

The Impact of Store Atmosphere and Service Quality on Buying Decisions at Nikalua Coffee in Bangsri Jepara

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ABSTRACT

This research aims to analyze the influence of Store Atmosphere (X1), Quality (X2), and Service Quality (X2) variables on the dependent variable of Buying Decision (Y) among consumers at Nikalua Coffee and Eatery Bangsri Jepara. The research respondents consisted of 100 customers who made purchases at Nikalua Coffee and Eatery Bangsri Jepara. This study utilized primary data by collecting data through observation with questionnaires. The data collection methodology employed a survey using the accidental sampling method. The multiple linear regression analysis results showed a positive relationship between the independent variables and the dependent variable. The coefficient of determination results with an R square value of 91% indicates that the model in this study can be explained by 91%, while the remaining 9% is explained by other variables outside the research model.

Keywords: Store Atmosphere; Service Quality; Buying Decision

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INTRODUCTION

Industry coffee shops in Indonesia are experiencing rapid growth in a number of year lastly . This is driven by increasing coffee consumption by the community , especially generation young (Nin, Wong, and Brodowsky 2023) . Coffee shops do not only become place For enjoy coffee, but also as place For socializing , working , and relaxing (Feurer and Haws 2022) . So that matter This start give impact to style life public in make buying decisions in particular in enjoy coffee products.

The development coffee business push growth competition between coffee shop for to give color new in interesting consumers . So that change the mindset of the owners business new For to open coffee shop in cafe wrap that serves coffee with more atmosphere interesting (Soyoung and Kim 2022) . This is expected capable interesting consumer For can enjoy the quality service provided by the coffee shop with cafe atmosphere . Therefore That appear a modern coffee shop that suits with style life today 's consumer like Janji Jiwa, Starbucks , Excelso , Blackup , Billy's Coffee House, and more Lots and others .

Increase Power pull consumer For always buying decision on coffee products no only through service quality strategy. But it also has to be supported by the store atmosphere offered by coffee shops or cafes (Maria and Loureiro 2023) . Store atmosphere is one of the important elements For support buying decision (July 2023) . Comfortable and pleasant atmosphere will create impression deep for consumers (Abosag et al. 2020) . Conditions This will can very help increase sale products offered to Consumers . Conditions This supported with growth increase

consumers who come to cafe For enjoy products offered . Growth consumers who do transaction served in Table 1.

Table 1. Sales increase during 1 year of 2023

No	Month	Amount Transaction
1	Januari	375
2	Febuari	350
3	Maret	340
4	April	300
5	Mei	360
6	Juni	345
7	Juli	320
8	Agustus	310
9	September	330
10	Oktober	325
Jumlah		3.355

Source : processed data , 2024

In addition , store atmosphere refers to the appearance and design every shop For give comfort for consumers and convenience shopping . Changes style life , taste , and method enjoy and consume food in urban areas make business people in the industry culinary the more creative in pouring out new ideas through cafes and restaurants (Tomczyk et al. 2022) .

On the side other than store atmosphere, service quality is not lost importance . This is is factor important things that drive consumer buying decisions (Fernandez-vidal et al. 2022) . If the store atmosphere and service quality are sufficient Good so can increase interest consumers , so that can to win market competition (Sonja, Anne, and Marina 2022) . Therefore that , company need know wants and needs consumers to create quality products that are of high quality and meet hope consumers .

Based on fact that service quality and store atmosphere are very effective strategies related in development business in improvement turnover business coffee shop . Actions taken by all employee For give excellent service to customer , atmosphere business to service quality, and store atmosphere is a capital that is not can separated (Verhoef et al. 2021) . If factors the fulfilled then the buying decision can be happen .

Buying Decision is action consumers who determine and choose required products For create satisfaction consumers . The reason why everyone is shopping is Because his wants and needs is A literal thing (Guizzardi et al., 2022). Buying decision is the stage of sales process where consumers actually purchase the product or service they have selected (Tomczyk et al., 2022). The consumer buying decision involves several stages, starting with problem recognition, followed by information search, evaluation of alternatives, the purchase decision, and finally, post-purchase behavior.

