

# The Effect of Cafe Atmosphere on Purchase Decisions Through Purchase Intention as an Intervening Variable at The Café Kopi Kenangan Merak in Samarinda

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Cafe Atmosphere, Purchase Intention, Purchase Decision

## Abstract

This study found that with increasing competition in the coffee outlet industry, Cafe Kopi Kenangan needs to maintain its marketing strategy by improving the quality of the atmosphere in its outlets. This study aims to determine the effect of Café Atmosphere on Purchase Decisions through Purchase Intention as an intervening variable at Café Kopi Kenangan Merak in Samarinda. The population in this study are consumers who have purchased products at Café Kopi Kenangan and have bought at Café Kopi Kenangan. This research uses descriptive quantitative type. The sample used in this study was 213 respondents who were taken by probability sampling method using simple random sampling. The data collection technique was carried out using a questionnaire in the form of a Google Form link. The data processing method of this research is using SmartPLS 4.0.2 software. The results in this study indicate that café atmosphere has a positive and significant effect on purchase decision, café atmosphere has a positive and significant effect on purchase intention, purchase intention has a positive and significant effect on purchase decision, café atmosphere has a positive and significant effect on purchase decision through purchase intention as an intervening variable.

## 1. Introduction

In the era of globalization, many business opportunities can be used as a starting point for a business. Entrepreneurs face challenges to survive and compete. One area that attracts young entrepreneurs is the cafe industry. The cafe industry in Indonesia is promising, attracting public attention as lifestyles change, especially among teenagers and adults, both to enjoy cafe products and to relax with family or friends (Tanjung, 2020). This phenomenon emphasizes the importance of cafe business actors carefully identifying the needs and preferences of the target market. The dynamics of intense competition force business owners to develop effective strategies to maintain existence and competitiveness. The high intensity of competition requires the development of innovative strategies to meet changing consumer needs (Putri, 2014).

The data indicates a significant level of competition in the coffee industry in Indonesia. Kopi Janji Jiwa dominates with the most outlets, while Kopi Kenangan is in second place with 932 outlets, and Starbucks is in sixth place with 443 outlets (Valerina, 2022). In Samarinda City, Kopi Kenangan has 9 outlets and Kopi Janji Jiwa has 11 outlets. Both brands continue to expand their presence to meet growing consumer demand. The number of competing outlets increases competition for market share, which affects consumers' purchasing decisions based on their information and preferences (Arianto & Satrio, 2020).

One of the tactics that can be used to gain an advantage in competition is to create unique innovations. According to the explanation by Berman et al., (2018), atmosphere refers to the physical elements of a store that

have an important role in forming an attractive impression for consumers. According to Putri, (2014), a cozy atmosphere and creative decorations in a cafe can attract consumers to visit. According to Firdaus & Sari, (2022), attendance at a café is not only a coffee experience but also the result of careful environmental design. Space arrangement, decoration, lighting, and a wise selection of colors are important elements that determine the atmosphere and affect the mood of customers.

Apart from paying attention to the café atmosphere, an essential marketing aspect is considering purchasing interest. According to the opinion of Kotler & Keller, (2016) purchase interest is a consumer behavior that arises as a reaction to an object, indicating a person's desire to make a purchase. According to Arifin & Rizaldy, (2023), purchase intention reflects the purchase plans of consumers, who may only have a basic understanding of the product without certainty that they will buy it. According to Ngadimen & Widyastuti, (2021), purchase intention is the phase in which consumers interact with various brands and then decide to buy the preferred goods or services based on certain considerations. Therefore, the company's responsibility is to attract consumers through various special strategies so that they are interested and choose to buy the products offered (Irvanto & Sujana, 2020).

Therefore, businesses need to have the ability to determine strategies, understand what consumers think when they decide to buy products, and find the dominant factors in the market. By understanding this, businesses can make policies that increase competition in the market. Concerning the background previously described, the researcher conducted a study on "The Effect of Café Atmosphere on Purchase Decision Through Purchase Intention as an Intervening Variable at Kenangan Merak Coffee Cafe in Samarinda".

