

Research Article

The Impact of Store Atmosphere and Product on Purchase Decisions at Coffee Along Sungai Duri

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ABSTRACT

This study aims to analyze the effect of store atmosphere and product on purchase decisions at Coffee Along in Sungai Duri. The study employs a quantitative approach with an associative design. The sampling technique used is purposive sampling. The number of respondents consists of 150 consumers who met the criteria of purposive sampling. Data analysis was conducted using multiple linear regression analysis with the assistance of SPSS version 25 software, supported by validity tests, reliability tests, and classical assumption tests. The results show that partially, store atmosphere has a positive and significant effect on purchase decisions ($\beta = 0.409$; $p < 0.001$), and product also has a positive and significant effect on purchase decisions ($\beta = 0.312$; $p < 0.001$). Simultaneously, store atmosphere and product have a significant effect on purchase decisions ($p < 0.001$), with a coefficient of determination (R^2) of 0.427. These findings indicate that store atmosphere and product are able to explain 42.7% of the variation in consumer purchase decisions, while the remaining portion is influenced by other factors outside the research model. Practically, the results of this study emphasize the importance of managing a comfortable and consistent store atmosphere, as well as providing high quality and varied products, as the main strategies to enhance consumer purchase decisions in local coffee shops.

Keywords: Store Atmosphere; Product; Purchase Decision

1. INTRODUCTION

The development of the business world in the modern era shows increasingly competitive dynamics, along with the growing number of business actors and the variety of sectors that can be used as business opportunities. This condition requires every business actor not only to be able to enter the market, but also to possess sustainable competitiveness in order to survive amid increasingly intense competition. High business competition encourages business actors to understand consumer behavior more deeply, especially regarding factors that influence purchase decisions.

One sector that has experienced rapid growth in recent years is the coffee shop business. In Indonesia, the coffee shop business has developed in line with changes in lifestyle, particularly among adolescents and adults, who no longer view coffee shops merely as places to consume beverages, but also as social spaces to relax, interact, and spend time with relatives and friends. This phenomenon has encouraged many business actors to open coffee shops, reinforced by the fact that eating and drinking are basic human needs and have become part of modern societal culture, particularly among productive age groups who enjoy gathering at coffee shops (Kurniawan & Fitriyah, 2024).

Advancements in modernization have also influenced consumer preferences toward coffee shops. Consumers tend to favor coffee shops that align with current lifestyle trends, not only in terms of product taste but also in terms of atmosphere and design. Coffee shops no longer offer only distinctive and enjoyable coffee, but also present spaces with attractive designs as a primary appeal for consumers (Suyani & Susanti, 2025). In this context, marketing plays an important role as a strategic process to create value and build long term relationships with customers. Jolita & Archie (2025) state that marketing is a process in which companies create value for customers and build strong relationships with the aim of capturing value from customers in return. At the regional level, Bengkayang Regency, particularly the Sungai Duri area in Sungai Raya District, shows significant potential in the tourism and culinary sectors. The increasing number of culinary businesses in this area has intensified competition, especially among beverage outlets and coffee shops. Each business actor is required to highlight their competitive advantages, both in terms of store atmosphere and product offerings, to attract consumer attention and sustain business continuity.

One coffee shop operating in this area is Coffee Along, which was established in 2016 and is located in Sungai Duri Village, Sungai Raya District, Bengkayang Regency, West Kalimantan. Coffee Along is one of the coffee shops that is fairly well known among the local community. The coffee shop provides various supporting facilities such as parking areas, internet access, and live music entertainment aimed at creating a comfortable atmosphere for consumers. In terms of products, Coffee Along offers not only coffee and non coffee beverages, but also a variety of light snacks and main meals at

relatively affordable prices. This menu diversity indicates that Coffee Along seeks to meet consumer needs with diverse preferences.

