

STORE ATMOSPHERE ANALYSIS ON BUYING INTEREST AT BREGAS COFFEE SHOPS

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Abstract

Bregas Coffee, located at Jalan Pangeran Jayakarta, Complex 68, Block A, No.1, Central Jakarta. Bregas Coffee Shop has a deficient store atmosphere and has a relatively large number of visitors. The aim of this research is to analyze whether store atmosphere has an influence on buying interest. The research method used is a quantitative method, while the population in this research is consumers who have made purchases at the Bregas Coffee Shop. The sampling technique used is non-probability sampling. The results of the research itself show that the Store Atmosphere has a positive and significant effect on purchasing interest at the Bregas Coffee Shop. Thus, an increase in buying interest at the Bregas Coffee Shop can occur when the Store Atmosphere provided by the Bregas Coffee Shop increases.

Keywords: Store Atmosphere, Buying Interest

1. Introduction

The Food and Beverages (F&B) industry sector is "one of the business sectors that continues to grow over time". Along with the development of the times, the needs of the community continue to increase. This can also have an impact on the increasing volume of demand for food and beverages. The activities and business of urban communities demand contemporary beverage companies to meet consumer needs quickly and efficiently. With a GDP of IDR 302.28 trillion (34.44%) in the second quarter of 2022, the food and beverage sub-sector leads all other industrial sectors. In Indonesia itself, there are so many food and beverage industries/companies. It seems that there are many new businesses in the food and beverage industry due to the tendency of Indonesians to enjoy fast food and fresh drinks. As a result, business competition has become increasingly fierce.

The Food and Beverages (F&B) industry in today's era of globalization continues to grow rapidly and diversely. Many business people in the culinary field create new creations and ideas. Indonesia's Food and Beverage (F&B) industry is very diverse and relatively cheap, therefore there are many interesting places to visit. One of them, coffee shops or coffee shops are businesses in the field. With the rapid development of the coffee shop business, it has a considerable impact on economic growth and coffee shop owners must also have a strategy to attract new clients and retain existing clients.

With the emergence of many coffee shops in Indonesia, especially in Jakarta, it triggers the emergence of business competition in the field of Food and Beverage (F&B) which is getting tighter, so business people have to think about creative ideas. The coffee shop business in Indonesia that people often encounter certainly has the same menu, but with the idea of each businessman, the target market will be wide open. Competition in the world of trade is characterized by increasing the globalization of trade which also has a

major impact on marketing management. According databoks.katadata.co.id to the Momentum Works report, *Coffee in Southeast Asia: Modernising Retail of the Daily Beverage*, said that "Indonesia dominates the modern coffee market in Southeast Asia in 2023. The size of the market is estimated to reach US\$947 million this year. The calculation departs from the annual turnover value of the modern coffee market in Indonesia. This value is equivalent to 27.7% of the total value of the modern coffee market in Southeast Asia which reached US\$3.4 billion in 2023. According to Momentum Works, the size of the modern coffee market in Indonesia in this region is largely driven by the expansion of local coffee business networks.

Nowadays, there are various types of coffee shops that can be loved by customers. Based on an article on (12/11/2020), Along with the increase in domestic coffee consumption, the Indonesian coffee shop industry is predicted to continue to grow. With an annual market value of IDR 4.8 trillion, this industry is also quite lucrative. Estimated Domestic Consumption (Domestic Coffee Consumption) The 2019 Indonesian Coffee Consumption Annual Data released by the Global Agricultural Information Network shows that national coffee consumption in 2019/2020 reached 294,000 tons, up 13.9% from 258,000 tons in 2018/2019. Domestic coffee consumption is estimated to reach 370,000 tons in 2021. Toffin Insight

Indonesia plays an important role in the global coffee market, as one of the four leading coffee producers and exporters in the world. With a production market dominance of 7.13% and an export market dominance of 6.40%, Indonesia plays an important role in meeting the demand for coffee in the international market. However, despite its strong position in the global market, Indonesia continues to face challenges in improving the productivity, quality, and added value of coffee products, as well as strengthening its position as a major player in the global coffee industry.

