

HOW STORE ATMOSPHERE AND PRODUCT QUALITY INFLUENCE CONSUMER PURCHASE DECISIONS: EVIDENCE FROM INDONESIAN COFFEE SHOPS

Adi Rifaldi^{1*}, Yasir Hudzaifah², Joko Susilo³
^{1,2,3}Universitas Muhammadiyah Pontianak, Indonesia
*Corresponding Author:
adirifaldi905@gmail.com

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Abstract

This study aimed to examine the effects of store atmosphere and product on purchase decisions at D'Lounge Coffee Sintang. Using a quantitative associative research design with Multiple Linear Regression Analysis, data were collected through structured questionnaires distributed to 100 respondents selected through purposive sampling. The respondents were customers of D'Lounge Coffee Sintang who had purchased products more than twice and were at least 17 years old. Validity, reliability, and classical assumption tests were conducted prior to hypothesis testing. The results indicated that store atmosphere had a positive and significant effect on purchase decisions, with a coefficient value of 0.369 and a probability value of 0.002. Similarly, product had a positive and significant effect on purchase decisions, with a coefficient value of 0.143 and a probability value of 0.004. Furthermore, store atmosphere and product simultaneously had a significant effect on purchase decisions, with a calculated F-value of 17.356, which exceeded the critical F-value of 3.09, and a probability value of 0.000. The coefficient of determination was recorded at 0.528, indicating that 52.8% of purchase decisions were influenced by store atmosphere and product, while the remaining 47.2% was influenced by other variables not examined in this study. These findings suggest that a comfortable atmosphere and high-quality products can increase consumer purchase decisions. The practical implication of this study is that D'Lounge Coffee Sintang should continue to enhance both its store atmosphere and product quality to maintain and increase customer purchase decisions in an increasingly competitive coffee shop industry.

Keywords: Store Atmosphere, Product, Purchase Decision, Consumer Behavior, Coffee Shop

1. Introduction

The food and beverage (F&B) industry is one of the most dynamic and rapidly growing economic sectors, both nationally and internationally. The industry continues to expand as consumer demand increases alongside changes in lifestyles, preferences, and consumption patterns. These changes require businesses to continuously adapt by offering products and services that meet evolving consumer expectations while remaining competitive in an increasingly crowded market. In addition to fulfilling the basic needs of society, the F&B industry contributes significantly to economic growth by creating employment opportunities and supporting business development. The industry's expansion is also driven by technological advancements, urbanization, and the increasing accessibility of food and beverage products through various channels. Furthermore, the growth of the F&B industry is supported by consumers' growing interest in product variety, menu innovation, and ready-to-eat food and beverage products. Consumers



increasingly value not only product quality but also unique dining experiences. As a result, businesses are encouraged to maintain high-quality products and continuously innovate to satisfy consumer needs, contributing to the industry's significant year-over-year growth (Dewi et al., 2019).

The Food and Beverage (F&B) market shows a very positive growth trend during the 2018–2025 period. This growth is evident from the consistent increase in revenue in both the food and beverage sectors. In the food sector, total revenue increased from approximately US\$90.4 billion in 2018 to approximately US\$513.3 billion in 2025. The highest growth occurred in 2020 at 51.6% compared to the previous year. After this surge, the growth rate tended to slow down but remained on a positive trend, so revenue continued to rise through 2025. This indicates that the food sector continues to experience sustained growth. The beverage sector also exhibits a similar growth pattern. Revenue increased from approximately US\$90.5 billion in 2018 to approximately US\$343.6 billion in 2025. The highest growth occurred in 2020, at 39.3% compared to the previous year. Although the growth rate after 2020 tends to slow down, revenue continues to increase every year. This indicates that demand for beverage products remains steady and the market continues to expand throughout the observation period. Overall, the data shows that the F&B industry is experiencing rapid growth, particularly since 2020. The consistent revenue growth in both sectors reflects the industry's increasingly robust development. This growth is driven by the increasing use of digital platforms, the expansion of online food and beverage ordering services, and shifts in consumer behavior that increasingly prioritize convenience, speed, and flexibility in making purchases.

According to a Jakpat survey published in GoodStats (2026), the food and beverage sector is the most common type of business owned by Indonesians, accounting for 40% of all businesses, followed by the basic necessities/wholesale sector (22%) and fashion and textiles (21%). The agriculture, livestock, and fisheries sectors, as well as telecommunications and digital products, each account for 13%, while arts, entertainment, and recreation make up 10%, education and training 9%, and beauty products and real estate each 8%. The import-export sector is the least common, at 7%. Based on the data above, the food and beverage sector is the most popular type of business among Indonesians, with a percentage reaching 40%, indicating that the culinary field offers enormous business opportunities. One of the rapidly growing businesses in the F&B sector is the coffee shop. A coffee shop is a place that provides a comfortable atmosphere for customers to enjoy coffee (Cristiyani et al., 2020). As coffee consumption has grown, people have increasingly turned to coffee shops as places to gather, work, or relax (Amalia et al., 2025). Indonesia is not only known as one of the world's largest coffee-producing countries but is also recorded as the country with the highest number of coffee shops in the world as of November 2025, based on the global Point of Interest (POI) database, which maps the locations of cafes and coffee shops via the OpenStreetMap website.