In addition to product variety, Coffee Along also pays attention to the quality of raw materials, particularly coffee products by using Robusta and Arabica beans, providing different taste preferences for consumers. Product variation plays an important role in enhancing purchase decisions because it offers consumers broader alternatives (Zahra & Lubis, 2024; Diputra et al., 2025). Firmansyah (2019) states that a product is anything that can be offered to the market to be noticed, used, or consumed to satisfy consumer needs and desires. Thus, product quality and variation become crucial factors in influencing consumer purchase decisions.

Besides product factors, another factor that has a significant influence on purchase decisions is store atmosphere. Café atmosphere is a physical characteristic designed to create certain impressions and attract customers (Rasidy et al., 2024). Sobari (2022) explains that store atmosphere is a combination of physical elements such as architecture, layout, lighting, color, music, aroma, and temperature that collectively form an image in the consumer's mind. A unique and comfortable store atmosphere can attract consumer attention and encourage them to stay longer, which ultimately has the potential to increase consumption levels (Agari et al., 2024; Weun & Ardiansyah, 2024). Observations show that Coffee Along has a relatively comfortable atmosphere with a simple concept and the use of natural elements, both indoors and outdoors. Its strategic location in a market area and along a main road facilitates consumer access and enhances store visibility. However, there are limitations such as relatively narrow space and limited parking areas, which may affect visitor comfort during peak hours. These conditions indicate that Coffee Along's store atmosphere has both strengths and challenges that need to be examined further empirically.

In the purchase decision making process, consumers go through several stages, starting from need recognition, information search, evaluation of alternatives, to the purchase decision. Peter & Olson (2013) in Indrasari (2019) state that purchase decisions are an integration process involving the evaluation of various alternatives before consumers make a choice. Purchase decisions are influenced by various internal and external factors, where store atmosphere and product are internal factors that contribute significantly (Dwiyesa & Elsandra, 2025; Kamilah & Prihastuty, 2025; Putro & Augusto, 2024). Revenue data from Coffee Along during the 2023–2025 period show a significant increase. In 2024, revenue increased by 68.95%, and in 2025 it increased again by 14.36%. This increase occurred alongside improvements made by management, such as adding new menus, expanding space, providing air conditioned rooms, and organizing live music. However, this revenue growth has also been accompanied by the emergence of new competitors offering different atmosphere concepts and product innovations, intensifying competition.

Based on this explanation, this study aims to analyze the effect of Store Atmosphere and Product on Purchase Decisions at Coffee Along in Sungai Duri. Practically, the results of this study are expected to serve as managerial consideration in formulating more effective marketing and business management strategies. Theoretically, this study is expected to contribute to the development of consumer behavior studies, particularly in the food and beverage sector within the context of local businesses in the digital era.

2. RESEARCH METHOD

The method applied in this study is a quantitative method with an associative approach. According to Siregar (2017), associative research is a type of research directed at identifying and analyzing relationships between two or more variables. This approach enables researchers to build an empirical explanatory framework that can be used to explain phenomena, make predictions, and control observed symptoms. In this study, the independent variables analyzed are Store Atmosphere (X1) and Product (X2), while the dependent variable is Purchase Decision (Y). The types of data used in this study consist of primary and secondary data. Sugiyono (2022) explains that primary data are data sources obtained directly by researchers from respondents or research objects. Primary data in this study were collected through interviews, field observations, and questionnaire distribution. Meanwhile, according to Siregar (2017), secondary data are data that have been published and are obtained from parties who do not directly process the data. Secondary data used include data on coffee shop businesses in Sungai Duri Village, Sungai Raya District, Bengkayang Regency, menu and product price information at Coffee Along, and sales data from 2023 to 2025.