However, in practice, many business owners fail to pay attention to the atmosphere of their establishments, such as being unkempt and poorly maintained, which makes visitors feel uncomfortable and reluctant to return. In addition, dim and gloomy lighting creates an impression that the business premises feel dreary and unattractive (Effect et al., 2020; Mrad & Chi, 2020). Noise outside the business location disrupts the tranquility and comfort of visitors (Malodia et al., 2022). Unpleasant odors, such as cigarette smoke and garbage smells, also disturb visitors' comfort, causing them to reconsider ordering products.

In addition, slow and unfriendly service leaves visitors feeling increasingly disappointed. Employees who are untrained and lack sufficient knowledge about the special products offered make consumers feel uncertain and confused about placing orders (Arifin et al., 2023; Rodgers et al., 2022). A complicated and convoluted ordering process frustrates visitors, discouraging them from returning (Kienzler et al., 2021). Furthermore, the indifference of employees toward the needs

and desires of visitors makes customers feel ignored and undervalued, ultimately reducing customer satisfaction.

Products that do not meet consumer expectations lead to greater dissatisfaction and discourage customers from returning. For example, stale coffee disappoints customers and erodes trust in the service quality and store atmosphere (Flesch et al., 2023; Marc et al., 2023). Small portion sizes that are disproportionate to the price further amplify customer disappointment (Hossain et al., 2024). Moreover, a limited and unvaried coffee menu makes consumers feel bored and uninterested in revisiting.

This condition poses a challenge for coffee shop entrepreneurs aiming to grow their businesses. Customer satisfaction with the services or products offered is critical, as high expectations from consumers encourage repeat visits and foster customer loyalty (Calzada et al., 2023). Jepara Regency is an area with significant potential for the growing food and beverage industry, including coffee shops. Each coffee shop must strive to survive amidst numerous competitors offering similar products. Business owners can retain customers by delivering satisfaction that exceeds that of their competitors (1, 2, 3, 2024; Wu et al., 2022). In modern society, coffee shops are no longer just places to eat and drink but have evolved into spaces for gathering with friends and family or simply relaxing (Balc et al., 2024). The increasing number of coffee shops in Jepara City has intensified business competition and significantly influences consumer purchasing decisions. To remain competitive, coffee shop owners must focus on factors such as product innovation, service quality, ambiance, and customer relationship management to enhance customer satisfaction and purchasing decisions.

One of the coffee shops in Jepara City is Nikalua Coffee and Eatery. Nikalua Coffee and Eatery offers both outdoor and indoor concepts, with its outdoor area enhanced by a terrace facility used for live acoustic music performances. The café provides various facilities that make it appealing to visitors, including free Wi-Fi, spacious parking, a comfortable atmosphere, high-quality products, and excellent service. The menu is diverse and reasonably priced, ensuring it won't strain your budget. The café's signature menu item is Kopi Nikalua, which uses palm sugar as its sweetener, adding a unique touch to its offerings.

Business competition among coffee shops is becoming increasingly fierce due to the growing number of similar establishments. Café owners must work hard and think creatively to develop a distinctive identity for their business to remain competitive, especially against coffee shops like Nikalua Coffee and Eatery. In this industry, survival and growth depend on creating competitive advantages, particularly in service quality and store atmosphere, which are essential for satisfying customers.

The study by (Arjunita et al., 2021) found that the variables viral marketing, store atmosphere, and brand trust have a significant positive effect on purchasing decisions at Café Kopi Tuya in Manado. This condition has led to increased product sales for Café Kopi Tuya, supported by a store appearance that stands out compared to similar businesses in the area.

Research by Manajemen et al., (2022) revealed that store atmosphere and word of mouth (WOM) significantly and positively influence purchasing decisions at Hear Coffee in Batam. These factors play a crucial role in shaping consumer behavior and boosting purchase decisions in this competitive coffee shop market.