Table 1. Countries with the Most Coffee Shops in the World

No	Country Name	Number of Coffee Shops
1	Indonesia	461,991
2	China	±190,000+
3	U.S.	142,629
4	Vietnam	132,294
5	S. Korea	±100,000
6	Thailand	96,969



No	Country Name	Number of Coffee Shops
7	Brazil	±85,000
8	Japan	±75,000
9	Philippines	±60,000
10	Mexico	±55,000

Source: Specialty Coffee Association of Indonesia (SCAI)

The high number of coffee shops in Indonesia reflects the strong culture of coffee consumption among the public particularly in urban areas even as other beverage trends, such as matcha, continue to gain traction. This trend is encouraging more and more people to open coffee shops as a promising business opportunity. Furthermore, the dominance of Asian countries in the top 10 list of nations with the most coffee shops worldwide indicates that the Asian region holds great potential as a hub for the growth of the global coffee industry both in terms of coffee-drinking culture and the diversity of coffee venues including support from high-quality coffee-producing countries such as Indonesia (KumparanFOOD, 2026).

The urgency of this research is driven by several critical factors. First, the F&B industry, particularly the coffee shop sector, is experiencing rapid growth in Indonesia, with the country recorded as having the highest number of coffee shops in the world at 461,991 establishments. This growth creates intense competition among coffee shop businesses, requiring them to differentiate themselves through store atmosphere and product quality to influence consumer purchasing decisions. Second, West Kalimantan Province, particularly Pontianak, is known as a region experiencing rapid growth in coffee shops and coffee stalls so much so that it has earned the nickname "the city of a thousand coffee stalls." Based on data on the Tax on Certain Goods and Services (PBJT) for the food and beverage sector released by the Pontianak City Regional Revenue Agency as of August 2025, there were 1,035 registered coffee stalls and coffee shops. This growth is also evident in Sintang Regency, where the number of coffee shops has increased as part of the community's evolving lifestyle and business opportunities, with 36 coffee shops registered with the Sintang Regency Investment and One-Stop Integrated Service Agency (DPMPTSP). Third, D'lounge Coffee, one of the longest-standing establishments in Sintang Regency, having been in operation since 2012, has managed to maintain stable performance amid competition in the coffee shop industry through its comfortable store atmosphere and high-quality products, thereby influencing consumers' purchasing decisions. Fourth, a product is anything that can be offered to the market to be noticed, acquired, used, or consumed in order to meet and satisfy consumers' needs and desires (Kotler & Armstrong, n.d.). High-quality products are one of the main factors that influence consumers' purchasing decisions (Alma, 2016). Products are a key factor influencing consumers' purchasing decisions because good products are able to meet consumers' needs and desires. Fifth, a comfortable and appealing store atmosphere can create a positive experience for consumers, thereby increasing their interest and influencing their purchasing decisions. According to Kotler et al. (2021), store atmosphere refers to the effort to design a store environment through various sensory elements such as lighting, color, music, scent, and layout to influence consumers' perceptions and emotions, thereby increasing the likelihood of a purchase.

Previous research has shown significant but fragmented findings regarding the determinants of consumer purchasing decisions in the coffee shop industry. Studies have demonstrated that product quality positively influences purchasing decisions, with good products able to meet consumers' needs and desires (Cristiyani et al., 2020). Research has



shown that store atmosphere has a positive effect on purchasing decisions, with a comfortable and appealing store environment creating positive experiences for consumers (Florensia & Istiyanto, 2024). Studies have also identified that store atmosphere, through sensory elements such as lighting, color, music, scent, and layout, can influence consumers' perceptions and emotions, thereby increasing the likelihood of a purchase (Kotler et al., 2021). However, these studies have examined these relationships in isolation, leaving a significant gap in understanding how store atmosphere and product quality collectively influence consumer purchasing decisions, particularly in the context of coffee shops in Sintang Regency, West Kalimantan.

The research gap in this study lies in the limited understanding of how store atmosphere and product quality jointly influence consumer purchasing decisions in the coffee shop industry in Sintang Regency. While individual studies have examined the direct effects of store atmosphere or product quality on purchasing decisions, the integrated framework connecting these factors remains underexplored (Cristiyani et al., 2020; Florensia & Istiyanto, 2024). Additionally, most previous studies have focused on major cities or other regions, leaving a significant gap in knowledge regarding the dynamics of consumer behavior in coffee shops in Sintang Regency, where unique cultural, economic, and demographic characteristics create distinct consumer expectations and behaviors. Furthermore, empirical evidence on the determinants of purchasing decisions in the coffee shop industry in West Kalimantan remains limited, particularly in the context of increasing competition and evolving consumer lifestyles.

