at Pizza Hut, it can be interpreted that there is a view to make Pizza Hut the superior product of restaurants not only in Jakarta but throughout Indonesia. Putting forward the concept of contemporary delivery can spoil consumers so that they don't need to come but can order from pizza housesto be delivered to their customers. According to Wibisono (2006: 46), a mission is a series of sentences that state the purpose or reason for the existence of an organization which contains things available from the company forthe people, such as for products or services. So that in this mission, Pizza Hut wants to provide quality products and thebest service to create satisfaction in the minds of consumers who consume Pizza Hut. Pizza Hut is taking several steps to improve its business, namely by being open-minded and accepting criticism from consumers so that it can be used for business development in the future.

### **c. Organizational Structure**

Organizational structure is the arrangement and relationship between the parts components and positions within the company and are the formal mechanisms by which the organization is managed. As the result of Ekaprana, Jatra, & Giantari (2018), organizational structure is an arrangement and relationship between each part as well as the position in an organization or company in carrying it out operational activities to achieve expected and desired goals together. The organizational structure clearly describes the division of activities work between one another and how the activities relate and functions are limited. A good organizational structure must be implemented authority relationship of who reports to whom, so there is one coverage answer what will be done.

### **d. Characteristics of Respondents**

Data shows that 50% of Pizza Hut consumers in the Jabodetabek branch coincide at the age of 45 years. Meanwhile, the other respondents were 10% in the age of 24 years, 10% in the age of 35 years, 20% in the age of 43 years, and 10% in the age of 47 years. This figure shows that the Jabodetabek branch of Pizza Hut has the most consumers in the late adolescent to early adult age category. It is by the market share indicated that students, communities and busy people are those who want practicality with Pizza Hut services.

Survey data showed that 40% of respondents domicile is Bogor, followed by 30% respectively from Jakarta and Tangerang. Data shows that 70% of respondents are married, while 30% of respondents are single. Marital status was included in the characteristics of the respondents because it was related to the status of the head of the family as the target of research respondents. Based on the finding of Pertiwi, Dewantara, & Setyawan, (2015) characteristics of consumers aged 17-25 years (61.76%) have the most dominant interest in bells because they have hobbies, a tendency to care for dogs and the desire to buy a product is higher than those aged above. Based on gender, interest in belt products is dominant in women because women have more consumerist behavior, are more emotional in buying products compared to men.

### **e. Consumer Atmosphere Congruence**

Results of interviews on consumer atmosphere congruence in the form of recorded audio was converted by Nvivo plus software to text. Furthermore, the text results were evaluated and presented as pointers or short statements.

Based on the table, we can draw the following conclusions for consumer-atmosphere congruence: the customers in all locations seem to have positive feedback regarding the design, lighting, and comfort of the Pizza Hut Restaurants. The restaurants appear to be well-designed, comfortable, and visually appealing, making it a suitable and enjoyable place to visit. Pizza Hut Restaurants also offers a comfortable and pleasant ambiance. The air temperature is cool, providing a homey feeling. The lighting is easy on the eyes, and the place has a soothing and pleasant aroma. The paint color and design contribute to the overall comfort of the environment. Customers, especially parents with



children, find the place comfortable and enjoyable. The place is suitable for meetings with clients, providing a relaxed atmosphere. It is also appreciated for its simplicity and ease of ordering. The lack of noise and appropriate music volume add to the overall comfort and enjoyable experience. Moreover, the natural smell of bread and food is preferred over artificial aromatherapy, as it complements the atmosphere and enhances the dining experience. Overall, the place is seen as comfortable, inviting, and well-suited for various activities, making it a preferred choice for customers.

Pizza Hut also known for their friendly, welcoming, and responsive behavior towards customers. They are praised for their excellent customer service, starting from the moment customers enter the restaurant until they leave. The employees are quick to assist customers, whether it's helping them find a seat or explaining the ordering process. Customers appreciate the attentive service and responsiveness of the waiters, who promptly attend to their needs and requests. The efficient and speedy service in delivering food is also commended, as customers receive their orders quickly, enhancing the overall dining experience. The positive comments regarding the friendliness and responsiveness of the staff indicate that Pizza Hut maintains a customer-centric approach, which contributes to a pleasant and satisfying dining experience for their patrons.