Based on previous research, various factors cause purchasing decisions through purchase intention. Then preliminary research was conducted to select variables to be tested in influencing purchasing decisions through purchase intention. An initial survey was conducted of 40 respondents, and the results showed that the cafe atmosphere caused them to make purchases at the Kenangan coffee cafe. Based on the explanation above, it is necessary to know how consumers perceive the strategy set by the company, which is formulated in the objectives of this study, namely, to analyze the effect of cafe atmosphere on purchasing decisions through purchase intention as a mediating variable. The research framework is based on the concept of quantitative research starting from the selection of the population, sample, and analysis of the results of data processing for the company.

According to Berman et al., (2018), atmosphere refers to the characteristics of a store that shows an image and aims to attract customers with elements that include exterior, general interior, store layout, and interior design. So, the researcher can conclude that atmosphere is how a good cafe situation or situation can be seen and felt to be able to create a mood for consumers while in it to attract consumers effectively. Related to research conducted previously Tansala et al., (2019) revealed that store atmosphere influences purchasing decisions. Herdiany et al., (2021) examine the variables of store atmosphere, product display, and price discount on impulse buying which simultaneously have a positive and significant effect. Tanjung, (2020) explains that creating a pleasant, attractive atmosphere and making consumers feel comfortable in the cafe is an effective strategy to attract consumer interest in making purchases. In connection with the previous description, the authors want to examine the variable café atmosphere on purchase decisions, so the hypothesis proposed by the author is as follows:

### **H1: Café Atmosphere has a positive and significant effect on Purchasing Decision**

The café atmosphere has a very important role in business and can influence the feelings of consumers who visit the café, thus influencing purchase interest. Related to a previous study conducted by Wardhani & Dwijayanti, (2021) which states that store atmosphere has a positive influence on customer satisfaction. Sumaryanti et al., (2021) states that the store atmosphere variable has a significant influence on repurchase intentions. Wardinata & Ali Alam, (2022), state that store atmosphere positively affects purchase intention. The results showed that improvements in the atmosphere in the cafe have the potential to increase the level of customer satisfaction and the tendency to make repurchases. Concerning the previous discussion, the authors are interested in examining the influence of the cafe atmosphere variable (Café Atmosphere) on purchase intention, so that the following hypothesis can be formed:

### **H2: Café Atmosphere has a positive and significant effect on Purchase Intention**

Purchase intention reflects a consumer's inclination towards a brand or purchase action, measured through the likelihood of a purchase transaction. It is important in analyzing consumer behavior and designing effective marketing strategies. Purchase intention is impacted by factors such as education, experience, and viewpoints that shape consumer understanding (Maurencia et al., 2021). The demands or wants and needs of consumers for an item may have an impact on how they make a purchase. When consumers make a purchase decision, they consider what product to buy, where, when, how, in what quantity, and for what reason they buy the product (Ahidin, 2020). According to (Sukma et al., 2024); and (Dapas et al., 2019) the results of the study found that Purchase Intention has a positive and significant effect on Purchase Decisions. Based on the explanation that has been conveyed previously, a hypothesis is formed with the following formulation:

### **H3: Purchase Intention has a significant effect on Purchasing Decision**

Purchase interest is a motivation, namely a strong internal drive to act, where this motivation is influenced by stimulation and positive feelings towards the product. To be able to arouse the emotional state of consumers, a café needs to project a café atmosphere to consumers which then has an impact on purchasing decisions. The results of a previous study conducted by Afifi & Wahyuni, (2019) have a significant and positive influence on purchase intention as an intervening variable, and research by Noky, (2021) shows that the variables Online Customer Review and Tagline have a significant and positive relationship to purchasing decisions through purchase intention as an intervening variable. Meanwhile, research by Lazaris et al., (2022), reveals that overall, omnichannel strengthens the quality of the traditional store environment by adding online channel stimulus, which in turn has an impact on favorable consumer responses. In particular, the store atmosphere influences purchase intention. Therefore, purchase intention is considered an intermediate variable in the relationship between Café Atmosphere and Purchase Decision. Based on the description above, the researcher wants to examine the variable café atmosphere on purchase decision through purchase intention, the following hypothesis formulation can be made:

**H4: Café Atmosphere has a positive and significant influence on Purchasing Decisions mediated by Purchase Intention**

## 2. Research Methodology

The research begins with planning, data collection, data processing, data analysis, and article writing. This research is quantitative research, namely, to determine and analyze the effect of exogenous variables on endogenous variables through intervening variables. Exogenous variables include Café Atmosphere (X), endogenous variables are purchasing decisions (Y), and intervening variables are purchase intentions (Z). The indicators of each variable are, namely, indicators of café atmosphere variables (X): signage, parking facilities, color, aroma, music, and layout. Then the indicators of the purchase decision variable (Y): are product choice, brand choice, purchase time, and payment method. Then the purchase intention variable indicator (Z): store quality and service.

