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The Effect of Sensory Marketing on Roti'O Consumers' Purchase Decisions at Surabaya City Train

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ABSTRACT

Fierce competition in the bread industry has prompted companies to implement sensory-based marketing strategies to influence consumer purchasing decisions. This study aims to analyze the influence of sensory-based marketing which includes aroma, taste, and visual on purchasing decisions for Roti'O products. The method used in this study was a quantitative approach involving a survey in which questionnaires were distributed to 196 respondents who had previously purchased Roti'O products at the Gubeng Station, Pasarturi Station, and Wonokromo Station outlets in Surabaya. Sampling was conducted using purposive sampling, while data analysis was performed using multiple linear regression analysis with IBM SPSS Statistics 27. The results indicate that, overall, aroma, taste, and visual elements have a significant influence on purchasing decisions. Individually, the aroma and taste variables have a positive and significant influence on purchasing decisions, whereas the visual variable does not have a significant influence on purchasing decisions. The coefficient of determination (R^2) value of 0.517 indicates that 51.7% of purchasing decisions can be explained by the aroma, taste, and visual variables, while the remaining 48.3% are influenced by other variables outside the scope of this study. This means that aroma and taste are the main variables influencing consumers' purchasing decisions regarding Roti'O products, while visual has not yet become a major factor in driving purchasing decisions.

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1. Introduction

The food and beverage industry, particularly in the bakery products category, is growing amid increasingly intense competition as consumer expectations evolve. The growth of the bakery industry in Indonesia not only indicates significant market opportunities but also encourages businesses to implement marketing strategies that provide added value to consumers. Under these conditions, companies cannot rely solely on functional product attributes such as price and quality; they must also create consumption experiences that resonate with customers on psychological and emotional levels. One relevant approach in this context is sensory marketing a marketing strategy that leverages sensory stimuli to shape consumers' perceptions, experiences, and purchasing behavior (Ocha, 2022; Handoko & Pranata, 2024).

Roti'O is one of the most widely recognized bakery brands in Indonesia and is managed by PT Sebastian Citra Indonesia. Its flagship product, the coffee bun, has strong sensory characteristics, particularly its distinctive coffee aroma, sweet and savory flavor, and easily

recognizable store appearance. Roti'O's uniqueness lies in its ability to trigger spontaneous purchasing decisions through the aroma of coffee wafting from the baking process, supported by the store's striking visual identity before consumers decide to buy and taste the product. In addition, Roti'O products are known for their distinctive flavor combination with a crispy exterior and a soft interior offering a taste experience that sets them apart from other bakery products (Febriyanti, 2023; Handoko & Pranata, 2024).

This study focuses on Roti'O outlets located at Surabaya's train stations, namely Gubeng, Pasarturi, and Wonokromo stations. These locations were selected based on the characteristics of consumers in station areas, who tend to have high mobility, limited waiting time, and fast-paced purchasing behavior. In such situations, consumers tend to be more responsive to immediate sensory stimuli around the point of sale than to conducting a lengthy evaluation of the product. The aroma of bread wafting through the station corridors, the visual display of the baking process, and the prominent product displays can serve as key triggers that drive purchasing decisions amid the hustle and bustle of commuter activity.

Although sensory marketing is considered effective in the food and beverage industry, previous research findings have shown inconsistent results. Rahmadhanimara et al. (2022) found that aroma influenced consumer perceptions at Roti'O outlets, whereas taste did not show the same effect. On the other hand, Ariska et al. (2022) showed that taste actually had a significant effect on purchasing decisions for bakery products. Handoko and Pranata (2024) also found different results, namely that visual cues had a significant effect on purchasing decisions, while aroma did not. These inconsistent results indicate a research gap regarding the influence of each dimension of sensory marketing on purchasing decisions, particularly in the context of bakery outlets operating in transit areas such as train stations.

Given these circumstances, this study aims to analyze the influence of sensory marketing represented by aroma, taste, and visual stimuli on Roti'O consumers' purchasing decisions at outlets located in Surabaya's train stations. This study is expected to provide a theoretical contribution to the development of sensory marketing research in the bakery industry, while also offering practical insights for companies in designing more effective marketing strategies tailored to the behavioral characteristics of consumers in transit areas.