According to the research conducted by Hammammukti et al., (2023s), the results show that there is a positive and significant influence of product quality, word of mouth, and store atmosphere on purchasing decisions, both partially and simultaneously. Based on these findings, it is recommended that managers focus on improving the presentation of food and beverages to appeal to consumers' tastes. This aspect becomes a unique advantage for the object of study, thereby influencing the dissemination of information to consumers.

Based on the background of the issues identified, the researcher is interested in conducting a study to explore and analyze the correlation between store atmosphere and service quality on buying decisions. The researcher observes how changes in buying decisions can be influenced by these variables in the context of consumer behavior at Nikalua Coffee and Eatery in Bangsri, Jepara. This study is motivated by previous research, with a key difference being the inclusion of certain variables to obtain more relevant results.

LITERATURE REVIEW

Buying Decision

According to Kotler and Keller as cited in Pola (2018), the buying decision is a problem-solving process that consists of several stages: need or problem recognition, information search, evaluation of alternatives, selection of a purchase, and post-purchase behavior. This structured process helps consumers analyze their needs and desires, assess available options, and make informed decisions that ultimately influence their satisfaction and future purchasing behavior.

According to Zahra dan Rina (2018); Ekonomi et al., (2018), the indicators of buying decision include:

1. Stability in a product
2. Habit of purchasing a product
3. Suitability with needs
4. Repurchase behavior

Store Atmosphere

According to Paila, (2018), store atmosphere is a combination of a store's physical characteristics, such as architecture, layout, lighting, displays, colors, temperature, music, and aroma, which collectively create a mental image for consumers. Retailers intentionally design the store atmosphere to convey information about service quality, pricing, and the availability of fashionable products.

Meanwhile, Efendi et al., (2023) identify the following indicators of store atmosphere:

1. Exterior
2. Interior
3. Room Layout
4. Interior Point of Interest Display

Service Quality

According to Madiawati et al., (2021), service quality represents a critical factor in shaping a company's reputation and enhancing fair competition. Quality is defined as a product or performance that serves as a core component of a company's strategy aimed at achieving sustainable competitive advantage (Nasution & Safina, 2022; Produk & Pelayanan, 2020).

According to Harahap et al., (2020), the indicators of service quality are as follows:

1. Preparation and presentation process of products
2. Cleanliness and tidiness of the place
3. Facilities provided
4. Friendliness and communication skills of employees
5. Employee knowledge about the product

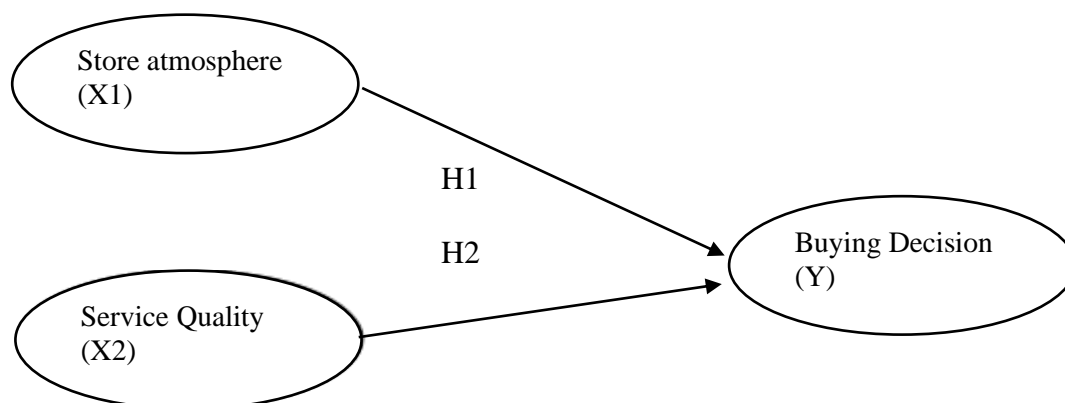


Figure 1. Theoretical Framework

RESEARCH METHOD

The research was conducted in 2024 in the Jepara region, which has potential for the development of coffee café businesses. The study was carried out at Nikalua Coffee and Eatery café in Bangsri, Jepara. The research employed a survey method, while the sampling technique used was accidental sampling. The total sample size obtained was 100 respondents. The research data consisted of empirical data collected from primary and secondary sources. Secondary data were sourced from previous studies relevant to the research objectives, while primary data were obtained through observation by distributing questionnaires to respondents. The data were analyzed using descriptive statistics with the assistance of SPSS software. Multiple linear regression analysis was used to examine the relationship between two variables, namely the independent variables (Store Atmosphere and Service Quality) and the dependent variable (Buying Decision).

