



The Influence of Store Atmosphere and Location on Purchasing Decisions for Coffee Shop Haidden Sidoarjo

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ABSTRACT

This study aims to identify how the influence of Store Atmosphere and Location on purchasing decisions for Coffeshop Haidden Sidoarjo products. The population of this research is consumers of Coffeshop Haidden Sidoarjo products. This research method is quantitative by taking a sample of 108 respondents and distributing questionnaires in Sidoarjo City with the help of Google Forms. The sample collection technique uses non-probability sampling by determining the accidental sampling method. The sample consists of respondents who live around the City of Sidoarjo, aged 17 years and over, buyers and users of Haidden's Coffeshop products. Data taken from respondents are primary data and secondary data. The analysis technique used in this study uses Partial Least Square (PLS) with validity tests, reliability tests, and hypothesis testing. Based on the results of data processing from this study it can be concluded that the decision to purchase Coffeshop Haidden products is positively and significantly influenced by the Store Atmosphere and Location variables.

INTRODUCTION

The development of the business world in the current era of globalization has experienced quite a significant increase. With the development of an increasingly modern society, consumer behavior in purchasing a product or service is also increasingly diverse. Currently, many products and services are emerging offering their advantages and uniqueness. Various industrial sectors ranging from fashion, design, crafts, film and culinary are trying to show their respective existences. This change is marked by improvements in people's lifestyles and mindsets as well as technological advances. This results in consumers having many choices in purchasing the products or services offered. Under these circumstances, business actors must also strive to fulfill the wants, needs and demands of consumers, as well as create innovations that are different from other similar businesses. One of the businesses that is currently developing in Indonesia is a coffee shop. Coffee Shop is a type of cafe that is categorized as a small cafe that provides a place to drink coffee with supporting facilities for consumer comfort.

The phenomenon of the rapid proliferation of coffee shops in Indonesia also occurs in the city of Sidoarjo, which is also starting to emerge. This happens because people choose Coffee Shop as a place to gather with friends, or do assignments. Therefore Coffee Shop is one place that can be visited. With so many Coffee Shop businesses, people have many choices to choose products for consumption.

The creation of purchasing decisions can provide several benefits, one of which is the close relationship between business actors and consumers. With a close relationship between business actors and consumers, certainly, consumers will often make purchases at that place. One of the Coffee Shops in the city of Sidoarjo is Coffee Shop Hidden. The establishment of this Coffee Shop was due to the owner of Haidden's love for coffee from Indonesia and other countries and there were still very few Coffee Shops in the city of Sidoarjo at that time so it could be used as a business opportunity. Apart from that, the owner also wants to introduce various Indonesian coffees to the people of Sidoarjo city by holding several events and inviting several coffee experts to provide education about coffee which will be held at the Haidden Coffee Shop. (Source: interview with the owner of Haidden). This is certainly a challenge for Hidden in this business to maintain its existence in the city of Sidoarjo. The hidden coffee shop was established in 2019 and is located at Jalan Anggrek VI No 28B, Koreksari, Waru District, Sidoarjo. The following is the sales data that researchers have obtained for the last 1 year from Hidden as shown in Table 1 below.

**Table 1 Haidden Coffee Shop Sales Data February 2022
- February 2023**

no	Month	Sales of Cups/Items
1	February 2022	Rp 832.000
2	Marc 2022	Rp 924.000
3	Apryl 2022	Rp 1.115.000
4	Mei 2022	Rp 921.000
5	June 2022	Rp 967.000
6	July 2022	Rp 1.343.000
7	August 2022	Rp 990.000
8	September 2022	Rp 1.285.000
9	October 2022	Rp 832.000
10	November 2022	Rp 1.132.000
11	December 2022	Rp 1.031.000
12	January 2023	Rp 978.000
13	February 2023	Rp 956.000

Source: sales data *Coffee Shop* Haidden Sidoarjo

Based on table 1.2, shows that sales at Haidden Coffee Shop from February 2021 - February 2022 experienced fluctuations, this situation is something that Hidden Coffee Shop needs to pay attention to because sales figures at Haidden Coffee Shop fluctuated and in the last month sales always decreased. This shows that there are factors that influence the decline in sales and one way to find out is to understand consumer needs.

Based on the background of this problem, this research was carried out with the focus & title "The Influence of Store Atmosphere and Location on Purchase Decisions at Haidden Sidoarjo Coffee Shop"

THEORETICAL REVIEW

A. Store Atmosphere

According to Barry and Evans (2018:464), the Store Atmosphere is the physical characteristics of a store that can show an image (impression) and attract consumers. Store Atmosphere includes the outside of the shop, inside the shop, room layout and displays (Interior point of interest displays).