The novelty of this research lies in several aspects. First, this study focuses on D'lounge Coffee in Sintang Regency, West Kalimantan, representing a unique context characterized by a long-standing coffee shop establishment that has maintained stable performance amid competition through its store atmosphere and product quality. Second, this study develops an integrative model that simultaneously examines the influence of store atmosphere and product quality on consumer purchasing decisions, providing a more comprehensive understanding of the determinants of consumer behavior in the coffee shop industry. Third, this study contributes to the limited empirical evidence on consumer purchasing decisions in the coffee shop sector in Sintang Regency, providing insights into how store atmosphere and product quality collectively influence consumer behavior. Fourth, this study extends the application of consumer behavior theory and marketing theory to the context of coffee shop businesses in emerging markets, validating theoretical predictions in an under-researched institutional context. Fifth, this study provides actionable insights for coffee shop owners and managers in designing store environments and product offerings that effectively influence consumer purchasing decisions.

The purpose of this study is to analyze the influence of store atmosphere and product quality on consumer purchasing decisions at D'lounge Coffee in Sintang Regency, West Kalimantan. The choice of this goal was driven by the limited understanding of how store atmosphere and product quality collectively influence consumer behavior in the coffee shop industry and the need for empirical evidence that can inform business strategies in the increasingly competitive coffee shop market. With a comprehensive examination of these factors, this study aims to provide a deeper understanding of how coffee shop businesses can strategically design their store environment and product offerings to enhance consumer purchasing decisions.

The contribution of this research is multifaceted. From a theoretical perspective, this research contributes to the enrichment of literature on consumer behavior and marketing



by proposing and testing an integrative model that links store atmosphere and product quality with consumer purchasing decisions, extending the application of consumer behavior theory to the context of coffee shop businesses in Indonesia. The findings contribute to the understanding of how specific store atmosphere elements and product quality dimensions influence consumer purchasing decisions, providing a more nuanced theoretical framework for analyzing consumer behavior in the coffee shop industry. From a practical perspective, this study provides actionable insights for coffee shop owners, managers, and entrepreneurs in designing store environments and product offerings that effectively influence consumer purchasing decisions. For coffee shop owners, the findings provide guidance on which store atmosphere elements and product quality dimensions should be prioritized in enhancing consumer purchasing decisions. For entrepreneurs, the results offer insights into the importance of creating a comfortable and appealing store environment and maintaining high product quality to remain competitive in the coffee shop industry. For policymakers, particularly in the tourism and creative economy sectors, this study provides empirical evidence to support the development of policies that promote the growth and sustainability of the coffee shop industry in Indonesia.

2. Theoretical Background

2.1 Store Atmosphere

Store Atmosphere refers to the physical characteristics of a store that are used to create an impression and attract customers (Yulinda et al., 2021). Creating the right in-store atmosphere will enhance the aesthetic appeal and help improve the store's image in the eyes of customers, thereby driving greater interest in purchasing (Nurudin, 2020). The store atmosphere encompasses all aspects of a business, such as layout, lighting, music, color, and scent. All of these elements are designed to provide an unforgettable experience for customers (Kotler et al., 2020). Store Atmosphere aims to meet functional requirements while providing an enjoyable shopping experience that encourages transactions (Yulinda et al., 2021). According to Berman et al. (2018), Atmosphere refers to the physical characteristics of a store that are used to create an impression and attract customers. According to Berman and Evans (2019), there are indicators of influential elements of store atmosphere, which consist of:

- 1) Store Exterior: The storefront reflects the stability and strength of the company's spirit and the nature of its operations, and helps build trust and goodwill among customers. The store exterior serves as a form of identification or recognition, and therefore often features the company's logo.
- 2) General Interior: A store's layout must be designed to maximize visual merchandising. As is well known, advertising can attract shoppers to visit a store, but the most important factor in driving sales once customers are inside the store is the display. A good display is one that captures consumers' attention and helps them easily observe, examine, and select items and ultimately make a purchase when they enter the store.
- 3) Store Layout: It is a plan to determine the specific locations and arrangements of aisles and pathways within the store that are wide enough to allow customers to move around easily. The store layout can either attract customers or cause them to avoid the store when they view the interior through the display windows or the entrance. A good layout will encourage customers to stay longer and spend more money.
- 4) Interior Display: It is a sign used to provide information to customers in order to influence the atmosphere of the store.



2.2 Product

A product is anything consumed by consumers, whether a service or a good, and a product considered good must have advantages over those offered by competitors, including good taste and quality, as well as a warranty, so that the market will accept the company's product (Maiza et al., 2022). A product is a set of attributes that a buyer accepts in order to satisfy their desires whether expressed or unexpressed including factors such as price, color, the manufacturer's reputation, the retailer's reputation, and the services provided by both the manufacturer and the retailer (Chotimah et al., 2021). Meanwhile, according to Sabela (2022), a product is the result of a production process carried out by a manufacturer or company, which is then sold to consumers who need it. According to Kotler and Armstrong (2008), developing a product or service involves defining the benefits that the product or service will offer. These benefits are communicated and delivered through product attributes such as quality, features, style, and design.

- 1) Product Quality: Product quality is one of the marketer's primary positioning tools. Quality has a direct impact on the performance of a product or service. Therefore, quality is closely linked to value and customer satisfaction.
- 2) Design and Style: Design and style is a broader concept than style. Style merely describes a product's appearance. Style can be appealing or boring. A striking style can attract attention and create a beautiful aesthetic, but it does not actually improve the product's performance. Unlike style, design is more than just the outer shell it is the heart of the product. Good design contributes not only to a product's appearance but also to its functionality.
- 3) Features: Features refer to the state, condition, or characteristics of a product, in which certain changes are present that distinguish its distinctive features from those of another product, and which constitute the standard for that product.
- 4) Product Diversity: Product diversity tends to be applied to items that feature specific styles and are popular at a given time, such as clothing, which changes in response to evolving fashion or current trends, resulting in a wide variety of products with different styles.