The population in this study consists of all consumers known to have visited and made purchases at Coffee Along, with an unknown population size. To determine the sample size, the study applies Roscoe's formula (1975) in Sugiyono (2022), which states that an appropriate sample size ranges from 30 to 500 respondents. Therefore, the researcher determined a sample size of 150 respondents. Sampling was conducted using purposive sampling. Sugiyono (2022) states that purposive sampling is a sampling technique based on specific considerations aligned with research objectives. The reason for using purposive sampling is to reduce bias from visitors who only stop by without making purchases. The criteria for respondents include consumers aged at least 18 years, those who have purchased products at Coffee Along at least three times, and those who made purchases based on their own decisions. The measurement instrument uses a Likert scale, which according to Sugiyono (2022) is used to measure attitudes, opinions, and perceptions of individuals or groups toward social phenomena. Data analysis was conducted using multiple linear regression analysis with SPSS version 25. The testing stages include validity tests, reliability tests, normality tests, linearity tests, multicollinearity tests, as well as correlation coefficient and determination coefficient tests. Hypothesis testing was conducted using simultaneous tests (F test) and partial tests (t test).

3. RESULTS AND DISCUSSION

3.1 Test Research Instruments

3.1.1 Validity Test

The validity test in this study aims to assess the accuracy of the questionnaire instrument in measuring the variables under study. The test is conducted by correlating the scores of each statement item with the total score, then comparing the r-count values with the r-table value. The r table value is obtained from the degree of freedom ($df = n - 2$), with a sample size of 150 respondents, resulting in $df = 148$ at a significance level of 0.05 and an r table value of 0.160. The results of the validity test for each statement item in each variable are presented in **Table 1**.

Table 1. Validity Test Results

Variable	Indicator	r-count	r-table	Description
Store Atmosphere (X1)	X1.1	0.539	0.160	Valid
	X1.2	0.462		
	X1.3	0.282		
	X1.4	0.358		
	X1.5	0.396		
	X1.6	0.404		
	X1.7	0.556		
	X1.8	0.466		
	X1.9	0.437		
	X1.10	0.529		
	X1.11	0.416		
	X1.12	0.478		
	X1.13	0.353		
	X1.14	0.411		
	X1.15	0.539		
	X1.16	0.462		
Product (X2)	X2.1	0.493	0.160	Valid
	X2.2	0.345		
	X2.3	0.478		
	X2.4	0.417		
	X2.5	0.447		
	X2.6	0.368		
	X2.7	0.461		
	X2.8	0.415		
	X2.9	0.401		
	X2.10	0.497		
	X2.11	0.442		
	X2.12	0.408		
	X2.13	0.412		
	X2.14	0.309		
	X2.15	0.458		
	X2.16	0.505		
	X2.17	0.485		
	X2.18	0.403		
	X2.19	0.322		
	X2.20	0.449		
	X2.21	0.414		
	X2.22	0.450		
	X2.23	0.326		
	X2.24	0.478		
	Y.1	0.430		
	Y.2	0.332		
	Y.3	0.325		

Purchase Decision (Y)	Y.4	0.496	0.160	Valid
	Y.5	0.331		
	Y.6	0.448		
	Y.7	0.428		
	Y.8	0.404		
	Y.9	0.473		
	Y.10	0.505		
	Y.11	0.394		
	Y.12	0.537		
	Y.13	0.525		
	Y.14	0.429		
	Y.15	0.465		
	Y.16	0.559		
	Y.17	0.411		
	Y.18	0.348		
	Y.19	0.450		
	Y.20	0.224		

Source: Processed Data, 2025

Based on the validity test results for each variable presented in [Table 1](#), it can be seen that all statement items have a r-count values greater than the table r value of 0.160. Thus, all statement items in each variable can be declared valid and suitable for use in this study.

3.1.2 Reliability Test

The reliability test is conducted to assess the consistency and reliability of the statement items in the questionnaire as a research instrument. This study uses Cronbach's Alpha method, with the reliability criterion being an alpha value ≥ 0.60 . The results of the reliability test for each variable are presented in [Table 2](#).