One of the world's major coffee producers is Indonesia, which has a long history in coffee cultivation and production. In the structure of Indonesia's coffee industry, most of the coffee production is dominated by smallholder plantation businesses, which account for a considerable amount of total production. The robusta coffee type, which is one of the most widely grown coffee varieties in Indonesia, is widespread in five major production center provinces, including provinces such as Bengkulu, East Java, Central Java, Lampung, and South Sumatra, controlling as much as 88.93% of the overall market.

Table 1. Indonesian Coffee Consumption in 2020-2024

<u>Tahun</u>	<u>Produksi (Ton)</u>	<u>Net Ekspor (Ton)</u>	<u>Konsumsi (Ton)</u>	<u>Pertumbuhan (%)</u>
2020	752.332	378.335	373.998	–
2021	771.910	377.143	394.766	5,55
2022	782.568	375.722	406.847	3,06
2023	787.811	374.064	413.741	1,69
2024	794.025	372.187	421.839	1,96
Rata-rata	777.729	375.491	402.238	3,07

Source: Ministry of Agriculture 2020

Based on table 1, it can be seen that coffee consumption in Indonesia from 2020-2024 continues to grow at an average growth rate of 3.07%. With the increasing interest of the Indonesian people in consuming coffee products, there is a great opportunity for entrepreneurs to take advantage of this trend by opening coffee shops. The phenomenon of coffee shops or known as Coffee Shops has developed into an important aspect of the contemporary lifestyle of Indonesian people. Competition in the coffee shop industry is getting tougher as the number of shops pops up. These shops compete with each other to attract customers' attention by offering high-quality coffee products as well as providing attractive facilities.

Every coffee shop strives to provide a unique and enjoyable experience for its visitors. This includes creating a cozy atmosphere with a beautiful atmosphere, providing amenities such as fast Wi-Fi access, comfortable air conditioning, and attractive interior design. Coffee shop owners also strive to offer a variety of coffee products, ranging from traditional coffee to innovative modern coffee creations. In addition, they also pay attention to aspects of quality, raw materials, and the process of making coffee to ensure a consistent and satisfying taste.

Jakarta as a center of business, trade, and industry, is also not spared from the phenomenon of many coffee shop businesses popping up. The presence of Coffee Shops is increasingly felt in the city of Jakarta, marked by the number of coffee shops that are increasingly popping up in various corners of the city. This phenomenon shows that the coffee shop industry is not only a trend, but has also penetrated to regions throughout Indonesia. With the growing economy and modern lifestyle in Jakarta, the coffee shop business is predicted to continue to grow and experience positive developments in the future.

The Bregas Coffee Shop has been established since 2017. Until now, the business is still running into its 7th year since its inception. The Bregas Coffee Shop is open from Monday to Saturday with operating hours from 07.00-17.00, located on Jalan Pangeran Jayakarta, Complex 68, Block A, No.1, Central Jakarta. Based on the reviews obtained by researchers from GoFood, Kedai Kopi Bregas has a pretty good rating.

Kedai Kopi Bregas has a rating of 4.6 with over 200 people giving it a rating. Many customers are satisfied after buying coffee drink products from the Bregas Coffee Shop because they have a cheap price and also a good coffee taste. However, there are also customers who are not satisfied after buying directly at the coffee shop. The thing that some customers complained about was the atmosphere of the Bregas Coffee Shop which was felt to be poorly lit, and the Bregas Coffee Shop allowed its customers to smoke indoors. This makes customers who want to gather with their families feel uncomfortable. In addition, there are customers who also complain about the Bregas Coffee Shop having a less spacious parking lot.

Store Atmosphere, greatly affects the client's shopping experience and their purchase choices. The atmosphere of the store consists of many things, including layout, comfort, music service, aromas, amenities, and interior or exterior design, such as parking lots. All of this is used to build an inviting and engaging impression for consumers, which in turn can increase buying interest and the likelihood of making a purchase.

Previous studies have shown that elements such as customer trust, promotions, Your desire to make a purchase are greatly influenced by the store environment. However, some studies also show that the atmosphere of the store may only partially affect consumers' buying interest. Therefore, it is important to have a deeper understanding of how the interaction between product quality, store atmosphere, and buying interest can

influence the decisions made by customers about what they buy in the coffee industry specifically.