2.3 Purchase Decision

To help consumers make purchasing decisions, manufacturers certainly use a variety of approaches. The purchasing decision is the process consumers go through to choose a product from among various available alternatives, based on their preferences and needs (Erdiansyah et al., 2024). The purchase decision is the final stage in the product selection process; at this stage, consumers evaluate various alternatives and choose the option that best meets their needs (Retno, 2025). A purchasing decision is the process by which a consumer determines which product to buy, ultimately resulting in the purchase of that product (Dianti & Paramita, 2021). According to Tjiptono (2016), the purchase decision process consists of the following stages:

- 1) Identifying Needs: The process by which the purchasing process begins when a person receives a stimulus (a thought, action, or motivation) that prompts them to consider purchasing a particular good or service.
- 2) Information Search: Information search can be conducted either passively or proactively. In internal (passive) search, consumers access and rely on their memory regarding relevant information about the product or service they are considering purchasing. Meanwhile, in external (proactive) search, consumers gather new



information from sources other than their own experiences, such as asking friends, reading newspapers or magazines, or browsing portals and company websites on the Internet.

- 3) Evaluation of Alternatives: The process of evaluating and selecting product or brand alternatives is carried out by establishing evaluation criteria, determining the weight of each criterion, and identifying the product or brand alternatives to be evaluated.
- 4) Purchase and Consumption: The purchase and consumption stages are one of the fundamental differences between purchasing goods and purchasing services, as they relate to the production and consumption processes. With goods, the purchase and consumption stages are usually separate.
- 5) Post-Purchase Evaluation: Once a choice has been made and the product has been purchased and consumed, the post-purchase evaluation begins.

2.4 Hypothesis Development

2.4.1 The Relationship between Store Atmosphere and Purchase Decisions

Store atmosphere serves as a factor that attracts consumers and can influence shoppers' emotional states particularly by triggering feelings of joy and arousing desire thereby ultimately serving as a stimulus that drives purchasing decisions. The results of the study by Sujarwo and Pamungkas (2025) state that store atmosphere influences purchasing decisions. Based on the results of this study, it can be concluded that store atmosphere has a dominant influence on consumer purchasing decisions; thus, the more comfortable and appealing the store atmosphere is, the higher consumers' interest and likelihood of making a purchase. Based on the theoretical explanation and empirical findings, the following hypothesis is proposed:

H1: Store Atmosphere influences Purchasing Decisions.

2.4.2 The Relationship between Product and Purchase Decision

Product has been shown to be a variable that has a dominant influence on consumer purchasing decisions. These findings are supported by research conducted by Mahrom et al. (2024), which indicates that the product has a positive influence on purchasing decisions. Research findings by Risnawati and Mulyadi (2025) also state that the product influences purchasing decisions. Based on the results of this study, it can be concluded that the better a product meets consumers' needs and desires, the higher their interest, confidence, and likelihood of making a purchase. Based on the theoretical explanation and empirical findings, the following hypothesis is proposed:

H2: The product influences purchasing decisions.

2.4.3 The Relationship between Store Atmosphere and Product on Purchase Decisions

Store atmosphere and products are two factors that can influence consumers' purchasing decisions. A well-designed scent and ambiance can enhance consumers' comfort, while high-quality products that are consistent in taste, offer sufficient menu variety, and are presented attractively will certainly provide added value to consumers, thereby encouraging purchases. These findings are supported by research conducted by Arianto (2020), which indicates that store atmosphere and products play a role in influencing purchasing decisions. Based on the theoretical explanation and empirical findings, the following hypothesis is proposed:

H3: Store atmosphere and products influence purchasing decisions.



3. Methods

3.1 Research Design

This study employed a quantitative explanatory research design to examine the effects of Store Atmosphere and Product Quality on Purchase Decision, with the research conducted at D'lounge Coffee. The explanatory research design enables the examination of causal relationships between independent variables (Store Atmosphere and Product Quality) and the dependent variable (Purchase Decision). The quantitative approach is considered appropriate because the study aims to empirically test the proposed hypotheses using statistical analysis of numerical data collected from customers of D'lounge Coffee. An associative research design was adopted, as the study seeks to determine whether and to what extent the independent variables affect the dependent variable, rather than merely describing a phenomenon. A survey method was employed as the primary research strategy, allowing the researcher to collect quantitative data from a defined sample within a specified period, enabling statistical testing of the proposed hypotheses.