2. Literature Review

2.1 Sensory Marketing

Sensory marketing is a marketing strategy aimed at influencing consumers' perceptions, emotions, and behavior through the deliberate stimulation of the five senses. Išoraitė and Ambrusevič (2023) explain that sensory marketing focuses not only on the functional sale of products but also on efforts to build a deeper emotional connection between the brand and customers. Through sensory stimulation, companies can create a stronger and more memorable brand experience for consumers. In line with this, Ishii (2023) states that interest in sensory marketing has increased in recent years because this approach is considered capable of providing practical benefits to companies in creating differentiation amid intense competition. In the context of the customer journey, Al Khazraje et al. (2025) also emphasize that the effectiveness of sensory marketing lies in its ability to optimize every touchpoint along the customer journey, from pre-purchase through post-consumption.

2.2 Scent

Scent is a sensory stimulus perceived through the sense of smell and is closely linked to emotions, memories, and consumer behavioral responses. Rahmadhanimara et al. (2022) explain that the power of scent lies in its ability to be inhaled, processed by the brain's limbic

system, and stored in consumers' long-term memory. This process makes scent not merely an atmospheric element, but also a sensory identity capable of distinguishing a brand from its competitors. Išoraitė and Ambrusevič (2023) add that scent is unique in its ability to create a comfortable atmosphere while evoking positive emotions in consumers, thereby enhancing a product's -and encouraging impulse purchases.

The smell of freshly baked bread is often the first thing that catches consumers' attention before they even see the product. A strong, pleasant aroma can create a positive perception of product quality, enhance the store atmosphere, and boost consumers' confidence in making purchasing decisions. Thus, scent can be viewed as one dimension of sensory marketing that has the potential to influence consumers' purchasing decisions, particularly for food products that are consumed immediately.

2.3 Taste

Taste is a form of consumer sensory evaluation of food products that is not only related to the sensation on the tongue but also involves texture, temperature, and scent that are perceived simultaneously. Sari, as cited in Ariska et al. (2022), explains that taste is a multifaceted property of food, encompassing the product's appearance, aroma, taste, texture, and temperature. This indicates that consumers' evaluations of taste are the result of the integration of various organoleptic sensations experienced while consuming a product. In line with this, Rahmadhanimara et al. (2022) emphasize that the simultaneous combination of taste and aroma can enhance customers' perceived value of a product.

In the food and beverage industry, taste is one of the key factors determining consumer acceptance of a product. Ariska et al. (2022) state that good taste not only creates satisfaction but also serves as a crucial factor influencing consumer purchasing decisions. Tamin and Kusuma (2025) also explain that when consumers perceive a match between their taste expectations and the actual product, their trust in the product increases, thereby accelerating the purchasing decision process. Thus, the better the taste perceived by consumers, the greater the likelihood that the product will be chosen and purchased.

2.4 Visual

Visuals are stimuli received through the sense of sight and often form the first impression consumers have before further interacting with a product. Išoraitė and Aktas (2025) explain that visual stimuli serve as the primary tool for attracting the attention of potential customers in a crowded and competitive retail environment. Visuals encompass various elements such as color, lighting, design, store layout, and product display, which collectively communicate a brand's identity and quality to consumers. In the context of sensory marketing, visuals are a crucial element because visual information is processed rapidly by the human cognitive system, enabling it to form initial perceptions of both the product and the store (Handoko & Pranata, 2024).

In a bakery, visual elements can be achieved through appetizing product displays, neat shelf arrangements, distinctive store design, and lighting that highlights the products. Afrianti (2021) explains that product display aims to present merchandise so that it is easily seen and evaluated by customers. Handoko and Pranata (2024) also state that visual identity and store design can convey an impression of professionalism and quality that influences consumers' purchasing decisions. Therefore, visual elements are viewed as one dimension of sensory marketing that can spark initial interest and shape perceptions of quality before a purchase is made.