Given the context that has been given, the researcher wants to conduct further research on "Store Atmosphere Analysis of Buying Interest in Bregas Coffee Shops"

2. Theoretical Background

A coffee shop is a cozy place that serves a variety of coffee and other non-alcoholic beverages in a relaxed atmosphere, with music, such as audio or live music. According to, Putrayudha (2020) "a coffee shop or coffee shop is a place (shop) that serves processed espresso coffee and small snacks. As it grows, apart from providing coffee as its main product, the shop also provides small meals and heavy meals".

According to, "retailers must consider all the senses in shaping the customer's experience". It can be interpreted that business owners must consider all aspects in shaping the customer experience. Furthermore, according to, "The store atmosphere should match shoppers' basic motivations. If customers are likely to be in a task-oriented and functional mind-set, then a simpler, more restrained in-store environment may be better". It can be defined that the store atmosphere or store environment must be in accordance with the basic needs of customers. A more straightforward and organized store atmosphere may be preferable if consumers tend to be task- and functionally oriented. According to (Berman & Evans in), that Kotler & Keller (2022) Kotler & Keller (2022) Sari et al., (2021) "there are indicators of influential store atmosphere elements consisting of store exterior, general interior, layout, and interior display".

According to the report, he stated that "interest is one of the psychological aspects that has a considerable influence on attitudes, behaviors, and interest is also a source of motivation that will direct a person in doing what they do". According to, (Sudirjo, 2018) Kotler & Keller (2022) "In executing a purchase intention, the consumer may make as many as five purchase decisions: brand, distribution channel, quantity, timing, and payment method.". It can be interpreted that "in determining buying interest, consumers can make as many as five purchase decisions, namely brand, distribution channel, quantity/quantity, time, and payment method". According to Ferdinand, buying interest has indicators, namely transactional interest, referential interest, preferential interest, and exploratory interest.

3. Methods

The subjects in this study are consumers from Bregas Coffee Shops in the city of Jakarta who have already bought Bregas Coffee Shop products. The object of this study is a business engaged in the field of food and beverages (F&B), namely the Bregas Coffee Shop located on Jl. Pangeran Jayakarta No.68, Block A - 1, RT.10, RT.10/RW.10, South Mangga Dua, Sawah Besar District, Central Jakarta City, Special Capital Region of Jakarta 10730. This research is formal because the purpose is to answer the problems that arise and complete the hypothesis. In this study, quantitative research techniques were adopted. There are two types of variables in this study: independent variables and bound variables. Purchase interest (Y) is the bound variable in this study, while the independent factors are store exterior (X1), general interior (X2), store layout (X3), and interior appearance (X4).

All consumers or customers who have made purchases at Bregas Coffee Shops are the research population. The researcher used a purposive sampling approach combined with

non-probability sampling as a sampling strategy in this study. Because there are 20 indicators in this study, 100 respondents is the minimum number of samples needed.

Table 2. Atmosphere Store Research Instruments

Variable	Indicators	Statement Items	Scale
Store Atmosphere	Store Exterior	Business nameplate of Bregas Coffee Shop clearly displayed	Interval
		Parking available at the store Spacious Bregas Coffee	Interval
		Bregas Coffee Shop has a location which is interesting because it is directly adjacent to the road	Interval
	General Interior	The air temperature provided is good	Interval
		The lighting of the Bregas Coffee Shop room is able to increase the power Pull Café	Interval
		Music played by Coffee Shop Bregas makes you feel comfortable	Interval
	Store Layout	Room allocation for Bregas Coffee Shop It's good	Interval
		The number of tables in the Shop Bregas coffee doesn't bother guests	Interval
	Interior Display	Signage indicating the location of the Kedai room Bregas coffee is clearly visible	Interval
		Menu and price tag of Coffee Shop Bregas looks clear and attractive	Interval
		Bregas Coffee Shop Design from the outside looks attractive	Interval

Table 3. Buying Interest Research Instrument

Variable	Indicators	Statement Items	Scale
Buying Interest	Transactional Interest	I'm interested in buying in the Store Bregas Coffee because there are many products available	Interval
		I chose Bregas Coffee Shop as my place to buy Coffee Drinks	Interval
	Interest Referential	I willingly recommend the Cafe Bregas Coffee Shop to others	Interval
	Preferential Interest	I intend to try the other menu variations offered by the Bregas Coffee Shop when I visit Return	Interval
		I prefer to choose Bregas Coffee Shop over coffee shops Other	Interval
		I intend to visit back Bregas Coffee Shop	Interval