#### f. Design Factor

According to Wahyudi's research results (2021), the room design of each company is one of the special attractions for a company, because it can support the comfort of consumers when visiting. Oriental style room designs have a lot of diversity and very interesting elements, such as wooden carvings on the walls, ornaments that have an oriental feel such as the placement of paintings, and touches of color that strengthen the oriental impression. From figure 2 shows that the respondent who answer "has an interior design that makes you feel at home for long" dominates the total number of respondent data based on design factor of 50%. It followed by "has an eye-catching display area" and "a clear store layout between rooms" as much as 20%. And then, "have an exterior design that makes customers interested" at 10%.

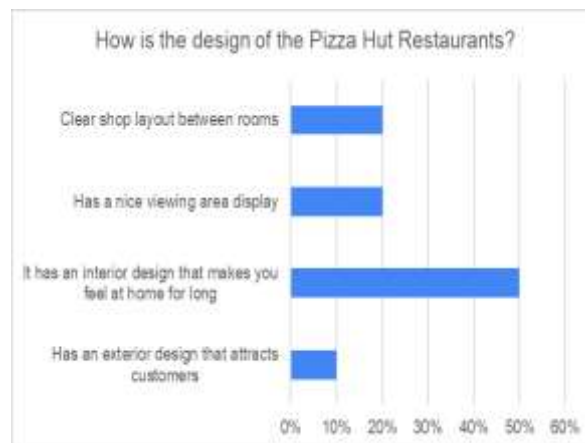


Figure 2. Design Factor

#### g. Ambient Factor

Based on the questionnaire results, respondents' answers to the ambient factor of Pizza Hut Jakarta are shown in figure 3. Figure 3 shows that the respondent answer "the air temperature is cool so feel at home in the store" dominates the total number of respondent data based on ambient factor of 50%. It followed by "has a light that is easy on the eyes as much as "20%. Then, "has a soothing and fragrant aroma" and "has a comfortable paint color" at 10%. In addition to using a questionnaire, researchers also took data using interviews which can be seen in table 2 and 3.

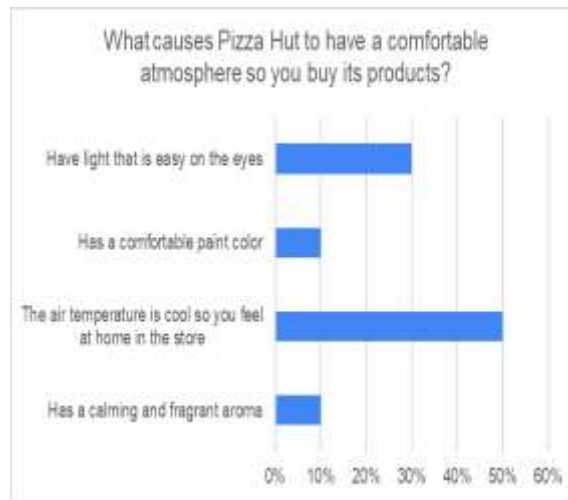


Figure 3. Ambient Factor

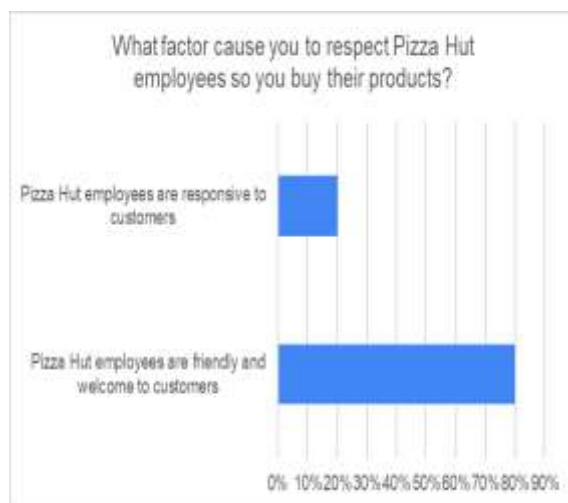


Figure 4. Social Factor

#### **h. Social Factor**

According to Susanti, (2021), social factors such as attitudes that show how a person lives, spends money and allocates time, this is another definition of lifestyle. Someone who has a high lifestyle will mostly follow various ongoing trends, including shopping or buying something. Based on the questionnaire results, Respondents' answers to the social factor of Pizza Hut Jakarta are shown in figure 4. Figure 4 shows that the respondent's answer "Pizza Hut employees are friendly and welcome to customers" dominates the total number of respondent data based on social factor of 80%. It was followed by "Pizza Hut employees are responsive to customers" at 20%. In addition to using a questionnaire, researchers also took data using interviews which can be seen in Table 2 and 3.