RESULTS AND DISCUSSION

The research describes the characteristics of respondents based on gender, age, and education. The characteristics of respondents, viewed by gender, age, and education, are presented in Table 2.

Table 2. Characteristics of Respondents

Gender	Total	(%)	Age	Total	(%)	Education	Total	(%)
Male	78	78%	<20	27	27%	High School	33	33%
Female	22	22%	21-45	73	73%	Bachelor's degree	67	67%
Total	100	100%		100	100%		100	100%

Source: processed data, 2024

Based on Table 2, the characteristics of respondents visiting the research site to enjoy coffee products at Nikalua Coffee and Eatery are categorized by gender. The respondents are predominantly male, accounting for 78%, while the remaining 22% are female. Furthermore, based on age, the majority fall within the range of 21 to 45 years, comprising 73% of the total respondents. Regarding educational background, most respondents hold a bachelor's degree (67%), while those with a high school or equivalent education make up only 33%.

Validity Test

Based on the collected research data, testing and analysis of this data were conducted. The validity and reliability tests of the questionnaire items were the initial steps in the data testing and analysis process. The results of the validity test calculations for the independent variables (Store

Atmosphere and Service Quality) and the dependent variable (Buying Decision) are presented in Table 3.

Table 3. Results of the Validity Test

Variabel	Indikator	r calculated	r table	Description
Store Atmosphere	X1.1	0,773	0,165	Valid
Store Atmosphere	X1.2	0,732	0,165	Valid
Store Atmosphere	X1.3	0,750	0,165	Valid
Store Atmosphere	X1.4	0,687	0,165	Valid
Service Quality	X2.1	0,830	0,165	Valid
Service Quality	X2.2	0,829	0,165	Valid
Service Quality	X2.3	0,691	0,165	Valid
Service Quality	X2.4	0,611	0,165	Valid
Service Quality	X2.5	0,809	0,165	Valid
Buying Decision	Y1.1	0,702	0,165	Valid
Buying Decision	Y1.2	0,805	0,165	Valid
Buying Decision	Y1.3	0,606	0,165	Valid
Buying Decision	Y3.4	0,695	0,165	Valid

Source: processed data, 2024

Based on the data from Table 2, it is known that all question items used to measure the variables Store Atmosphere (X1), Service Quality (X2), and Buying Decision (Y) have calculated r values greater than the r table value of 0.165. Therefore, it can be concluded that each item used to measure all the variables in this study is valid and can be used for measurement.

Reliability Test

The next is to test the reliability of the data. This is conducted for further analysis, so the results of the reliability test calculations for the variables Store Atmosphere (X1), Service Quality (X2), and Buying Decision (Y) are presented in Table 4.

Table 4. Results of the Reliability Test

Variable	Cronbach Alpha	Alpha	Description
Store Atmosphere	0,783	0,600	Reliable
Service Quality	0,785	0,600	Reliable
Buying Decision	0,803	0,600	Reliable

Source: processed data, 2024

Based on the data presented in Table 4, it is known that all variables used in this study have Cronbach's Alpha values greater than 0.600. Therefore, it can be concluded that each variable used in this study is reliable and has consistent and stable measurement results, making the data accurate.

Coefficient of Determination Test

The coefficient of determination test is used to determine the extent to which independent variables can explain the variation occurring in the dependent variable. The complete results are presented in Table 5.