	Exploratory Interest	I inquire about product information Bregas Coffee Shop to people who have already bought it	Interval
		I will be looking for information on sales promotions held by the Shop Bregas Coffee	Interval
		Information about Bregas Coffee Shop easy to get	Interval

4. Results And Discussion

The data presentation discussed the questionnaire that the researcher created and sent to respondents online using Google Forms. The researcher targeted 100 respondents with criteria who had visited the Bregas Coffee Shop. The data will then be tested by researchers to produce data that meets quantitative research. The findings of this quantitative study are presented as numerical data, and researchers will process questionnaire data using SPSS tools.

Table 4. Gender of Respondents

No.	Gender	Sum	Percentage
1.	Man	82	57.9%
2.	Woman	58	42.1%
TOTAL		140	100%

Based on table 4, it shows that "the most respondents are male with a percentage of 82 people with a percentage of 57.9%, then female gender there are 58 people with a percentage of 42.1%.

Table 5. Age of Respondents

No.	Age (Years)	Sum	Percentage
1.	6-11 Years	3	2.2%
2.	12-16 Years	1	0.7%
3.	17-25 Years	64	45.7%
4.	26-35 Years	45	32.1%
5.	36-45 Years	25	17.9%
6.	46-55 Years	2	1.4%
7.	56-65 Years	-	-
8.	>65 years	-	-
Total		140	100%

Based on table 5, it shows that "the most respondents aged 17-25 years were 64 people with a percentage of 45.7%, then respondents aged 26-35 years were 45 people with a percentage of 32.1%. Respondents aged 36-45 years there were 25 people with a percentage of 17.9%, then after that there were 3 respondents aged 6-11 years with a percentage of 2.2%, then respondents aged 46-55 years had 2 people with a percentage of 1.4%, and respondents aged 12-16 years had 1 person with a percentage of 0.7%.

Table 6. Residential Address

No.	Residential Address	Sum	Percentage
1.	North Jakarta	43	30.7%
2.	West Jakarta	33	23.6%
3.	East Jakarta	16	11.4%
4.	South Jakarta	21	15.0%
5.	Central Jakarta	27	19.3%
Total		140	100%

Based on table 6, it shows that the place of residence of the most respondents is North Jakarta with 43 people with a percentage of 30.7%, then there are respondents from West Jakarta with 33 people and a percentage of 23.6%. Respondents from Central Jakarta amounted to 27 people and a percentage of 19.3%, and respondents from South Jakarta amounted to 21 people with a percentage of 15%, and East Jakarta respondents were the smallest with a total of 16 people and a percentage of 11.4%.

Table 7. Respondent's Job

No.	Respondent's Job	Sum	Percentage
1.	Students / Students	36	25.7%
2.	Private Employees	54	38.6%
3.	State Civil Apparatus / Civil Servants	26	18.6%
4.	Entrepreneurial	24	17.1%
Total		140	100%

Based on table 4.4, it shows that "the most jobs are private employees with a percentage of 54 people with a percentage of 38.6%", then there are student respondents with a total of 36 people and a percentage of 25.7%. Respondents from state civil servants/civil servants with a total of 26 people and a percentage of 18.6%, and respondents with entrepreneurial jobs were the least number, namely 24 people with a percentage of 17.1%.