#### **i. Social Media Influence**

Below is a table of conclusions from the results of interviews with respondents regarding social media influence based on the location where the interview was taken and respondent profile (family or group). From the table below conclusion can be drawn, Pizza Hut offers a diverse and varied menu. Pizza Hut's diverse menu, creativity in introducing new dishes, and strategic marketing efforts have successfully piqued the interest of customers, making it a popular choice among consumers. Customers also seem to appreciate the consistency between the pictures on the menu and the actual appearance of the dishes, which indicates that the restaurant maintains a high level of quality and presentation. The combination of being the oldest pizza restaurant and the positive

feedback from customers makes Pizza Hut a trusted and preferred choice for pizza enthusiasts in the region. Social media can actually increase purchases because social media has many advantages, such as private accounts so that users who don't want their accounts to be seen by other people, they don't follow will not be able to see the user's account. Social media shows the number of people who follow our account and also the number of people we follow. This certainly makes it easier for social media users to find out the number of followers and can follow an infinite number of other accounts. Social media also has the Instagram Stories feature which makes it easier for users to share their stories with their followers with a duration of fifteen seconds for each story

**j. Attractive**

Based on the questionnaire results, respondents answer to the attractive of Pizza Hut Jakarta are shown in figure 5.

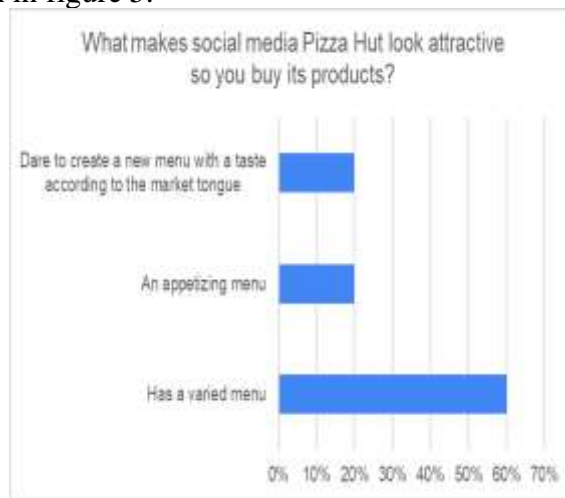


Figure 5. Attractive

Figure 5 shows that the respondent's answer "has a varied menu" dominates the total number of respondent data based on an attractive of 60%. It was followed by "dare to create new menus" and "appetizing menus" as much as 20%. In addition to using a questionnaire, researchers also took data using interviews about Pizza Hut attractiveness on social media which can be seen at Table 4 and 5.

**k. Trustworthiness**

Based on the questionnaire results, Respondents answers to the trustworthiness of Pizza Hut Jakarta are shown in figure 6.

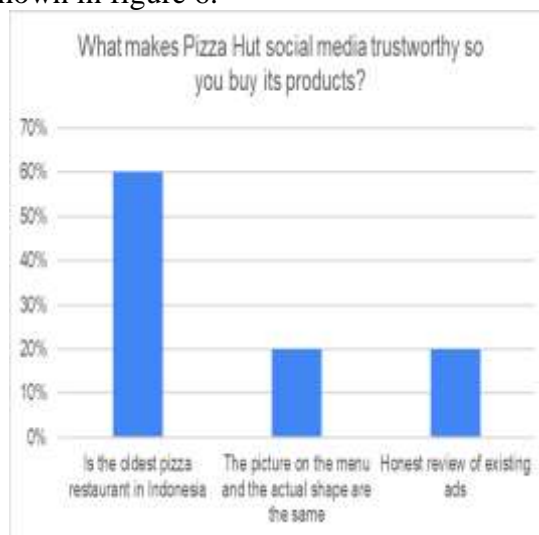


Figure 6 Trustworthiness



Figure 6 shows that the respondent's answer "is the oldest pizza restaurant in Indonesia" dominates the total number of respondent data based on a trustworthiness factor of 60%. It was followed by "the picture on the menu, and the actual shape are the same" and "an honest review of the existing advert" as much as 20%. In addition to using a questionnaire, researchers also took data using interviews about Pizza Hut trustworthiness on social media which can be seen at table 4 and 5.