Store Atmosphere Indicator

This is the atmosphere created in the Haidden Sidoarjo Coffee shop. According to Berman et al., (2018), the store atmosphere indicators are as follows:

1. Exterior (outside of the shop):

The front of the shop reflects the stability and solidity of the company's spirit and the nature of the activities within it and can create trust and goodwill for consumers. The store exterior functions as identification or a sign of recognition, so it often displays a symbol.

2. *General Interior (general interior):*

Must be designed to maximize visual merchandising. As is known, advertising can attract buyers to come to the store, but the most important thing that can make sales after purchasing is in the store is display. A good display can attract the attention of consumers so that it is easy to observe and choose goods and finally make purchases when consumers enter the store.

3. *Store Layout (store layout):*

Each type of retail store has its layout classification according to its needs. It would be better if the layout is varied so that customers can go around the entire contents of the shop.

4. *Interior Point Of Interest Display (attractive decoration in the shop):*

Shop Decoration is a feature to beautify the appearance of the shop page using store promotion banners/images, videos, and promo vouchers. Apart from being different, you can also attract more buyers with interesting content that will enhance your store's branding.

5. *Cleanliness (cleanliness)*

Cleanliness can be the main factor that consumers consider before making a purchase. If the exterior and interior design has been implemented properly, while cleaning maintenance is poor, then this can give a negative assessment from consumers.

B. Location

According to (Gery, 2018: 95) Location is a company's activity to make products available and available to consumers. The principles considered in choosing a business location include easy access, strong attractiveness, growth potential, and low-quality competition. Based on the understanding of location according to the experts above, the authors can conclude that location is a company decision for companies to do business or carry out business activities and is an important factor in determining success in doing business.

Location Indicator

1. **Access:**

For example, locations that are frequently traveled or easily accessible using transportation.

2. **Visibilitas:**

That is a location or place that can be seen clearly from a normal viewing distance.

3. **Traffic:**

Concerning two main considerations, namely:

- A. The large number of people passing by can provide great purchasing opportunities, namely purchasing decisions that often occur spontaneously, without planning, and/or without special efforts.
- B. Traffic congestion and congestion can also be an opportunity.

4. Parking place:

Spacious, comfortable and safe parking space for both two-wheeled and four-wheeled vehicles.

5. Environment:

Namely strategic surrounding areas to support the products offered. For example: restaurants or restaurants close to boarding areas, dormitories, campuses, schools, offices, and so on.

C. Buying Decison

Consumer purchasing decisions begin with the desire to buy which arises because there are various influencing factors such as the desired price, the information provided, and the profits or benefits that can be obtained from the product or service. A consumer makes a purchasing decision when he decides whether to buy a product or not after first seeing whether it is appropriate or not to do so by considering the product information that is already known about the product after actually seeing it. The results of the analysis affect the customer's preference to buy as an alternative. from the term purchase decision put forward by Tampi, and Taroreh (2018).

Purchasing Decision Indicator

Purchasing decisions are something that consumers consider when they want to buy and consume a product to meet their needs. Purchasing decision indicators according to Kotler and Keller (in Melati and Dwijayanti, 2020) include:

1. Product choice:

Product or service selection is the reason why consumers choose products/services to meet their needs.

2. Brand choice:

Brand selection is how a brand positions itself in the form of consumers which includes the brand image, namely the uniqueness of a product/service.

3. number of product purchases:

Consumers must make decisions regarding the number of products they will purchase

4. time to purchase the product:

Time is one of the most important elements for consumers to buy a product/service.

5. Payment Method:

Consumers must make choices about the method/method of payment for the product purchased.

The Influence of Store Atmosphere on Purchasing Decisions

The store atmosphere offered by producers, if responded to positively by consumers, will have great opportunities for the place to be visited. Atmosphere refers to the design of the environment through visual communication, lighting, color, music and aroma that stimulates customers perceptually and emotionally and ultimately influences their buying behavior.

It can be assumed that the consumer's assessment or response to the store atmosphere will affect consumer purchases. One of the considerations in making purchasing decisions is an attractive store atmosphere.

These results support previous research by Putri and Manik (2021) which stated that there was an effect of store atmosphere on purchasing decisions. Welsa and Khoironi (2019) added that store atmosphere could be more reason for consumers to be interested and choose where to buy. According to research conducted by Farizal and Muhajirin (2020), store atmosphere has a positive effect on purchasing decisions. Arkam's research (2020) also states that store atmosphere has a significant effect on purchasing decisions and is by the hypothesis proposed, namely store atmosphere has an effect on purchasing decisions.