2.5 Purchase Decision

A purchase decision is the stage at which consumers choose a product they consider most suitable for their needs, preferences, and expected benefits. Anwar, as cited in Afif and Sriyanto (2023), explains that a purchase decision is the result of consumers' selection from among various product options to obtain maximum benefits. Meanwhile, Kotler and Keller, as cited in Hartinah et al. (2023), state that a purchase decision is a concrete action taken by a consumer after evaluating the various available alternatives. Thus, a purchase decision does not occur randomly but is the result of considerations influenced by both internal and external factors, including marketing stimuli received by the consumer during the purchasing process.

Purchasing decisions can be either planned or spontaneous. Spontaneous purchases are often triggered by external stimuli in the store environment, such as attractive product displays, appetizing aromas, or a comfortable atmosphere. Therefore, in this study, purchasing decisions are understood as consumer responses to the olfactory, gustatory, and visual stimuli presented by Roti'O outlets.

Based on the literature review and the proposed relationships among the research variables, the conceptual framework of this study is presented in Figure 1.

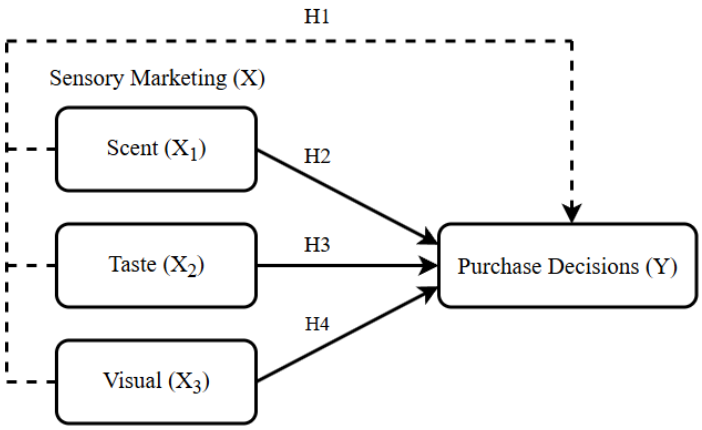

Figure 1. Conceptual Framework

Based on this conceptual framework, the hypotheses of this study are as follows:

H1: There is a simultaneous effect of sensory marketing which includes scent, taste, and visual on the purchase decisions of Roti'O consumers at Surabaya City Train Station.

H2: There is a partial effect of the scent of sensory marketing on the purchase decisions of Roti'O among consumers at Surabaya City Train Station.

H3: There is a partial effect of the taste of sensory marketing on the purchase decisions of Roti'O among consumers at Surabaya City Train Station.

H4: There is a partial influence of the visual aspect of sensory marketing on Roti'O consumers' purchasing decisions at Surabaya City Train Station.

3. Research Methodology

3.1 Research Design

This study employs a quantitative approach with an associative research design. The quantitative approach was chosen because this study aims to test the causal relationship

between independent and dependent variables through statistical analysis. According to Sugiyono (2023), quantitative research is a research method based on the philosophy of positivism and is used to study a specific population or sample with the aim of testing a predetermined hypothesis. Meanwhile, associative research is used to determine the influence of independent variables scent, taste, and visual on the dependent variable, which is consumers' purchasing decisions regarding Roti'O.

Data collection in this study was conducted through a survey using a structured questionnaire distributed to respondents. This study focused on Roti'O customers who had made purchases at Roti'O outlets located at train stations in Surabaya.

3.2 Participants

The population of this study consisted of consumers who had purchased Roti'O products at the Roti'O outlets located in Surabaya railway stations, namely Gubeng, Pasarturi, and Wonokromo Stations. Since the exact number of consumers purchasing Roti'O at these outlets is unknown, the population was considered infinite.

The sample was selected using a non-probability sampling technique with a purposive sampling approach. Purposive sampling was chosen because respondents had to meet specific criteria relevant to the objectives of the study. The criteria were consumers who had previously purchased Roti'O products at one of the Roti'O outlets located at Gubeng, Pasarturi, or Wonokromo Stations in Surabaya.

The minimum sample size was determined using the Lemeshow formula, which is appropriate for studies involving an unknown or infinite population. Based on this calculation, the minimum required sample size was 196 respondents. Therefore, this study involved 196 respondents who met the predetermined criteria. The selected sample was considered adequate to represent the characteristics of Roti'O consumers at railway station outlets in Surabaya and to examine the effects of scent, taste, and visual stimuli on purchasing decisions.