### 1. Purchase Intention and Recommendation Intention

Based on the interviews, respondents answer to the purchase intention of Pizza Hut Jakarta are shown in figure 7

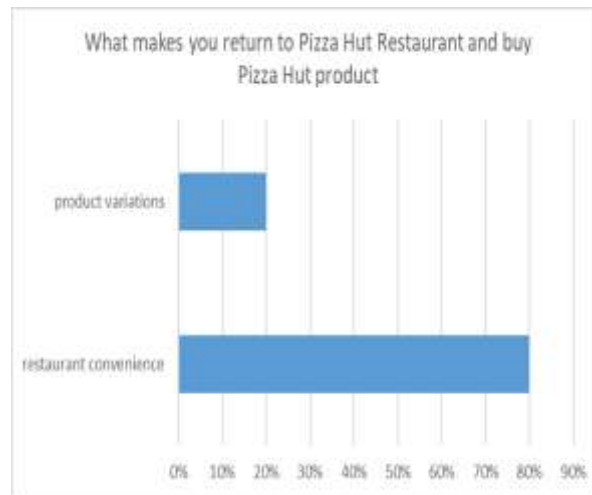


Figure 7. Purchase Intention

Purchase intention is the attitude and behavior of consumers in consuming. Consumer buying interest is the stage of determining purchases of various selected brands and then making purchases with the most desired and preferred alternative or the process that consumers go through to buy an item or service based on various kinds of considerations (Sukmawati and Suyono in Pramono, 2012). Figure 4.7 shows that the respondent's answer "restaurant convenience" dominates the total number of respondents at 80% and it was followed by "product variations" at 20%. Based on interviews from respondents, they intend to recommend Pizza Hut to those closest to them, because the place is comfortable and the menu is delicious as shown in figure 8.

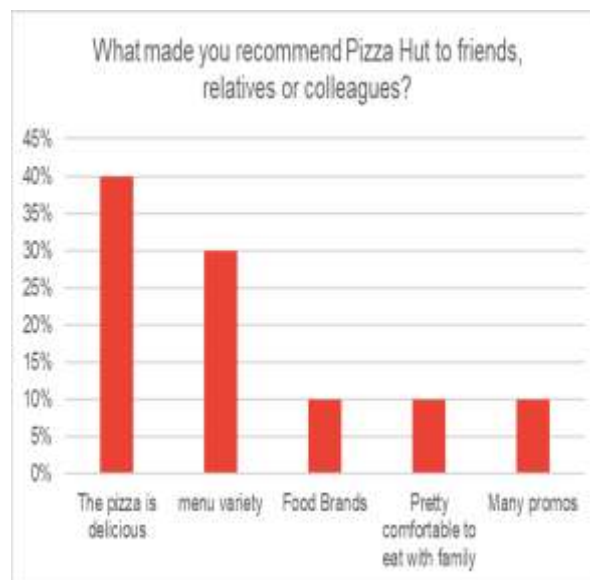


Figure 8. Recommendation Intention

The respondents, irrespective of their location, show a strong tendency to recommend Pizza Hut to others. This positive sentiment suggests that the customers are satisfied with their experience at Pizza Hut and are likely to promote the brand through word-of-mouth.

## **2. Consumer Atmosphere Congruence Influence the Consumer's Decision On Purchase Intention and Recommendation Intention**

Based on the results of qualitative research on consumer atmosphere congruence, it shows that the existence of an attractive atmosphere such as design factors, ambient factors, and social factors can attract and generate interest in buying visitors. This is seen from the answers of consumers who stated that “has an interior design that makes you feel at home for long” and “the air temperature is cool so feel at home in the store” dominates the total number of respondent databased on design factor on 50%. Then, "Pizza Hut employees are friendly and welcome to customers" dominates the total number of respondent data based on social factor of 80%. It was followed by “Pizza Hut employees are responsive to customers” at 20%.

Besides questionnaire, based on interview from respondents, they agreed that Pizza Hut design factor, ambient factor, and social factor influence them to intend to buy or recommend Pizza Hut. It can be seen in figure 4.4 that Pizza hut employees who are friendly and responsive are also the key to why consumers intend to buy at Pizza hut and recommend them to those closest to them. Based on interviews from respondents, Pizza Hut employee are friendly and responsive.

According to Tansala (2019), Store Atmosphere is something that is very influential on shopping centers which can cause consumers to want to come visit and be comfortable shopping. In this case atmosphere congruence can be used as a key for entrepreneurs in attracting customers. Mathur & Goswami (2014) stated that the higher the value of the store atmosphere, the higher the purchase intention. This is in line with the research of Suprina et al. (2020) which states that the atmosphere of a cafe affects consumers' buying interest in coffee praja cafés. Levy & Weitz (2001), said that consumer behavior is also influenced by the store atmosphere. There is an increase in consumer perceptions of the store atmosphere will further increase the consumer purchasing decisions. It can increase the attractiveness of consumers to make purchases at the Pizza Hut. It is in accordance with the results of research by Levy & Weitz (2001) which proves the atmosphere of a store can influence consumer behavior. The results of this study also support Mathur et al. (2014) that the higher the store atmosphere value, the higher the purchase intention. Suprina et al. (2020), states that the atmosphere of a cafe influences purchase intention. According to Turley & Ronald (2000), the atmosphere of a shop can affect consumers when they are in the room and are stimulated to make purchases. Utami (2008) states that store atmosphere is a combination of physical structures, such as layout (display), architecture, lighting, color, temperature, rhythm, and fragrance that aims to influence consumers in making purchases.