Table 8. Respondents' Income

No.	Respondents' Income	Sum	Percentage
1.	<Rp1,000,000	17	12,1%
2.	IDR 1,000,000 – IDR 1,500,000	11	7,9%
3.	IDR 1,500,000 – IDR 2,000,000	27	19,3%
4.	>Rp2,000,000	85	60,7%
Total		140	100%

Table 9. Results of the Store Atmosphere Variable Descriptive Statistics test

No.	Variable Dimensions	Statement Items	Flat-flat	Scale Category Likert
1.	Store Exterior	Business nameplate of Bregas Coffee Shop clearly displayed	4.19	Agree

		Parking available at the store Spacious Bregas Coffee	4.38	Strongly Agree
		Bregas Coffee Shop has an interesting location because it is directly adjacent By Road	4.24	Strongly Agree
2.	General Interior	The air temperature provided is good	4.20	Strongly Agree
		Lighting of the Bregas Coffee Shop room able to increase the attractiveness of the café	4.12	Agree
		Music played by Coffee Shop Bregas makes you feel comfortable	4.41	Strongly Agree
3.	Store Layout	Room allocation for Bregas Coffee Shop It's good	4.15	Agree
		The number of tables in the Bregas Coffee Shop does not make guests feel annoyed	4.34	Strongly Agree
4.	Interior Display	Signage indicating the location of the Kedai room Bregas coffee is clearly visible	4.21	Strongly Agree
		Menu and price tag of Coffee Shop Bregas looks clear and attractive	4.34	Strongly Agree
		Bregas Coffee Shop Design from the outside looks attractive	4.30	Strongly Agree
Final Score of The Store Atmosphere Variable			4.26	Strongly Agree

Based on table 9, it can be seen that "the average final score of the sales promotion variable is 4.26 which indicates being in the range of the strongly agreeable scale. This can be interpreted that the store atmosphere owned by Kedai Kopi Bregas is good and attractive to its customers".

Table 10. Results of the Descriptive Test of Buying Interest Variables Statistics

No.	Variable Dimensions	Statement Items	Flat-flat	Scale Category Likert
1.	Transactional interest	I am interested in buying at Bregas Coffee Shop because there are many product	4.27	Strongly Agree

		I chose Bregas Coffee Shop as my place to buy drinks coffee	4.09	Agree
2.	Referential Interest	I willingly recommend the Cafe Bregas Coffee Shop to others	4.20	Strongly Agree
3.	Preferential Interest	I intend to try the other menu variations offered by the Bregas Coffee Shop when I visit return	4.19	Agree
		I prefer to choose Coffee Shop Bregas compared to other coffee shops	4.06	Agree
		I intend to visit again Bregas Coffee Shop	4.19	Agree
4.	Exploratory Interest	I asked people who have already bought it	4.23	Strongly Agree
		I will be looking for information on sales promotions held by the Shop Bregas Coffee	4.16	Agree
		Information about Bregas Coffee Shop easy to get	4.10	Agree
FINAL SCORE OF THE BUYING INTEREST VARIABLE			4.17	Agree

Based on table 10, it can be seen that "the average final score of the buying interest variable is 4.17 which indicates that it is in the range of the agreeable scale". This can be interpreted that Bregas Coffee Shop is always the choice of consumers to buy coffee drink products.

Table 11. Normality Test Results

Information	Test Results
Number of Repondents (N)	140
Sig.	0.20

Based on table 11, it is known that "the value of Sig. $0.20 > 0.05$ can be concluded that the regression model consisting of independent variables store exterior (X1), general interior (X2), store layout (X3), and interior display (X4), and dependent variables of buying interest (Y) has a residual value that is normally distributed".

Table 12. Multicollinearity Test Results

Independent Variables	Tolerance	VIF	Information
Store Exterior (X1)	0.450	2.221	No Multicollinearity
General Interior (X2)	0.411	2.431	No Multicollinearity
Store Layout (x3)	0.480	2.084	No Multicollinearity
Interior Display (x4)	0.405	2.471	No Multicollinearity

Based on table 12, it can be seen that "the variables store exterior (X1), general interior (X2), store layout (X3), and interior display (X4) all have a tolerance value greater than > 0.10 and also a VIF value smaller than < 10.00, so it can be concluded that there is no multicollinearity".

Table 13. Heterokedasticity Test Results

Independent Variables	Sig.	Information
Store Exterior (X1)	0.149	No heteroscedasticity occurs
General Interior (X2)	0.176	No heteroscedasticity occurs
Store Layout (x3)	0.306	No heteroscedasticity occurs
Interior Display (x4)	0.277	No heteroscedasticity occurs

Based on table 13, it can be seen that "the variables store exterior (X1), general interior (X2), store layout (X3), and interior display (X4) have a significance value of ≥ 0.05 , so it can be concluded that there is no heteroscedasticity problem in the four independent variables".