In this study, researchers did not have definite information regarding the number of populations to be studied, therefore, to determine the sample size needed in the study, the formula used was the Lemeshow formula (Lemeshow et al., 1997).

$$n = \frac{1,962 \times 0,5 \times 0,5}{0,1^2}$$

$$n = 96.04$$

The results of calculations using the Lemeshow formula resulted in the required sample size of 96 respondents. To make it easier and get a more rounded number, the number was rounded up to 100 respondents, who will be used as samples in the study.

## 3. Results and Discussions

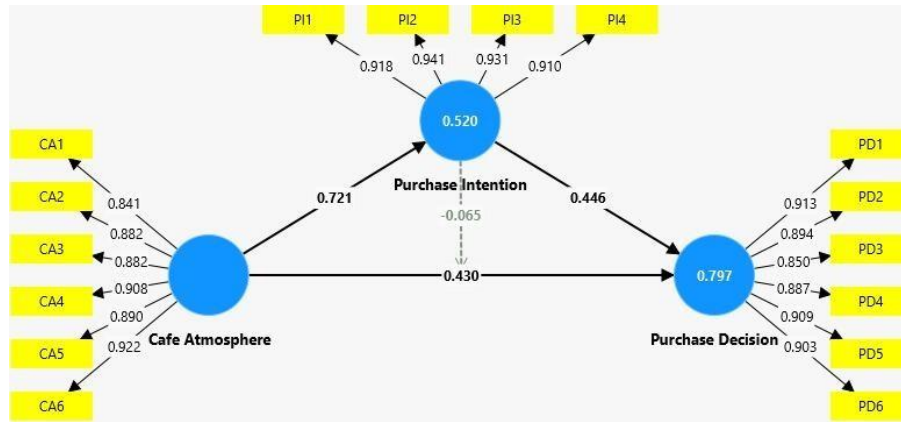
Of the 213 participants, 50.7 percent were male or 108 people and 49.3 percent were female or 105 people. The majority were in the age range of 18 - 22 years at 56.3% or as many as 120 people, while 23 - 28 years at 33.8% or as many as 72 people, and 29 - 32 years at 7.5% or as many as 16 people. While > 33 years as much as 2.3% or as many as 5 people. From this analysis, it can be concluded that the majority of Kenangan Coffee Cafe customers in Samarinda City are in the age range of 18-22 years. This may be due to the hobby of young people drinking coffee. The majority of participants, 128 people or 60.1% of the total, were students. Furthermore, the data shows that 14 individuals, or 6.6% of the participants, are entrepreneurs. Meanwhile, the private sector accounted for 19.7% or the equivalent of 42 people among the total participants. Other job categories are represented by 28 individuals, which account for 13.1% of the total sample. Based on this distribution, it can be concluded that students are the main consumers of Kopi Kenangan in the Samarinda City area.

All indicators of café atmosphere variables, purchase intentions, and purchase decisions have a value above 0.70. Therefore, it can be concluded that all variable indicators are valid. Furthermore, Cronbach Alpha for each construct > 0.70, Composite Reliability for each construct > 0.70, and Average Variance Extracted (AVE) for each construct > 0.50, meaning that all constructs are reliable and valid.