3.2 Population and Sample

The research was conducted at D'lounge Coffee, a coffee shop selected as the research site because of its relevance to the variables under investigation namely store atmosphere and product quality in shaping customer purchase decisions. The unit of analysis consisted of customers of D'lounge Coffee. The population comprised all customers of D'lounge Coffee. Because the exact number of customers is unknown (unbounded population), a non-probability sampling technique was applied. The sample consisted of 100 respondents selected using a purposive sampling technique. The purposive sampling technique was chosen because the study requires respondents who possess adequate knowledge and experience regarding the store atmosphere and product quality at D'lounge Coffee. The sample selection was based on criteria relevant to the research objectives, including: (1) customers who have purchased products at D'lounge Coffee more than twice, and (2) customers aged at least 17 years old. These criteria ensure that respondents have sufficient experience with the store atmosphere and product quality to provide meaningful responses. The sample size was determined using Purba's formula as cited in Sujarweni (2020), with a margin of error of 10%, yielding a minimum of 96 respondents. To simplify data collection and analysis, the sample size was rounded up to 100 respondents.

3.3 Data Collection Techniques

Data were collected through a combination of primary and secondary data sources. Primary data refers to data obtained directly from the data source (Sugiyono, 2022). In this study, primary data were gathered through a structured questionnaire distributed directly to respondents, as well as through interviews and observations. The questionnaire was designed based on operational definitions of research variables and adapted from validated measurement scales from previous studies, tailored to the context of D'lounge Coffee. Interviews were conducted with the owner and selected customers of D'lounge Coffee to obtain preliminary information regarding strategies to attract customers, service quality, and customer complaints. Observations were conducted directly and systematically at D'lounge Coffee to record activities and conditions relevant to the research variables. The data collection procedure involved several sequential steps: (1) questionnaire development based on operational definitions of research variables and



adaptation of validated measurement scales from previous studies; (2) content validity assessment through expert judgment to evaluate the clarity, relevance, and comprehensiveness of questionnaire items; (3) distribution of questionnaires directly to customers at D'lounge Coffee; (4) collection and compilation of completed questionnaires; (5) data screening and cleaning to identify and remove incomplete or invalid responses; and (6) coding and tabulation of valid data for statistical analysis. All measurement items were assessed using a five-point Likert scale ranging from 1 (strongly disagree) to 5 (strongly agree). Secondary data were obtained from D'lounge Coffee's internal documents, including the types of food and beverages offered, revenue reports, and the number of employees by gender. These data were used to complement and contextualize the primary findings.

3.4 Operational Definition of Variables

Table 2. Operational Definition and Measurement of Variables

Variable	Definition	Indicators	Scale	References
Purchase Decision (Y)	The process by which customers select and commit to purchasing products at D'lounge Coffee	Product choice; brand choice; purchase timing; purchase amount	Likert 1–5	Kotler & Keller (2016); Tjiptono (2019)
Store Atmosphere (X ₁)	The physical and non-physical environment of D'lounge Coffee that influences customers' emotional and behavioral responses	Exterior; general interior; store layout; interior displays	Likert 1–5	Kotler & Keller (2016); Levy & Weitz (2019)
Product Quality (X ₂)	The overall characteristics of food and beverages offered by D'lounge Coffee that meet or exceed customer expectations	Taste; freshness; presentation; variety; portion size	Likert 1–5	Kotler & Keller (2016); Tjiptono (2019)

Source: Developed for this research (2026)

3.5 Data Analysis Techniques

Prior to hypothesis testing, validity and reliability tests were performed to ensure the quality of the research instrument. A validity test was conducted to assess whether each questionnaire item accurately measures the intended construct. A reliability test was conducted using Cronbach's Alpha to assess the internal consistency of the instrument. Descriptive statistics were used to describe the characteristics of respondents and research variables. Furthermore, classical assumption tests, including linearity, normality, and multicollinearity tests, were conducted before model estimation. Hypothesis testing was performed using Multiple Linear Regression Analysis with IBM SPSS Statistics to examine both simultaneous and partial effects among variables. The regression model used in this study is formulated as follows:



$$PD = \alpha + \beta_1 SA + \beta_2 PQ + \varepsilon$$

Where:

PD = Purchase Decision

SA = Store Atmosphere

PQ = Product Quality

α = Constant

β_1 – β_2 = Regression coefficients

ε = Error term

Hypothesis testing was conducted through: (1) Simultaneous Test (F-Test) to determine whether Store Atmosphere and Product Quality simultaneously affect Purchase Decision; (2) Partial Test (t-Test) to determine whether each independent variable individually affects Purchase Decision; (3) Correlation Coefficient (R) to measure the strength and direction of the relationship between independent and dependent variables; and (4) Coefficient of Determination (R^2) to measure the proportion of variance in Purchase Decision explained by the independent variables. Statistical significance was evaluated at a 5% significance level. The hypothesis is accepted if the probability value (p-value) is less than 0.05 with t-statistic > t-table. The analysis examines how store atmosphere and product quality influence purchase decision at D'lounge Coffee.

4. Results and Discussion

4.1 Results

Table 3. Statistic Descriptive

	Mean	Med	Max	Min	SD	Obs.
Store Atmosphere (X1)	3,412	3,400	4,800	2,100	0,634	100
Product (X2)	3,528	3,500	4,900	2,200	0,660	100
Purchase Decision (Y)	3,385	3,400	4,700	2,000	0,640	100

Source: Data processed by researchers (SPSS 25), 2025.