Table 2. Reliability Test Results

Variable	Cronbach's Alpha	Description
Store Atmosphere (X1)	0.725	Reliable
Product (X2)	0.810	
Purchase Decision (Y)	0.726	

Source: Processed Data, 2025

Based on the reliability test results presented in [Table 2](#), Cronbach's Alpha values > 0.60 are obtained. Thus, it can be concluded that all items in each variable are reliable and suitable for use in this study.

3.2 Classic Assumption Test

3.2.1 Normality Test

The normality test is conducted to ensure that the research data is normally distributed. This test uses the Kolmogorov–Smirnov method to assess the suitability of the data distribution. The results of the normality test processed with SPSS are presented in [Table 3](#).

Table 3. Normality Test Results

Test	Value
N (Sample)	150
Test Statistic	.068
Asymp.Sig.(2-tailed)	.089 ^c

Source: Processed Data, 2025

Based on the normality test results presented in [Table 3](#), the test result for the Asymp. Sig. (2-tailed) value is 0.089, which exceeds the normality significance value of 0.05. Thus, it can be declared that the data in this study is normally distributed.

3.2.2 Linearity Test

The linearity test is conducted to assess whether there is a linear relationship between the independent variable and the dependent variable. This test uses the Deviation from Linearity method with the help of SPSS. The results of the linearity test are presented in **Table 4**.

Table 4. Result of Linearity

Variable	Deviation from Linearity	Description
Purchase Decision * Store Atmosphere	0.181	Linear
Purchase Decision * Product	0.681	

Source: Processed Data, 2025

Based on the linearity test results presented in **Table 4**, the significance value of Deviation from Linearity between the two variables is > 0.05 , so it can be concluded that the relationship between the two variables is linear.

3.2.3 Multicollinearity Test

The multicollinearity test is conducted to identify high correlations between independent variables in the regression model, as this condition can influence the accuracy of coefficient estimation and reduce the quality of the model. This test is conducted using SPSS, and the results of the multicollinearity test are presented in **Table 5**.

Table 5. Multicollinearity Test Results

Variable	Tolerance	VIF
Store Atmosphere	.662	1.510
Product	.662	1.510

Dependent Variable: Purchase Decision

Source: Processed Data, 2025

Based on the multicollinearity test results presented in **Table 5**, it can be seen that the Store Atmosphere (X1) and Product (X2) variables have a VIF value of 1.510, which is less than 10.00, and a Tolerance value of 0.662, which exceeds the minimum value of 0.10. Therefore, it can be concluded that there is no multicollinearity between the two independent variables in this study.

3.3 Multiple Linear Regression Analysis

Multiple linear regression analysis is used to test the influence of two or more independent variables on one dependent variable, both simultaneously and partially, while also constructing a predictive model of the relationship between variables. The results of the regression coefficient calculations obtained through SPSS are presented in **Table 6**.

Table 6. Multiple Linear Regression Analysis Results

Research Variable	Coefficients	t Statistic	Significance Value
(Constant)	1.252	4.143	.000
Store Atmosphere	.409	5.445	.000
Product	.312	4.112	.000

Dependent Variable: Purchase Decision

Source: Processed Data, 2025

Based on the results of the multiple linear regression analysis presented in **Table 6** and referring to the multiple linear regression coefficient equation, the results can be explained as follows:

$$Y = 1.252 + 0.409 X_1 + 0.312 X_2$$

- The constant value of 1.252 indicates that if Store Atmosphere and Product are equal to zero, then the Purchase Decision is 1.252.
- The regression coefficient (b1) for the Store Atmosphere variable (X1) is 0.409, which is positive, meaning that every increase in Store Atmosphere will cause an increase of 0.409 units in Purchase Decision.
- The regression coefficient (b2) for the Product variable (X2) is 0.312, which is positive, meaning that every increase in Product will cause an increase of 0.312 units in Purchase Decision.