## **3. Social Media Influence the Consumer's Decision On Purchase Intention and Recommendation Intention**

Based on the results of qualitative research on social media influence, it proves that social media variables have more influence on purchasing decisions than buying interest. This is seen from the answers of consumers who stated that "has a varied menu" dominates the total number of respondent data based on an attractive of 60%. Later, "is the oldest pizza restaurant in Indonesia" dominates the total number of respondent data based on a

trustworthiness factor of 60%. It was followed by "the picture on the menu, and the actual shape are the same" and "an honest review of the existing advert" at 20%.

Besides questionnaire, based on interview from respondents, they agreed that Pizza Hut social media influence like attractive and trustworthiness can attract and generate interest in buying visitors. Social Media provide two-way communication, customer reviews and easy access of information about the products. It also facilitates the customers with several social networks to evaluate and compare alternatives. Nowadays, customers have become more attentive towards relevancy as well as authenticity of the advertising content and the customer recommendations are given more preferences over company generated product recommendations.

The usefulness of the information on social media platforms plays a crucial part in the consumers' purchase intention, which is a perception where a person believes that by referring to useful information, it will enhance his or her performance in decision making (Erkan & Evans, 2016). It also refers to the consumers who are drawn to improve their shopping experience, where perceived usefulness contributes to the enhanced shopping experiences and purchase intentions of the consumers (Gurney, Eveland, & Guzman, 2019). However, as for some consumers, they tend to find information regarding the products' value and quality that they want to purchase through social media, and they are known as value conscious customers. The more the information of the value and product's quality they can find on social media, the greater the influence toward their purchase intention. This is because, for some consumers, they are focused more on the quality and value of the product that they want to purchase, and the information that they found on social media is likely able to influence their purchase intention. Value consciousness can be referred to the consumers who tend to pay more attention to the value and the products' quality that they want to purchase despite the price offered to them. The value conscious consumers are tend to be concerned toward both the low price and the quality of the product (Ismail, 2017). This type of consumers usually tends to use social media as a platform for them to find information and purchase products for the lowest prices with many benefits in terms of value and quality (Khan, 2019).

It is also supported by previous research conducted by Ekasari (2014) which showed that social media-based promotions have a positive and significant influence on consumer purchasing decisions. The results of the research above show that social media and buying interest influence purchasing decisions so that the second hypothesis of the study can be accepted. And also, it is in line with research conducted by Rionaldy & Trenggana (2019) that social media advertising has an effect on purchasing decisions. However, research conducted by Nurdiana & Adyas (2019) shows that social media advertising has no effect on purchasing decisions. According to Abzari et al. (2014), social media positively and significantly influences purchase intention. It aligns with Balakrishnan, Dahnil, & Yi (2014), which indicates that social media is dominant, direct, and significant in purchase intention. Research by Smith et al. (2008) shows that social media influences the purchase intention process. Yi (2014), indicates that social media is dominant directly and significantly to purchase intention. According to Smith et al. (2008) social media influences the purchasing decision-making process. Stephen & Galak (2009), also stated that there is a positive and significant influence of social media on intentions.

## **Conclusion**

After conducting research, researchers came to the conclusion that consumer atmosphere congruence with the indicator of design factors, ambient factors, and social factors can attract and arouse visitor buying interest. Atmosphere congruence which is a combination of physical structures, such as layout (appearance), architecture, lighting,

color, temperature, rhythm and fragrance which aims to influence consumers in making purchases. In this case consumer atmosphere congruence can be one of the keys for entrepreneurs in attracting customers. An increase in consumer perceptions regarding atmosphere congruence will further improve consumer purchasing decisions. This can increase the attractiveness of consumers to make purchases at Pizza Hut. Furthermore, consumers agree that the influence of Pizza Hut's social media such as attractiveness and trustworthiness can attract and arouse visitor buying interest. The more information on the value and quality of products they find on social media, the greater the influence on their purchase intention. This is because for some consumers, they are more focused on the quality and value of the products they want to buy, and the information they find on social media is likely to influence their purchasing intentions.

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