Table 14. Multiple Linear Regression Analysis Test Results

Type	B	Std.Error
(Constant)	8.206	2.403
Store Exterior (X1)	0.486	0.252
General Interior (X2)	0.694	0.256
Store Layout (x3)	0.487	0.328
InteriorDisplay (x4)	0.785	0.243

Based on table 14, the multiple linear equation is obtained as follows:

$$Y = 8.206 + 0.486X1 + 0.694X2 + 0.487X3 + 0.785X4 + e$$

It can be interpreted that "the regression equation produces a constant of 8.206, the value of the regression coefficient X1 of 0.486 indicates that every increase of 1 unit of the store exterior variable will affect buying interest by 0.486, assuming that other variables are not examined in this study". The value of the regression coefficient X2 of 0.694 indicates that every increase of 1 unit of the general interior variable will affect the purchase decision by 0.694, assuming that other variables are not examined in this study. The value of the regression coefficient X3 of 0.487 shows that every increase of 1 unit of the store layout variable will affect the purchase decision by 0.487, assuming that other variables are not examined in this study. The value of the regression coefficient X4 of 0.785 shows that every increase of 1 unit of interior display variable will affect the purchase decision by 0.785, assuming that other variables are not examined in this study.

Table 15. Test Results t

Variable	T value	Sig.
Store Exterior (X1)	4.142	0.001
General Interior (X2)	3.219	0.005
Store Layout (x3)	3.288	0.003
Interior Display (x4)	4.035	0.001

$$\begin{aligned}
 & \text{"t table} = t (a/2 : n-k-1) \\
 & = t (0.05/2 : 140-5-1) \\
 & = (0.025 : 134) \\
 & \text{ttable} = 1.978\text{"}
 \end{aligned}$$

Based on table 15 that "the variable data of Store Exterior (X1) was obtained with a value of t calculated 4,142 > 1,978 t of the table and a value of Sig. 0.001 < 0.05, then reject H0 and accept Ha. So it can be concluded, Store Exterior (X1) has an influence on buying interest (Y)". Furthermore, according to table 4.15 that "the data of the General Interior variable (X2) is obtained with a value of t calculated 3.219 > 1.978 t of the table and a Sig value of 0.005 < 0.05, then reject H0 and accept Ha. So that it can be concluded. General Interior (X2) has an influence on buying interest (Y)". After that, based on table 4.15 that "the Store Layout variable data (X3) was obtained with a calculated t value of 3,288 > 1,978 t of the table and a Sig value of 0.003 < 0.05, then reject H0 and accept Ha. So that it can be concluded. Store Layout (X3) has an influence on buying interest (Y)". Then, based on table 4.15 that "the Interior Display variable data (X4) was obtained with a calculated t value of 4,035 > 1,978 t of the table and a Sig value of 0.001 < 0.05, then reject H0 and accept Ha. So it can be concluded that the Interior Display (X4) has an influence on buying interest (Y)".

Table 16. Test Result F

Grade F	Sig.
38.912	0.000

$$\begin{aligned}
 & \text{"df1} = k-1 = 4-1 = 3 \text{ df2} = n-k = 140-4 = 136 \\
 & \text{Ftable} = 2.67\text{"}
 \end{aligned}$$

Based on table 4.16, it is obtained that "the F value is calculated as 38,912 > 2.67 F of the table and also the Sig. value of 0.000 < 0.05. It can be interpreted that the variables of store exterior (X1), general interior (X2), store layout (X3), and interior display (X4) have a positive effect on the variable of buying interest (Y) in Bregas Coffee Shop, and this research model is feasible".

Table 17. Determination Coefficient Test Results

Model Summary				
Type	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.732a	.536	.522	3.169
a. Predictors: (Constant), X4, X3, X2, X1				

Based on table 17, it was obtained that "the value of R Square or the coefficient of determination is 0.536 or 53.6%. In this study, four independent variables were used, namely store exterior (X1), general interior (X2), store layout (X3), and interior display (X4), so that the Adjusted R Square value was used to measure the proportion of the influence of the four independent variables on buying interest (Y). The Adjusted R Square

value is used because it has considered independent variables whose values are significant". The Adjusted R Square value in Table 4.17, which is 0.522, shows that 52.2% of the variation in purchase interest (Y) is due to other factors beyond those examined in this study, including the exterior of the store (X1), the general interior (X2), the layout of the store (X3), and the appearance of the interior (X4).