The path analysis test results are used to analyze whether each hypothesis is supported. The following is a path analysis table (Table 1), as well as a picture of the model built (Figure 1):

**Table 1** Path Analysis Test Result

No	Variable	Original Sample	T-Statistic	P-Value
1	CA → PD	0.430	4.383	0.000
2	CA → PI	0.721	11.324	0.000
3	PI → PD	0.446	4.195	0.000



**Fig. 1** The Constructed Model

Specific indirect analysis test results are used to analyze whether each hypothesis is supported. The following is a specific indirect analysis table (Table 2):

**Table 2** Specific Indirect Analysis Test Result

No	Variable	Original Sample	T-Statistics	P-value
1	CA → PI → PD	0.322	3.580	0.000

#### 4. Discussion

This situation shows that the atmosphere at Cafe Kopi Kenangan Merak in Samarinda greatly influences consumer purchasing decisions. A café atmosphere is a very important factor for consumers in determining purchase intentions. A comfortable environment, attractive aesthetics, an atmosphere that supports leisure or work experience, and a neat arrangement of products play a significant role in influencing consumers' decisions to choose and return to Cafe Kopi Kenangan Merak in Samarinda. By creating a pleasant and supportive atmosphere, the cafe can attract and retain customers and increase their loyalty. Factors such as lighting, music, aroma, and harmonious interior decoration contribute to creating a positive experience for consumers, encouraging them to make purchases and return in the future.

The findings of this study are consistent with the results of previous studies by Tansala et al., (2019) and Tanjung, (2020), who found that the café atmosphere influences purchasing decisions. There are no significant differences between previous research and current research, which indicates the consistency of findings regarding the effect of café atmosphere on purchasing decisions. However, this finding is different from the research of Budiono & Siregar, (2023), which concluded that the café atmosphere has no significant impact on purchasing decisions.

The cafe atmosphere that exists in the Merak Kenangan Coffee Cafe in Samarinda greatly influences purchase intention. Café atmosphere is a very important factor for consumers in determining purchase intention. A comfortable environment, attractive aesthetics, an atmosphere that supports a relaxing or working experience, and a neat product arrangement can significantly influence consumers' decisions to choose and return to Café Kopi Kenangan Merak in Samarinda.

The findings of this study are in line with research conducted by Wardinata & Alam, (2022), in this study, it was found that there was a significant influence between store atmosphere (café atmosphere) on purchase intention. However, the findings of this study contradict previous studies conducted (Rakhmawati & Trenggana, 2018) which concluded that the café atmosphere does not have a significant impact on purchase intention.

Purchase intention strongly influences purchase decisions. This indicates that the higher the purchase intention of consumers, the more likely they are to buy the product. A strong purchase intention encourages consumers to make a purchase decision.

This finding is consistent with the research of Solihin, (2020) and Tyassari & Wulandari (2022) Tyassari & Wulandari, (2022), which shows that purchase intention has a positive and significant effect on purchase decisions. However, these results contradict the study of Andriani et al., (2023), which concluded that purchase intention does not have a positive and significant impact on purchase decisions.

The café atmosphere presented by Merak Kenangan Coffee Cafe makes the atmosphere comfortable and at home so that it can increase consumer purchase intention, which in turn will increase consumer purchase decisions for Merak Kenangan coffee café products. So, purchase intention acts as a mediator between the café atmosphere and purchase decision.

The findings of this study are in line with the results of Afifi & Wahyuni, (2019), which concluded that the café atmosphere plays an important role in creating comfort and convenience for consumers, thereby increasing interest and purchasing decisions. However, these findings contradict the study of Yanti & Budiarmo, (2020), which concluded that the café atmosphere does not have a significant impact on purchasing decisions through purchase intention.

## 5. Conclusion

Based on the results of the formulation of problems, hypotheses, and research results, it can be concluded that there is a positive and significant effect on research entitled "The Effect of Café Atmosphere on Purchase Decision through Purchase Intention as an Intervening Variable at Café Kopi Kenangan Merak in Samarinda". Analysis using the SEM- PLS method shows that the café atmosphere has a positive and significant effect on purchase decisions, supporting the first hypothesis. Purchase intention also has a positive and significant effect on purchase decisions, strengthening the second and third hypotheses. In addition, the atmosphere influences purchase decisions through purchase intention, indicating that the better the café atmosphere is created, the more consumers' purchase intention and purchase decisions at Café Kopi Kenangan in Samarinda will increase.

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## Conflict of Interest

Authors declare that there is no conflict of interests regarding the publication of the paper.

## Author Contribution

*The authors confirm contribution to the paper as follows: **study conception and design:** Yunita Amelya, Istimaroh; **data collection:** Yunita Amelya; **analysis and interpretation of results:** Istimaroh; **draft manuscript preparation:** Yunita Amelya, Istimaroh. All authors reviewed the results and approved the final version of the manuscript.*

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