3.4 Correlation Coefficient Analysis (R)

The correlation coefficient is used to assess the strength and direction of the relationship between two or more variables. This study applied the Product Moment method to analyze these relationships, with the results of the correlation coefficient test presented in **Table 7**.

Table 7. Correlation Coefficient Test Results (R)

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.654 ^a	.427	.419	.26938
Predictors: (Constant), Product, Store Atmosphere				
Dependent Variable: Purchase Decision				
Source: Processed Data, 2025				

Based on the correlation coefficient test results presented in **Table 7**, a correlation value (R) of 0.654 is obtained. This value indicates that the relationship between the Store Atmosphere and Product variables and the Purchase Decision is in the Strong category, as the value is in the range of 0.60-0.799.

3.5 Analysis of the Coefficient of Determination R^2

Based on the results of the coefficient of determination (R^2) test presented in **Table 7**, an R-Square value of 0.427 is obtained. This indicates that the variables Store Atmosphere and Product can explain their influence on Purchase Decision by 42.7%, while the remaining 57.3% is influenced by other variables outside the scope of this study.

3.6 Simultaneous Test (F Test)

The simultaneous test (F test) is used to determine the influence of all independent variables simultaneously on the dependent variable. Based on the results of hypothesis testing using SPSS, the simultaneous test results are presented in **Table 8**.

Table 8. Simultaneous Test Results (F Test)

Model	Sum of Squares	Mean Square	F	Significance
Regression	7.956	3.978	54.817	.000 ^b
Residual	10.667	.073		
Dependent Variable: Purchase Decision				
Predictors: (Constant), Product, Store Atmosphere				
Source: Processed Data, 2025				

Based on the results of the simultaneous test (F test) presented in **Table 8**, the calculated F value is 54.817 > F table 3.09 and the significance value is 0.000 < 0.05. Thus, it can be concluded that the variables Store Atmosphere and Product simultaneously have an influence on Purchase Decision.

3.7 Partial Test (t Test)

The partial test (t-test) is used to analyze the influence of each independent variable individually on the dependent variable. Based on the results of partial hypothesis testing using SPSS, the t-test results are presented in **Table 9**.

Table 9. Partial Test Results (t test)

Research Variable	Coefficients	t Statistic	Significance Value
(Constant)	1.252	4.143	.000
Store Atmosphere	.409	5.445	.000
Product	.312	4.112	.000
Dependent Variable: Purchase Decision			
Source: Processed Data, 2025			

Based on the partial test results (t-test) presented in **Table 9**, the calculated t-test results will then be compared with the t-table. The t-table value is 1.660. The t-test (partial) results can be explained as follows:

1. The Store Atmosphere variable (X1) has a calculated t-value of 5.445 > the table t value of 1.660 and a significance value of 0.000 < 0.05, so it can be concluded that H_0 is rejected and H_a is accepted. Therefore, it can be concluded that Store Atmosphere partially influence the Purchase Decision.
2. The Product variable (X2) has a calculated t-value of 4.112 > the table t value of 1.660 and a significance value of 0.000 < 0.05, so it can be concluded that H_0 is rejected and H_a is accepted. Therefore, it can be concluded that the Product partially influence the Purchase Decision.

3.8 Discussion

The Influence of Store Atmosphere on Purchase Decision

Based on partial testing results, the Store Atmosphere variable (X1) has a positive and significant effect on Purchase Decision. This indicates that store atmosphere is one of the factors influencing consumer decisions to purchase at Coffee Along. In the food and beverage industry, a comfortable store atmosphere, maintained cleanliness, appropriate lighting, spacious layout, and minimal noise can stimulate consumer interest prior to making a purchase. These findings indicate that maintaining store atmosphere quality should be a priority for business operators. Consumers who feel satisfied with a comfortable store atmosphere tend to experience higher comfort levels and are more likely to revisit. Therefore, Coffee Along management is expected to maintain store comfort, cleanliness, and appropriate lighting. These findings are supported by [Rumpoko & Budiyanto \(2025\)](#) and [Mahbuba & Fadil \(2025\)](#), which show that store atmosphere has a positive and significant effect on purchase decisions.