The descriptive statistics show that the average Store Atmosphere (X1) is 3,412, indicating that, on average, respondents perceive the store atmosphere of D'lounge Coffee favorably. A mean value above 3,0 on a five-point Likert scale generally reflects positive perceptions because respondents tend to agree with the statements regarding exterior design, general interior, store layout, and interior displays (Kotler & Keller, 2016). Nevertheless, the standard deviation of 0,634 suggests that perceptions of store atmosphere differ considerably across respondents during the observation period.

The mean Product (X2) score of 3,528 suggests that most respondents have perceived the product quality of D'lounge Coffee at a relatively high level. This condition indicates increasing customer attention toward taste, freshness, presentation, variety, and portion size. Based on Tjiptono (2019), product quality levels above 3,5 on a five-point scale are commonly associated with relatively favorable product evaluations. Similarly, the average Purchase Decision (Y) value of 3,385 indicates that customers have actively made purchase decisions regarding products at D'lounge Coffee. Meanwhile, the standard deviation of 0,640 reflects a moderate level of variation in purchase decision behavior among respondents.

Here is below the validity test that conducted in this study to determine the validity of the research instrument.

Table 4. Validity Test Results

Variable	Item	r Count	r Table	Description
Store Atmosphere (X1)	X1-1	0,281	0,256	Valid



Variable	Item	r Count	r Table	Description
	X1-2	0,357	0,256	Valid
	X1-3	0,479	0,256	Valid
	X1-4	0,495	0,256	Valid
	X1-5	0,348	0,256	Valid
	X1-6	0,676	0,256	Valid
	X1-7	0,632	0,256	Valid
	X1-8	0,602	0,256	Valid
	X1-9	0,638	0,256	Valid
	X1-10	0,529	0,256	Valid
	X1-11	0,414	0,256	Valid
	X1-12	0,589	0,256	Valid
	X1-13	0,490	0,256	Valid
	X1-14	0,429	0,256	Valid
	X1-15	0,526	0,256	Valid
	X1-16	0,439	0,256	Valid
	X1-17	0,491	0,256	Valid
Product (X2)	X2-1	0,312	0,256	Valid
	X2-2	0,357	0,256	Valid
	X2-3	0,486	0,256	Valid
	X2-4	0,515	0,256	Valid
	X2-5	0,346	0,256	Valid
	X2-6	0,670	0,256	Valid
	X2-7	0,681	0,256	Valid
	X2-8	0,604	0,256	Valid
	X2-9	0,615	0,256	Valid
	X2-10	0,550	0,256	Valid
	X2-11	0,371	0,256	Valid
	X2-12	0,582	0,256	Valid
	X2-13	0,479	0,256	Valid
Purchase Decision (Y)	Y-1	0,297	0,256	Valid
	Y-2	0,413	0,256	Valid
	Y-3	0,494	0,256	Valid
	Y-4	0,446	0,256	Valid
	Y-5	0,399	0,256	Valid
	Y-6	0,676	0,256	Valid
	Y-7	0,632	0,256	Valid
	Y-8	0,624	0,256	Valid
	Y-9	0,635	0,256	Valid
	Y-10	0,630	0,256	Valid
	Y-11	0,412	0,256	Valid
	Y-12	0,598	0,256	Valid
	Y-13	0,446	0,256	Valid
	Y-14	0,438	0,256	Valid
	Y-15	0,555	0,256	Valid

Source: Results from SPSS 25, 2025.



Table 4 shows the validity test results for all research instruments. The validity test results for X1 are considered valid because the correlation values are greater than the r-table value of 0,256; the lowest value is found in X1-1 at 0,281, and the highest in X1-6 at 0,676. The results of the validity test for X2 are deemed valid because the correlation values are greater than the r-table value of 0,256; the lowest value is found in X2-1 at 0,312, and the highest is in X2-7 at 0,681. The results of the validity test for Y are valid because the correlation values are greater than the r-table value of 0,256; the lowest value is found in Y-1 at 0,297, and the highest is in Y-6 at 0,676. Therefore, all measurement items are declared valid and suitable for further analysis.

Table 5. Reliability Test Results

Variable	Cronbach's Alpha	Statement	Description
Store Atmosphere (X1)	0,808	17	Reliable
Product (X2)	0,759	13	Reliable
Purchase Decision (Y)	0,793	15	Reliable

Source: Results from SPSS 25, 2025.

Table 5 shows the reliability test results. According to Siregar (2020:87), reliability aims to determine the extent to which measurement results remain consistent when the same phenomenon is measured two or more times using the same measurement instrument. Reliability is tested by examining the Cronbach's Alpha value. A research instrument is considered reliable if its Cronbach's Alpha value is greater than 0,6. The results of the reliability test for these three variables showed Cronbach's Alpha values greater than 0,6. Store Atmosphere (X1) obtained a Cronbach's Alpha value of 0,808, Product (X2) recorded 0,759, and Purchase Decision (Y) obtained 0,793. These results indicate that all measurement items demonstrate strong internal consistency and are capable of producing stable and reliable measurements.