3.3 Instruments

The research instrument used in this study was a structured questionnaire with a five-point Likert scale, ranging from a score of 1 for "strongly disagree" to a score of 5 for "strongly agree." The questionnaire was designed to measure four research variables: scent (X1), taste (X2), visual (X3), and purchase decision (Y). The scent variable was measured using 6 statement items, the taste variable using 6 statement items, the visual variable using 5 statement items, and the purchase decision variable using 6 statement items. Thus, the total number of statement items in this research instrument was 23.

The scent variable was used to measure consumers' perceptions of the distinctive aroma of Roti'O products; the taste variable was used to measure consumers' evaluations of the products' taste; the visual variable was used to assess the appearance of the stores and products; and the purchase decision variable was used to measure consumers' propensity to decide to purchase Roti'O products. All statement items were formulated based on the indicators for each variable, which were derived from the theoretical framework and relevant prior research.

3.4 Data Analysis Procedures

Data analysis in this study was conducted using SPSS version 27. The analysis process began with data quality testing, which included validity and reliability tests. The validity test was used to determine the extent to which each statement item in the questionnaire was able to accurately measure the research variables. Validity testing was performed by comparing the calculated r-count with the r-table of 0.361 at a 5% significance level using the initial 30 respondents. An item was deemed valid if the calculated r-count was greater than the r-table.

Meanwhile, reliability testing was conducted to assess the consistency of the research instrument using Cronbach's Alpha. The instrument was deemed reliable if the Cronbach's Alpha value was greater than 0.70 (Ghozali, 2021).

The data quality check was followed by tests of classical assumptions, including tests for normality, multicollinearity, and heteroscedasticity. The normality test was conducted using the One-Sample Kolmogorov-Smirnov method to ensure that the regression model residuals were normally distributed. The multicollinearity test was conducted by examining the Tolerance and Variance Inflation Factor (VIF) values to determine whether or not there was correlation among the independent variables. Next, the heteroscedasticity test was performed using the Glejser test to determine whether there was unequal variance in the residuals of the regression model. The regression model was deemed to satisfy the classical assumptions if the data were normally distributed, there was no multicollinearity, and there was no heteroscedasticity.

To assess the effect of scent, taste, and visual on purchasing decisions, this study employed multiple linear regression analysis. This analysis was used to determine the extent of the influence of each independent variable on the dependent variable, both simultaneously and partially.

The final stage of the analysis was conducted using the coefficient of determination test (R^2), the simultaneous test (F-test), and the partial test (t-test). The coefficient of determination test was used to determine the extent to which the variables of scent, taste, and visual explain the variation in purchasing decisions. The F-test was used to determine the simultaneous effect of the three independent variables on purchasing decisions, while the t-test was used to determine the partial effect of each independent variable on Roti'O consumers' purchasing decisions.

4. Findings

4.1 Validity Test

The validity test was conducted to assess whether each questionnaire item was able to accurately measure the intended research variable. The results of the validity test are presented in Table 1.

Table 1: Validity Test Results

Variable	Statement	r-count	r-table	Description
Scent	X1.1	0,648	0,361	Valid
	X1.2	0,641	0,361	Valid
	X1.3	0,677	0,361	Valid
	X1.4	0,755	0,361	Valid
	X1.5	0,761	0,361	Valid
	X1.6	0,676	0,361	Valid
Taste	X2.1	0,864	0,361	Valid
	X2.2	0,842	0,361	Valid
	X2.3	0,735	0,361	Valid
	X2.4	0,826	0,361	Valid
	X2.5	0,726	0,361	Valid
	X2.6	0,770	0,361	Valid
Visual	X3.1	0,820	0,361	Valid
	X3.2	0,761	0,361	Valid
	X3.3	0,803	0,361	Valid
	X3.4	0,642	0,361	Valid
	X3.5	0,788	0,361	Valid
Purchase Decisions	Y1	0,700	0,361	Valid

Y2	0,718	0,361	Valid
Y3	0,787	0,361	Valid
Y4	0,667	0,361	Valid
Y5	0,706	0,361	Valid
Y6	0,828	0,361	Valid

Source: SPSS output processed by the researcher

The test results showed that all items in the scent, taste, visual, and purchase decision variables had calculated r-count greater than the r-table. Therefore, all items were deemed valid and suitable for use as research instruments.