Table 5. Results of Coefficient Determination Test (R^2)

Model Summary

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.954 ^a	.910	.908	.613

a. Predictors: (Constant), Service Quality, Store atmosphere

Source: processed data, 2024

Based on Table 5, it is known that the R square value is 0.910 or 91%. This indicates that the independent variables, namely Store Atmosphere (X1) and Service Quality (X2), are able to explain 91% of the variation occurring in the dependent variable, which is Buying Decision (Y). Meanwhile, the remaining 9% (100% - 91% = 9%) is explained by other factors outside of the research model.

F Test

The F test aims to assess the simultaneous effect of independent variables, including Store Atmosphere (X1) and Service Quality (X2), on Buying Decision (Y). The results of the F test are presented in Table 6.

Table 6. F Test

ANOVA^a

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	408.328	3	136.109	362.216	.000 ^b
	Residual	40.207	107	.376		
	Total	448.535	110			

a. Dependent Variable: Buying Decision

b. Predictors: (Constant), Service Quality, Store atmosphere

Source: processed data, 2024

Based on Table 6, it is known that the calculated F value is 362.216 with a significance level of 0.000. Since the calculated F value is greater than the table F value (3.09) and the significance level is less than 0.05, it can be concluded that the regression model can be used to predict that the variables Store Atmosphere (X1) and Service Quality (X2) have a significant simultaneous effect on the Buying Decision (Y) of consumers at Nikalua Coffee and Eatery in Bangsri, Jepara.

Multiple Linear Regression Analysis

Multiple linear regression analysis is used to determine the relationship/correlation/extent of the influence of the independent variables, namely Store Atmosphere (X1) and Service Quality (X2), on the dependent variable Buying Decision (Y). The results are presented in Table 7.

Table 7. Results of the Multiple Linear Regression Test

Coefficients^a

Model	Unstandardized Coefficients		Standardized Coefficients	t	Sig.
	B	Std. Error	Beta		
1 (Constant)	2.286	.449		5.091	.000
Store atmosphere	-.165	.040	-.190	-4.151	.000
Service Quality	.485	.041	.649	11.878	.000

a. Dependent Variable: Buying Decision

Source: processed data, 2024

Based on Table 7, it is known that the obtained regression equation is as follows:

$$Y = 2.286 - 0,165 X1 + 0,485 X2 + e$$

T Test (Partial)

The T test (partial) is used to examine the significance level of the influence between the independent variables, namely Store Atmosphere (X1) and Service Quality (X2), on the dependent variable Buying Decision (Y). The testing criteria are established based on probability and significance levels presented in Table 6. It is noted that the significance level of all independent variables has a positive or very significant effect on the dependent variable, with a significance value of 0.000, which is less than the alpha level (<0.05).

The Influence of Store Atmosphere on Buying Decisions at NIKALUA COFFEE AND EATERSY in Bangri Jepara

The results show that the Store Atmosphere at NIKALUA COFFEE AND EATREY in Bangsri Jepara will greatly influence the Buying Decision. This condition illustrates that the Store Atmosphere at NIKALUA COFFEE is considered quite attractive by consumers. This condition also affects the atmosphere that consumers want to enjoy, so that consumers are interested in buying the products offered. Therefore, this condition is in accordance with the view of Soyoung & Kim, (2022) that the Store Atmosphere greatly influences consumers to come to make a Buying Decision at a Café that sells products that are the target consumers. The Store Atmosphere value according to consumers is very good so that it greatly influences the Buying Decision made by consumers.

This condition is in accordance with the results of the research that has been done, that Store Atmosphere greatly influences Buying Decision. The Store Atmosphere value is 0.165 on Buying Decision. Significantly, the Store Atmosphere variable influences the dependent variable sig. 0.000 is smaller than Alpha (<0.05).