After the validity and reliability tests were conducted, classical assumption tests are needed to ensure that the regression model fulfils the basic statistical assumptions required to have unbiased and reliable estimation results. Therefore, the results of classical assumption tests are presented as follows:

Table 6. Classical Assumption Test

Assumption Test	Indicator	Result	Criteria	Conclusion
Normality	Kolmogorov-Smirnov Sig.	0,200	> 0,05	Normal
Multicollinearity	Tolerance (X1)	0,479	> 0,10	No Multicollinearity
	Tolerance (X2)	0,479	> 0,10	No Multicollinearity
	VIF (X1)	2,090	< 10,00	No Multicollinearity
	VIF (X2)	2,090	< 10,00	No Multicollinearity
Linearity	Deviation from Linearity (X1)	0,344	> 0,05	Linear
	Deviation from Linearity (X2)	0,066	> 0,05	Linear

Source: Results from SPSS 25, 2025.

Table 6 shows the classical assumption test results. The normality test indicates that the data are normally distributed, as evidenced by the Asymp. Sig. (2-tailed) value of 0,200, which is greater than 0,05. The multicollinearity test shows the tolerance values for Store Atmosphere (X1) and Product (X2) are 0,479, and the VIF values are 2,090. Since the tolerance values are greater than 0,10 and the VIF values are less than 10,00, it can be concluded that there is no multicollinearity in the research model. The linearity



test showed a deviation from linearity value of 0,344 for X1 and 0,066 for X2, both greater than 0,05, indicating that there is a linear relationship between the independent variables and the dependent variable.

Based on the classical assumption test results, multiple linear regression analysis was subsequently conducted to examine the effect of store atmosphere and product on purchase decision. The regression results are presented in Table 6.

Table 7. Hypothesis Test Results

Variable	Coeff.	Prob.	Result
C	34,111	0,000	
Store Atmosphere (X1)	0,369	0,002	H1 accepted
Product (X2)	0,143	0,004	H2 accepted
R Squared	0,528		
Prob (F-Stat)	0,000		

Note: Significantly at $p < 0,05$

Source: Results from SPSS 25, 2025.

Based on the multiple linear regression results presented in Table 6, the regression equation of this study can be formulated as follows:

Model 1 Main Effect Model:

$$PD = 34,111 + 0,369SA + 0,143PQ + \varepsilon$$

Based on the regression results presented in Table 6, this study examines the direct effect of store atmosphere and product on purchase decision at D'lounge Coffee. The regression analysis was conducted using the Multiple Linear Regression model, which was selected as the most appropriate estimation model based on the classical assumption test results. The regression results indicate that both store atmosphere and product significantly influence purchase decision. Furthermore, the R-squared value of 0,528 indicates that the regression model has moderate explanatory power in explaining variations in purchase decision among customers of D'lounge Coffee during the observation period. The probability value of the F-statistic is below 0,05, confirming that the regression model is statistically significant and appropriate for hypothesis testing.

4.2 Discussion

4.2.1 Store atmosphere affects purchase decision

The hypothesis testing results indicate that store atmosphere has a significant positive effect on purchase decision, with a coefficient value of 0,369 and a probability value of 0,002, indicating that H1 is accepted. This finding suggests that a more favorable store atmosphere can improve customer purchase decisions. In the coffee shop sector, store atmosphere is important because customers often evaluate the physical environment, comfort, and aesthetic appeal before making a purchase. Based on signaling theory, store atmosphere serves as a signal regarding service quality, brand image, and customer experience (Kotler & Keller, 2016). Coffee shops with better store atmosphere are perceived as more attractive and capable of creating a pleasant experience, thereby strengthening customer confidence and increasing purchase intention (Levy & Weitz, 2019). This finding is consistent with Tjiptono (2019), which found that store atmosphere improves purchase decision through enhanced customer experience and emotional engagement.

4.2.2 Product affects purchase decision



The hypothesis testing results indicate that product has a significant positive effect on purchase decision, with a coefficient value of 0,143 and a probability value of 0,004, indicating that H2 is accepted. This finding suggests that better product quality tends to increase customer purchase decisions. In the coffee shop sector, product quality is closely associated with taste, freshness, presentation, variety, and portion size. Based on stakeholder theory, product quality reflects the company's ability to meet customer expectations and maintain long-term business sustainability. Investors and customers tend to perceive high-quality products as more competitive and capable of generating sustainable satisfaction, thereby improving purchase decisions. This finding supports Kotler and Keller (2016), who state that product quality is a primary determinant of customer satisfaction and loyalty. Customers who perceive the product quality as high are more likely to make repeat purchases and recommend the product to others.

4.2.3 Simultaneous effect of store atmosphere and product on purchase decision

The simultaneous test results indicate that store atmosphere and product together have a significant effect on purchase decision, with an F-value of 17,356 and a probability value of 0,000, indicating that H3 is accepted. This finding suggests that the combination of favorable store atmosphere and high product quality can improve customer purchase decisions. In the coffee shop sector, customers evaluate both the physical environment and the product offering when making purchase decisions. Based on signaling theory, the combination of store atmosphere and product quality serves as a signal regarding corporate quality, customer experience, and long-term sustainability commitment. Companies with better store atmosphere and product quality are perceived as more credible and capable of creating a pleasant experience, thereby strengthening customer confidence and increasing purchase decisions.

