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With the increase in internet users and the rapid growth of social media, it is possible to become the most strategic means for marketers of a brand to reach consumers in the future, and can adapt to the products and services offered so as to make it easier for people to access various kinds of information. related to a product or brand. Moreover, this development can trigger new trends in the use of social media, one of which is in the field of marketing. In this regard, traditional marketing, whether television, newspaper or even magazine advertisements, is now less effective because the content of the advertisements seems monotonous. So companies can open new, more interesting and of course informative promotional means through social media, one of which is by using a content marketing strategy, which is a marketing strategy that involves creative planning, distribution and creation of content that can attract the right target audience and convert them into customers (Du Plessis, 2017; Ansari et al., 2019; and Meire et al., 2019). The existence of content marketing is seen as being able to create familiarity with the audience and make it easier for marketers to achieve their marketing communications goals. Content marketing can also increase customer engagement by sharing content with those closest to them (Hollebeek & Macky, 2019; Stubb et al., 2019; and Colicev et al., 2019).

Through content marketing, marketing can be done in various fields of work, such as in the culinary industry which is currently in great demand, especially in restaurants and cafes (Cheung et al., 2021; and Schultz et al, 2021). Many culinary industries are now using social media to maximize performance by communicating their products or services. Apart from that, changes in people's lifestyles which have led to mobile working mean that companies, especially in the culinary sector, do not always carry out traditional promotions, but can utilize social media because through individuals all over the world can connect to the internet (Graham et al., 2019; and Yu & Ko, 2021). The growth in the number of cafes in Indonesia has soared from 2014 to 2021 (Renwarin, 2021). Since social media has become famous and widely used, restaurants and cafes have gradually become popular because most young people are in a transition period with their hobbies. The massive amount of information circulating on social media regarding various restaurant and cafe recommendations often makes young people curious, especially if the place is widely discussed, so it is no longer strange that cafes are now a lifestyle for young people (Firmansyah et al., 2019; Ayuni, 2019; and Tariyal et al, 2020). In general, a cafe is chosen because of the store atmosphere it contains.

According to Biswas et al, 2019; Chylinski et al., 2020; and Mudjiyanti & Sholihah (2022), store atmosphere provides a description of the store environment, especially physical elements, such as design, layout (display format), color, temperature, lighting, aroma and music which aims to evoke emotional responses and customer recognition of a purchasing decision. A well-designed cafe environment and complete facilities can create positive emotions in increasing consumer response (Budiman & Dananjoyo, 2021). Consumer response can be said to be a reciprocal response given by consumers to companies or business people. Thus, the better the store atmosphere available, the more comfortable consumers will be so that consumers will feel at home in the cafe they visit (Santagiuliana et al., 2019; Ketelsen et al., 2020; and Kowalczyk et al., 2021). In contrast to before, the majority of people tend to choose places to eat based on the quality of the food and drinks offered. However, as time goes by, people now not only choose places to eat based on the quality of the food but also look at the condition of the store atmosphere at that place (Mudjiyanti & Sholihah, 2022). To ensure the sustainability of the café business amidst high competition, efforts are needed to analyze the contribution of marketing content and store atmosphere aspects as well as consumer responses. This needs to be done to obtain confirmation and certainty about the influence of these two aspects, so that it can be taken into consideration in developing future business strategies.

II. METHODS

This study was designed using qualitative and quantitative methods, with descriptive and verification approaches. In this study, it was determined consumers who visited several cafes in Bogor City were the population, and the sample in this study used a probability sampling technique with a purposive sampling procedure. The sample size was determined as many as 120 for subjective reasons based on the theory which states that a decent sample size of between 30 and 500 is sufficient for most studies (Roscoe in Echdar,

2017). Questionnaires on the results of validity and reliability tests were used to obtain primary data, which were then analyzed using multiple linear regression analysis, multiple correlation, determination, and hypothesis testing.

III. RESULT AND DISCUSSION

The survey results show that the majority of consumers are women aged 23-28 years, who work as students. This confirms that the majority of cafe visitors are young people who often do activities in cafes, either for studying or other social activities.

Consumer Responses to Content Marketing Variables

Consumer responses to content marketing variables are explained in Table 1 below.

Table 1. Consumer Perceptions of Content Marketing Variables

No	Statement	Score	Criteria	Interpretation
1	Comprehensible content	3,72	Good	simple and clear content so it is easy to understand
2	Uniqueness content	3,62	Good	The audio visual content, atmosphere and food on the main menu are interesting to look at.
3	Informative content	3,83	Good	The content contains captions that explain the menu, location, operating hours and social media accounts
4	Content describes the product	3,85	Good	The content created describes the menu in an interesting and easy to understand manner
5	The content can be trusted	3,77	Good	The content created is objective and original according to reality
6	Content makes you curious	3,73	Good	Consumers see the available menu after seeing one of the content posts on social media
7	Content encourages to buy the product	3,84	Good	After seeing the content shared, consumers are curious and inspired to buy the product
8	Content provides solutions to needs	3,44	Good	Consumers feel their needs and desires are resolved after seeing content posts.
9	Interested in visiting after getting a recommendation from a friend	3,93	Good	Consumers are interested in visiting after being invited by friends who have already visited
10	Interested in visiting after seeing content on social media	3,91	Good	Consumers are interested in visiting because they see reviews of content posts
Average		3,76	Good	The content is considered simple, interesting and easy to understand

Based on Table 1 above, it is known that the average consumer response to the content marketing variable has a score of 3.76 which is included in the good category. It is also known that the consumer response from the overall score is in the statement of interest in visiting after receiving a recommendation from a friend of 3.93 which has good criteria. This explains that consumers confirm recommendations from friends who have already visited.