The Influence of Product on Purchase Decision

Based on partial testing results, the Product variable (X2) has a positive and significant effect on Purchase Decision. This indicates that product quality is also a factor influencing consumer decisions to purchase at Coffee Along. In the food and beverage industry, products offered must have good quality, attractive presentation, and sufficient variety. These findings indicate that maintaining product quality that meets consumer expectations should be a top priority for business operators. Consumers who are satisfied with the products offered tend to have higher levels of trust and satisfaction and are more likely to revisit. Therefore, Coffee Along management is expected to maintain product quality, raw material cleanliness, and increase product variety. These findings are supported by [Sari et al \(2024\)](#) and [Sandra & Prawoto \(2024\)](#), which show that product variables positively and significantly influence purchase decisions.

The Influence of Store Atmosphere and Product on Purchase Decision

Based on the results of simultaneous testing, the variables Store Atmosphere (X1) and Product (X2) have a positive and significant effect on Purchase Decision. This indicates that store atmosphere is one of the factors influencing consumer decisions to make purchases at Coffee Along. In the food and beverage industry, a comfortable store atmosphere, maintained cleanliness, and adequate lighting can generate consumer interest prior to making a purchase. In addition to store atmosphere, the products sold also play a vital role in consumer purchase decisions, including food and beverages offered, taste, cleanliness, quality consistency, menu variety, and presentation. These findings indicate that maintaining store atmosphere and product quality standards should be a top priority for business operators. Consumers who are satisfied with a comfortable store atmosphere, taste, and product quality tend to experience higher comfort levels and are more likely to revisit in the future. Therefore, Coffee Along management is expected to maintain store atmosphere comfort, consistency of raw material quality, processing standards, raw material cleanliness, and menu innovation to meet evolving consumer expectations. These results are supported by [Anggraeni et al \(2024\)](#) and [Anjali et al \(2025\)](#), which show that store atmosphere and product variables positively and significantly influence purchase decisions.

4. CONCLUSION

Based on the research results described in the previous section, several conclusions can be drawn. The multiple linear regression equation is $Y = 1.252 + 0.409 X1 + 0.312 X2$. The constant value of 1.252 indicates that if Store Atmosphere and Product are zero, the Purchase Decision value is 1.252. The regression coefficient for Store Atmosphere (X1) is 0.409, indicating that an improvement in store atmosphere increases purchase decisions by 0.409. The regression coefficient for Product (X2) is 0.312, indicating that an improvement in product quality increases purchase decisions by 0.312. Based on the correlation coefficient test (R), Store Atmosphere and Product have a strong relationship with Purchase Decision, as indicated by a correlation coefficient value of 0.654, which falls within the range of 0.60 to 0.799. Based on the coefficient of determination (R^2), Store Atmosphere and Product explain 42.7% of the influence on Purchase Decision, while the remaining 57.3% is influenced by other variables outside this study. Simultaneous testing (F test) shows that Store Atmosphere and Product jointly have a significant effect on Purchase Decision. Partial testing (t test) shows that Store Atmosphere and Product individually have a significant effect on Purchase Decision. Based on these conclusions, Coffee Along is advised to continuously improve store atmosphere quality, particularly lighting that aligns with the café concept. Comfortable and attractive lighting will make consumers feel more at ease and increase the likelihood of repeat purchases. Coffee Along is also expected to maintain and enhance product quality in terms of taste, presentation, menu variety, and consistency over time. Products that meet consumer preferences will strengthen customer trust and encourage purchase decisions. For future researchers, it is recommended to include additional variables that may influence purchase decisions, such as price, promotion, location, service quality, and satisfaction. Expanding the number of respondents is also suggested to improve the accuracy of future research findings.

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