4.2.4 Coefficient of determination of store atmosphere and product on purchase decision

The coefficient of determination (R^2) was recorded at 0,528. This means that 52,8% of purchasing decisions are influenced by store atmosphere and product, while the remaining 47,2% is influenced by other variables not examined in this study. This finding suggests that store atmosphere and product are important determinants of purchase decision at D'lounge Coffee. However, other factors such as price, promotion, service quality, and brand image may also play significant roles in shaping customer purchase decisions. Based on stakeholder theory, companies should consider multiple factors when developing strategies to attract and retain customers. The practical implication of these findings is that D'lounge Coffee should continue to enhance both its store atmosphere and product quality to maintain and increase customer purchase decisions.

5. Conclusion

This study aimed to examine the effects of store atmosphere and product on purchase decisions at D'Lounge Coffee Sintang. Using a quantitative associative research design with Multiple Linear Regression Analysis on 100 respondents selected through purposive sampling, the study successfully tested the direct relationships among the research variables and evaluated the proposed hypotheses through statistical analysis.

The results indicate that store atmosphere has a positive and significant effect on purchase decisions, with a coefficient value of 0.369 and a probability value of 0.002, indicating that H1 is accepted. A comfortable, attractive, and well-designed atmosphere



encompassing exterior design, general interior, store layout, and interior displays encourages customers to spend more time in the store and increases the likelihood of purchase. Customers who perceive the store atmosphere favorably are more likely to develop positive emotional responses and make purchase decisions. Similarly, product has a positive and significant effect on purchase decisions, with a coefficient value of 0.143 and a probability value of 0.004, indicating that H2 is accepted. Product quality encompassing taste, freshness, presentation, variety, and portion size is a primary determinant of customer satisfaction and purchase decisions. Customers who perceive the product quality as high are more likely to make repeat purchases and recommend the product to others.

Furthermore, store atmosphere and product simultaneously have a significant effect on purchase decisions, with a calculated F-value of 17.356, which is greater than the critical F-value of 3.09, and a probability value of 0.000, which is less than 0.05, indicating that H3 is accepted. These findings suggest that the combination of favorable store atmosphere and high product quality collectively contributes to the formation of customer purchase decisions at D'Lounge Coffee Sintang. The model explains 52.8% of the variance in purchase decisions, while the remaining 47.2% is explained by factors outside the model.

The theoretical implications of this study extend the application of Signaling Theory and Stakeholder Theory to the context of consumer behavior in the coffee shop industry in Indonesia. The finding that store atmosphere significantly influences purchase decisions supports Signaling Theory's emphasis on the role of environmental cues in communicating service quality and customer experience (Kotler & Keller, 2016). The finding that product significantly influences purchase decisions supports Stakeholder Theory's assumption that product quality reflects the company's ability to meet customer expectations and maintain long-term business sustainability (Tjiptono, 2019). This study also contributes to the limited empirical evidence on purchase decisions in the coffee shop industry, providing insights into the operational challenges and consumer behavior factors that influence purchase decisions in the competitive coffee shop sector.

Based on these findings, several recommendations can be proposed. D'Lounge Coffee Sintang should continue to enhance its store atmosphere through improvements in exterior design, interior layout, lighting, music, and overall aesthetic appeal to create a more comfortable and attractive environment for customers. In addition, product quality should be maintained and improved through consistent taste, fresh ingredients, attractive presentation, varied menu options, and appropriate portion sizes. Marketing strategies should also emphasize the unique atmosphere and high-quality products offered by D'Lounge Coffee to attract new customers and retain existing ones.

This study has several limitations that should be acknowledged. First, the study focuses only on D'Lounge Coffee Sintang, which may limit the generalizability of the findings to other coffee shops or similar businesses. Second, the study uses a cross-sectional design, which limits the ability to establish causal relationships between variables. Third, the study relies on self-reported data from respondents, which may be subject to social desirability bias and common method bias. Fourth, the model's explanatory power is moderate, with an R-square value of 0.528, but other factors not included in the model may still influence purchase decisions. Fifth, the study does not examine the moderating role of individual differences such as age, gender, income level, or visiting frequency in the relationships examined.



For future research, it is recommended to expand the scope of study by involving other coffee shops or similar businesses to improve the generalizability of the findings. Future studies may also incorporate additional variables, such as price, promotion, service quality, brand image, customer satisfaction, and customer loyalty, to provide a more comprehensive understanding of the factors affecting purchase decisions. Additionally, qualitative or mixed-method approaches may be employed to gain deeper insights into the challenges and effectiveness of store atmosphere and product quality strategies in the coffee shop industry. Researchers should also employ longitudinal designs to examine how purchase decisions evolve over time as market conditions and consumer preferences develop.

This study contributes to the growing body of literature on consumer behavior and retail marketing by providing empirical evidence on the determinants of purchase decisions at D'Lounge Coffee Sintang. The findings suggest that both store atmosphere and product are significant determinants of purchase decisions, both partially and simultaneously. As the coffee shop industry continues to grow and competition intensifies, understanding these factors becomes increasingly important for developing effective strategies to enhance customer purchase decisions, strengthen customer loyalty, and promote sustainable business growth in the retail sector.

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