Consumer Response to Store Atmosphere Variables

Consumer responses to the store atmosphere variable are explained in Table 2 below.

Table 2. Consumer Perceptions of Store Atmosphere Variables

No	Statement	Score	Criteria	Interpretation
1	Clarity of nameplate	3,77	Good	The nameplate is located high enough so it is easy to see clearly
2	The front view is distinctive	3,68	Good	The appearance carries an industrial semi-outdoor concept
3	Parking facilities	3,76	Good	The existing parking area is considered spacious and separated between cars and motorbikes.
4	Room lighting	4,02	Good	taking advantage of natural light during the day and supported by artistic lights
5	Environmental hygiene	4,12	Very Good	The environment is always cleaned at all times to keep it clean and comfortable
6	Type of music	3,80	Good	The music being played, songs that are currently popular
7	Views around the location	3,89	Good	Open space design so that the entire room can be seen clearly
8	Arrangement of the room	3,95	Good	The decorations and displays are sufficient and give the impression of being spacious and neat
9	Photo spot	3,76	Good	The existing displays can be used as a place to take selfies
10	Storefront arrangement	3,65	Good	There is a display case storing various interesting items
Average		3,84	Good	The appearance of the place is clean, attractive and comfortable with decorations that become photo spots

Based on Table 2 above, it is known that the average consumer response to the store atmosphere variable has a score of 3.84 which is included in the good category, meaning the appearance of the place is clean, attractive and comfortable with aesthetic decoration. It is also known that consumer responses from the overall score are in the Environmental Cleanliness statement of 4.12 which has very good criteria. This explains that consumers consider the environment to be clean, comfortable and beautiful, thus making a good impression.

Consumer Response to Consumer Response Variables

The following describes the responses to the consumer response variables explained in Table 3 below.

Table 3. Perceptions of Consumer Response Variables

No	Statement	Score	Criteria	Interpretation
1	Comfort	4,20	Good	A clean environment that creates comfort
2	Impressions of the visit	3,90	Good	Consumers feel happy, thus creating a good impression
3	Atmosphere	3,93	Good	The atmosphere is comfortable, clean and makes consumers feel relaxed
4	Content marketing	3,82	Good	Consumers are starting to be interested in content published on social media
5	Concept	3,79	Good	The concept proposed looks interesting
6	Content objectivity	3,80	Good	descriptions of content on social media according to reality
7	The allure of content	3,76	Good	content gives a tendency to be visited
8	Location	3,77	Good	The location is quite strategic and easy to reach
9	Freedom to choose products	4,04	Good	Consumers are not limited by anything in ordering existing food
10	Repeat visit	4,00	Good	Consumers are not limited by anything in ordering existing food
	Average	3,90	Good	Consumers feel the ease of accessibility and comfort, thus encouraging them to come back

Based on Table 3 above, it is known that the average response to the consumer response variable has a score of 3.90 which is included in the good category. The highest average value is in the comfort statement of 4.20, meaning that the environment and atmosphere creates comfort because it is always clean and well maintained. Multiple regression analysis was used to determine how much influence the content marketing and store atmosphere variables had on consumer responses, and obtained the equation $Y = 0.918 + 0.239X_1 + 0.757X_2 + \varepsilon$. It can be explained that the constant value is 0.918, which indicates that if the content marketing and store atmosphere variables are equal to 0, then the consumer response is positive. The content marketing regression coefficient value is 0.239, which means that content marketing (X_1) has a positive influence on consumer response (Y), or for every one-unit increase or decrease in the content marketing variable (X_1), there will be a one-unit decrease or increase in the response. consumer (Y). The store atmosphere regression coefficient value is 0.239, meaning that store atmosphere (X_2) has a positive influence on consumer response (Y), or for every one-unit increase or decrease in the store atmosphere variable (X_2), there will be a one-unit decrease or increase in the response.

Consumer (Y). The statistical test results show that the F-count value is 356.356 with a significance value of 0.000. Because the F-count value is greater than the F-table ($356.356 > 3.1123$). Thus, the decision H_0 is rejected and H_a is accepted and H_0 is rejected, so it can be interpreted that the independent variables, namely content marketing (X_1) and store atmosphere (X_2) simultaneously have a positive and significant influence on the consumer response variable (Y). The content marketing factor (X_1) with a calculated t-value of 3.215 is greater than the t-table value ($3.215 > 1.679$) and a significance value of 0.002 is smaller than 0.05 ($0.002 < 0.05$). In this way, H_0 is rejected and H_a is accepted, meaning that partially the content marketing factor has a positive and significant influence on consumer responses. The store atmosphere factor (X_2) with a calculated t-value of 4.150 is greater than the t-table value ($4.150 > 1.679$) and a significance value of 0.002 is smaller than 0.05 ($0.002 < 0.05$). Thus, H_0 is rejected and H_a is accepted, meaning that partially the store atmosphere factor has a positive and significant effect on consumer responses.

IV. CONCLUSION

Consumer responses to content marketing variables, store atmosphere and consumer responses are all in the good category. The test results show that the variables content marketing, store atmosphere simultaneously and partially have a positive and significant effect on cafe consumer responses. It is recommended to always update the content of messages from content marketing, and change the arrangement of café facilities to be more unique and aesthetic so as not to cause boredom. Further studies were carried out on other factors that could influence consumer responses, such as the marketing mix consisting of product, price, distribution channels and promotions.

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