4.2 Reliability Test

After the validity test confirmed that all questionnaire items were valid, a reliability test was conducted to examine the consistency of the research instrument. The results of the reliability test are presented in Table 2.

Table 2: Reliability Test Results

Variable	*Cronbach's Alpha*	*Standart Cronbach's Alpha*	Description
Scent (X1)	0,782	0,70	Reliabel
Taste (X2)	0,878	0,70	Reliabel
Visual (X3)	0,819	0,70	Reliabel
Purchase Decisions (Y)	0,827	0,70	Reliabel

Source: SPSS output processed by the researcher

The test results show that all research variables meet the reliability criteria. The scent variable had a Cronbach's Alpha value of 0.782, the taste variable 0.878, the visual variable 0.819, and the purchase decision variable 0.827. Thus, all research variables were deemed reliable, meaning that the instrument used in this study is capable of producing consistent and trustworthy data.

4.3 Classical Assumption Test

Before conducting multiple linear regression analysis, the classical assumptions were tested. The first assumption examined was the normality of the regression residuals. The results of the normality test are presented in Table 3.

Table 3: Normality Test Results

	One-Sample Kolmogorov-Smirnov		
			Unstandardized Residual
N			196
Normal Parameters[a,b]	Mean		,0672118
	Std. Deviation		8,73739762
Most Extreme Differences	Absolute		,049
	Positive		,039
	Negative		-,049
Test Statistic			,049
Asymp. Sig. (2-tailed)[c]			,200[d]
Monte Carlo Sig. (2-tailed)[e]	Sig.		,291
	99% Confidence Interval	Lower Bound	,280
		Upper Bound	,303

Source: SPSS output processed by the researcher

A normality test was conducted to ensure that the residuals in the regression model are normally distributed. The test, using the one-sample Kolmogorov–Smirnov method, yielded an Asymp. Sig. (2-tailed) value of 0.200 and a Monte Carlo Sig. (2-tailed) value of 0.291. Both values are greater than 0.05, so it can be concluded that the regression model's residuals are normally distributed. Thus, the regression model in this study satisfies the assumption of normality.

A multicollinearity test was conducted to determine whether there was a high correlation among the independent variables. The results are presented in Table 4.

Table 4: Multicollinearity Test Results

Coefficients[a]			
Model		Collinearity Statistics	
		Tolerance	VIF
1	Aroma (X1)	,714	1,400
	Cita Rasa (X2)	,679	1,473
	Visual (X3)	,796	1,257

Source: SPSS output processed by the researcher

A multicollinearity test was conducted to determine whether there was a high correlation among the independent variables in the regression model. The test results showed that the scent variable had a Tolerance value of 0.714 and a VIF of 1.400, the taste variable had a Tolerance value of 0.679 and a VIF of 1.473, while the visual variable had a Tolerance value of 0.796 and a VIF of 1.257. All independent variables had Tolerance values greater than 0.10 and VIF values less than 10. Therefore, it can be concluded that the regression model in this study does not suffer from multicollinearity.

A heteroscedasticity test was performed to determine whether the regression model exhibited unequal variance in the residuals. The results of the heteroscedasticity test are presented in Table 5.

Table 5: Heteroscedasticity Test Results

Coefficients[a]						
Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	5,993	3,680		1,628	,105
	Aroma	,053	,135	,034	,396	,693
	Cita Rasa	-,092	,148	-,054	-,618	,537
	Visual	,109	,141	,062	,770	,442

Source: SPSS output processed by the researcher

A heteroscedasticity test was conducted using the Glejser method to determine whether there was unequal variance in the residuals of the regression model. The test results showed that the significance values were 0.693 for the scent variable, 0.537 for the taste variable, and 0.442 for the visual variable. All of these significance values were greater than 0.05, so it can be concluded that the regression model does not exhibit heteroscedasticity. Thus, the regression model satisfies the classical assumption of no heteroscedasticity.