1) The Influence of Store Exterior on Buying Interest

The results of the store exterior variable t test with t calculation $4,142 > 1,978$ t table and Sig. value $0.001 < 0.05$, then reject H_0 and accept H_a . So it can be concluded that store exterior (X1) has a significant influence on buying interest (Y). Based on table 16, "the F value is calculated as $38,912 > 2.67$ F of the table and also the Sig. value of $0.000 < 0.05$. It can be interpreted that the store exterior variable (X1) has a positive effect on buying interest (Y)".

2) The Influence of General Interior on Buying Interest

With a t calculation of $3.219 > t$ table 1.978 and a Sig. value of $0.005 < 0.05$, the results of the t-test of general interior variables as shown in table 15 show that H_a must be accepted and H_0 must be rejected. Thus, it can be said that the buying interest (Y) is significantly influenced by the general interior (X2). The F value is calculated as $38.912 > 2.67$ F of the table and the Sig. value is $0.000 < 0.05$ based on table 16. It can be concluded that buying interest (Y) is positively influenced by the general interior variable (X1).

3) The Effect of Store Layout on Buying Interest

With t calculated as $3.288 > t$ table 1.978 and Sig. values of $0.003 < 0.05$, the results of the t-test of the store layout variable as shown in table 15 show that H_a is accepted and H_0 is rejected. Thus, it can be said that one of the factors that affect buying interest (Y) is the layout of the store (X3). The F value is calculated as $38.912 > F$ table 2.67 and the Sig. value is $0.000 < 0.05$ based on table 16. It can be concluded that the buying interest (Y) is positively influenced by the store layout variable (X3).

4) The Effect of Interior Display on Buying Interest

Based on table 15, it was obtained that "the data from the t-test of the interior display variable with t calculation $4,035 > 1,978$ t table and Sig. values of $0.001 < 0.05$, then reject H_0 and accept H_a . So it can be concluded that the interior display (X4) has a significant influence on buying interest (Y)". Based on table 16, "the F value is calculated as $38,912 > 2.67$ F of the table and also the value of Sig. $0.000 < 0.05$. It can be interpreted that the interior display variable (X4) has a positive effect on buying interest (Y)".

6) Dominant Variable

Table 14 shows the most significant variable in this study related to buying interest. The most dominant variable is the variable whose Beta (B) value is furthest from zero. Table 14 shows that the interior display variable has the highest Beta (B) value, which is 0.785. This shows that the interior display variable is the main factor that affects the variable of buying interest in the Bregas Coffee Shop.

5. Conclusion

The following conclusions can be drawn based on the results of the examination and discussion regarding the relationship between purchase interest and the atmosphere of the store at Bregas Coffee Shop:

- 1) Store Exterior has a positive and significant effect on Buying Interest at Bregas Coffee Shop. Thus, an increase in buying interest at the Bregas Coffee Shop can occur when the exterior store provided by the Bregas Coffee Shop increases.
- 2) General Interior has a positive and significant influence on Buying Interest in Bregas Coffee Shops. Thus, an increase in buying interest in the Bregas Coffee Shop can occur when the General Interior given by the Bregas Coffee Shop increases.
- 3) Store Layout has a positive and significant effect on Buying Interest at Bregas Coffee Shop. Thus, an increase in buying interest in the Bregas Coffee Shop can occur when the Store Layout provided by the Bregas Coffee Shop increases.
- 4) Interior Display has a positive and significant effect on Buying Interest at Bregas Coffee Shop. Thus, an increase in buying interest in the Bregas Coffee Shop can occur when the Interior Display provided by the Bregas Coffee Shop increases.
- 5) Based on the conclusion of the four independent/independent variables above, it can be concluded that Store Atmosphere has a positive and significant effect on Buying Interest at Bregas Coffee Shop. Thus, an increase in buying interest at the Bregas Coffee Shop can occur when the Store Atmosphere provided by the Bregas Coffee Shop increases.

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