The Influence of Service Quality on Buying Decisions at NIKALUA COFFEE AND EATERSY in Bangri Jepara

The results show that Service Quality at NIKALUA COFFEE AND EATREY in Bangsri Jepara will greatly influence Buying Decisions. This condition illustrates that the Service Quality carried out by employees and managers of NIKALUA COFFEE is considered very good by consumers. This condition also greatly influences consumers to come back again. Finally, when consumer comfort has been felt to be fulfilled, consumers are interested in buying the products offered. Therefore, this condition is in accordance with the view of Madiawati et al., (2021) that Service Quality greatly influences consumers to come to make Buying Decisions at Cafés that sell products that are the target consumers. The value of Service Quality according to consumers is very good so that it greatly influences Buying Decisions made by consumers.

This condition is in accordance with the results of the research that has been done, that Store Atmosphere greatly influences Buying Decision. The Service Quality value is 0.485 on Buying Decision. Significantly, the Store Atmosphere variable influences the dependent variable sig. 0.000 is smaller than Alpha (<0.05).

The Influence of Store Atmosphere and Service Quality on Buying Decisions at NIKALUA COFFEE AND EATERSY in Bangri Jepara

The results show that Store Atmosphere, and Service Quality at NIKALUA COFFEE AND EATERY in Bangsri Jepara will greatly influence Buying Decision. One of the decisions that consumers consider to make a Buying Decision is the Condition of Store Atmosphere, and Service Quality offered by NIKALUA COFFEE AND EATERY in Bangsri Jepara. Therefore, it is important for NIKALUA COFFEE AND EATERY in Bangsri Jepara to pay attention to and always improve the comfort for consumers, the aesthetic beauty and quality presented are increasingly attractive, it will increase sales turnover.

This condition is shown in the results of the f-test analysis, that all independent variables affect the dependent variable. This condition is in accordance with the views expressed by Soyoung

& Kim, (2022) , Madiawati et al., (2021) , and Suhendi (2021) that Store Atmosphere, and Service Quality simultaneously affect Buying Decisions at NIKALUA COFFEE AND EATERSY in Bangsri Jepara. The results of multiple regression analysis show that all independent variables significantly affect the dependent variable by 91%. The remaining 9 is influenced by other models outside the research model.

Furthermore, although R Square is high, there is still 9% variation in the dependent variable that cannot be explained by the three independent variables. This indicates that other factors outside the research model also influence consumer Buying Decision. These factors need to be identified and studied further in further research.

Therefore, the Interpretation of the R Square Value of 0.910 is considered high, but a deeper interpretation requires consideration of; the number of independent variables; the more independent variables; the higher the expected R Square value. Furthermore, the sample size, so that the R Square value can be influenced by the size of the sample used in the study. Data availability: The quality and accuracy of the data used can also affect the R Square value.

So it can be concluded that the R Square analysis shows that the independent variables in this study have a strong ability to explain the dependent variable. However, there are still other factors that need to be considered to fully understand consumer buying decision behavior. Further research with independent variables and wider samples can provide a more comprehensive understanding.

CONCLUSION

Based on the results of the study, it can be seen that Store Atmosphere (X1) has a significant effect on Buying Decision (Y) of consumers at the Nikalua Coffee and Eatery Bangsri Jepara cafe. The results of this study are in accordance with research conducted by Ariyanto et al., (2020) which explains that Store Atmosphere is able to encourage Buying Decisions so as to increase product sales to consumers. Furthermore, and Service Quality (X2) on the dependent variable Buying Decision (Y) of consumers at the Nikalua Coffee and Eatery Bangsri Jepara cafe has a very significant effect. This is in accordance with research conducted by Nasution & Safina, (2022) that products that have quality will be the choice for consumers, and the quality given to consumers is one of the supporters of how consumers have a deep impression of the research object. So that the results of this study are consistent with previous research which is a reference in this study, how all independent variables greatly influence buying decisions made by consumers at the Nikalua Coffee and Eatery Bangsri Jepara cafe.

Based on the results of the f-test count of 362,216 with Sig. 0.000 (<0.05). This means that simultaneously from all independent variables to the dependent variable. Meanwhile, the Adjusted R Square value is 90.8% or 91%. This means that the variance of changes in the dependent variable can be explained by the independent variable by 91%, the remaining 9% is explained by other variables outside the research variable.

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