4.4 Multiple Linear Regression Analysis

After the classical assumption tests were satisfied, multiple linear regression analysis was conducted to examine the effects of scent, taste, and visual on consumers' purchase decisions. The results are presented in Table 6.

Table 6: Multiple Linear Regression Analysis Results

Coefficients[a]						
Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	-1,459	1,853		-,787	,432
	Aroma	,440	,068	,385	6,488	,000
	Cita Rasa	,480	,075	,391	6,417	,000
	Visual	,115	,071	,091	1,622	,107

Source: SPSS output processed by the researcher

Multiple linear regression analysis was used to determine the effects of scent taste, and visual on consumers' purchasing decisions regarding Roti'O. Based on the data analysis results, the following regression equation was obtained:

$$Y = -1{,}459 + 0{,}440X_1 + 0{,}480X_2 + 0{,}115X_3 + e$$

This equation shows that the constant value of -1.459 indicates that if the variables scent, taste, and visual are held constant or set to zero, the purchase decision value will be -1.459. The scent regression coefficient of 0.440 indicates that a one-unit increase in the scent variable will increase the purchase decision by 0.440, assuming all other variables remain constant. The taste regression coefficient of 0.480 indicates that a one-unit increase in the taste variable will increase the purchase decision by 0.480. Meanwhile, the regression coefficient for visual, at 0.115, indicates that a one-unit increase in the visual variable will increase the purchase decision by 0.115. All regression coefficients are positive, meaning the relationship between scent, taste, visual, and purchase decision is positive. In other words, the better consumers' perceptions of Roti'O's scent, taste, and visual, the higher their purchase decision will be.

4.5 Coefficient of Determination (R^2)

The coefficient of determination (R^2) was calculated to determine the extent to which the independent variables explain the variation in the dependent variable. The results are presented in Table 7.

Table 7: Coefficient of Determination (R^2) Results

Model Summary[b]				
Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	,719[a]	,517	,510	2,525

Source:SPSS output processed by the researcher

The coefficient of determination is used to determine the extent to which the independent variable explains the variation in the dependent variable. The test results show an R-squared value of 0.517 and an adjusted R-squared value of 0.510. These values indicate that 51.7% of the variation in consumers' purchasing decisions regarding Roti'O can be explained by the variables of scent, taste, and visual, while the remaining 48.3% is explained by other factors outside the scope of this study that were not examined.

4.6 Hypothesis Test

The simultaneous effect of the independent variables on purchase decisions was examined using the F-test. The results are presented in Table 8.

Table 8: F-test Results

ANOVA[a]						
Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	1311,337	3	437,112	68,566	,000[b]
	Residual	1224,010	192	6,375		
	Total	2535,347	195			

Source : SPSS output processed by the researcher

A simultaneous test was conducted to determine whether scent, taste, and visual collectively influence purchasing decisions. The results of the F-test showed a calculated F-count of 68.566 with a significance level of 0.000. Since this significance level is less than 0.05, it can be concluded that aroma, taste, and visual simultaneously have a significant effect on consumers' purchasing decisions regarding Roti'O at the outlet in Surabaya City train station. This means the first hypothesis is accepted.

The partial effect of each independent variable on purchase decisions was analyzed using the t-test. The results are presented in Table 9.

Table 9: t-test Results

Coefficients[a]						
Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	-1,459	1,853		-,787	,432
	Aroma	,440	,068	,385	6,488	,000
	Cita Rasa	,480	,075	,391	6,417	,000
	Visual	,115	,071	,091	1,622	,107

Source : SPSS output processed by the researcher

Partial tests were conducted to determine the effect of each independent variable on purchasing decisions. The test results showed that the scent variable had a calculated t-count of 6.488 with a significance level of 0.000. Since the significance level was less than 0.05, scent was found to have a significant effect on purchasing decisions. The taste variable had a t-count of 6.417 with a significance level of 0.000; therefore, taste was also found to have a significant effect on purchasing decisions. Meanwhile, the visual variable had a t-count of 1.622 with a significance level of 0.107. Since the significance level is greater than 0.05, visual was found to have no significant effect on purchasing decisions. Thus, the second and third hypotheses were accepted, while the fourth hypothesis was rejected.

5. Discussion

5.1 The Simultaneous Effect of Scent, Taste, and Visual on Purchasing Decisions

The research results show that scent, taste, and visual simultaneously have a significant effect on Roti'O consumers' purchasing decisions at the store located at Surabaya City train station. These findings indicate that consumers' purchasing decisions are influenced not only by a single sensory aspect but by the sensory experience formed through a combination of scent, taste, and visual cues received when interacting with the product or the store. In the context of a high-traffic station, the integration of these three elements can create an experience that encourages consumers to make quick purchasing decisions. These results align with Al Khazraje et al. (2025), who state that the synergy of various sensory elements at each touchpoint can strengthen the customer journey toward a purchase decision. Thus, the application of sensory marketing at Roti'O outlets has proven to contribute to the formation of consumers' overall purchase decisions.

5.2 The Effect of Scent on Purchase Decisions

The research results show that scent has a positive and significant effect on Roti'O consumers' purchase decisions. These findings indicate that Roti'O's distinctive coffee aroma is one of the primary sensory stimuli capable of attracting consumers' attention especially in busy station areas and prompting quick purchases. The scent not only serves as a product identifier but also as an initial stimulus capable of evoking positive emotions and piquing consumers' curiosity to approach the store. These results align with Rahmadhanimara et al. (2022), who explain that aroma shapes consumer perception because it is processed directly by the limbic system which is associated with emotions and memory and are supported by Handoko and Pranata (2024), who state that scent plays a significant role in creating an atmosphere that influences purchasing decisions. Thus, scent can be viewed as one of Roti'O's key strengths in driving consumer purchasing decisions.

5.3 The Effect of Taste on Purchase Decisions

The research findings indicate that taste has a positive and significant influence on Roti'O consumers' purchase decisions. This suggests that purchase decisions are not only triggered by initial stimuli such as aroma but are also influenced by consumers' assessments of the product's taste quality. In the context of Roti'O, the combination of sweet and savory flavors, the soft texture of the bread, and the distinctive characteristics of a coffee bun are key elements that shape consumer satisfaction and confidence in making a purchase. These findings align with Ariska et al. (2022), who state that taste is a key factor influencing purchasing decisions because it is directly related to consumer satisfaction with food products, and are supported by Tamin and Kusuma (2025), who explain that the alignment between taste expectations and the actual product can enhance consumer trust and accelerate purchasing decisions. Thus, taste is a sensory dimension that plays a crucial role in shaping Roti'O consumers' purchasing decisions.

5.4 The Effect of Visual on Purchase Decisions

The research results show that visual elements do not have a significant effect on Roti'O consumers' purchasing decisions. These findings indicate that although visual elements such as displays, store layout, and product presentation were rated fairly well by respondents, visual elements have not yet become a major factor driving purchasing decisions at Roti'O outlets in Surabaya's train stations. This situation may be influenced by the nature of purchases at train stations, which tend to be quick and practical, leading consumers to focus more on the immediate aroma and the familiar taste of the product rather than on a more in-depth visual evaluation. Furthermore, Roti'O's main products have a relatively simple appearance, so visuals serve more as a supporting element of product identity than as a primary determinant of purchasing decisions. Thus, the results of this study indicate that, in the context of purchasing Roti'O in transit areas, visuals do not yet have a strong enough independent influence on consumer purchasing decisions.

6. Conclusion

Based on the research findings, it can be concluded that sensory marketing as proxied by scent, taste, and visual simultaneously has a significant effect on consumers' purchasing decisions regarding Roti'O products at outlets in Surabaya City's train stations. When analyzed separately, scent and taste were found to have a positive and significant effect on purchasing decisions, indicating that these two dimensions are the primary factors driving consumers to purchase Roti'O products. Meanwhile, visual elements did not have a significant effect on purchasing decisions; thus, in the context of Roti'O outlets in the station area, consumers tend to be more influenced by scent and taste than by the visual appearance of the outlet or the

products themselves. These findings indicate that consumers' sensory experience with Roti'O is largely shaped by olfactory and gustatory stimuli; therefore, the company needs to maintain the strength of its distinctive aroma and the quality of its taste as key strategies for increasing consumer purchasing decisions.

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