H1: Store Atmosphere has a positive effect on Purchase Decisions for Coffee Shop Hidden Sidoarjo products

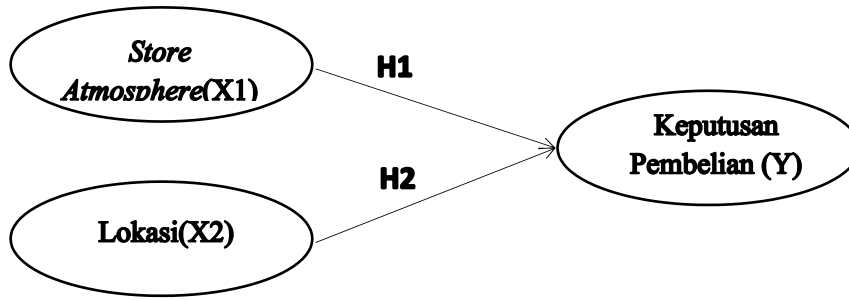
Effect of Location on Purchasing Decisions

The results of this research are in line with the results of research by Putri & Manik (2021) which states that there is an influence of location on purchasing decisions. The better the location, the better the consumer's purchasing decisions. Arkam's (2020) research also states that location has a significant influence on purchasing decisions and is by the hypothesis proposed, namely that location influences purchasing decisions.

H2: Location has a positive effect on the Purchase Decision for Coffee Shop Hidden Sidoarjo products

Conceptual Framework

The conceptual framework describes the influence of the independent variables on the dependent variable, namely the influence of Store Atmosphere and location on consumer purchasing decisions.



METHODOLOGY

This research is quantitative research using primary data which was obtained by distributing questionnaires in the form of a Google Form link to respondents. With a population of Hidden Coffee Shop customers residing in Sidoarjo. The method used for measuring the sample in this study is the non-probability sampling method. The technique used is purposive sampling, where sampling is taken by considering convenience, a person is taken as a sample because the person happens to be in a place or happens to know that person. By chance, or anyone who happens to meet researchers who are deemed suitable for the characteristics of the sample to be determined as a sample. Due to the unknown population, the number of samples used is determined according to the sample measurement guidelines according to Ghozali (2018), namely The sample size is the number of indicators multiplied by 5-10 parameters being estimated. In this study, the number of indicators was 15 with 7 parameters. So the sample used was $15 \times 7 = 105$. The data in this study were processed using the Partial Least Square method assisted by the Smart PLS 4.0 program.

RESULTS

Table 2 Outer Loading (Mean, STDEV, T-Values)

	<i>Faktor Loading</i>	<i>Sample Mean (M)</i>	<i>Standard Deviation (STDEV)</i>	<i>Standard Error (STERR)</i>	<i>T Statistics (O/STERR)</i>
X1.1 <- Store Atmosphere (X1)	0,806318	0,804522	0,041968	0,041968	19,212813
X1.2 <- Store Atmosphere (X1)	0,724943	0,716652	0,077219	0,077219	9,388186
X1.3 <- Store Atmosphere (X1)	0,723044	0,708980	0,070630	0,070630	10,236990
X1.4 <- Store Atmosphere (X1)	0,717882	0,712090	0,067552	0,067552	10,627024
X1.5 <- Store Atmosphere	0,781962	0,774146	0,054078	0,054078	14,459896

(X1)					
X2.1 <- Location(X2)	0,764700	0,740516	0,090970	0,090970	8,406052
X2.2 <- Location (X2)	0,730709	0,695020	0,124357	0,124357	5,875882
X2.3 <- Location (X2)	0,762294	0,759105	0,049496	0,049496	15,401116
X2.4 <- Location (X2)	0,740200	0,717695	0,093587	0,093587	7,909218
X2.5 <- Location (X2)	0,784917	0,792144	0,046115	0,046115	17,021045
Y1 <- Buying Decision (Y)	0,723320	0,712145	0,068043	0,068043	10,630311
Y2 <- Buying Decision (Y)	0,743146	0,740899	0,057261	0,057261	12,978182
Y3 <- Buying Decision (Y)	0,779857	0,780315	0,049888	0,049888	15,632144
Y4 <- Buying Decision (Y)	0,792870	0,787744	0,043515	0,043515	18,220529
Y5 <- Buying Decision (Y)	0,705063	0,695942	0,074759	0,074759	9,431156

Source: Data processing results

From the table above, the validity of the indicators is measured by looking at the Factor Loading Value of the variable to the indicator, it is said that the validity is sufficient if it is greater than 0.5 and or the T-Statistic value is greater than 1.96 (Z value at $\alpha = 0.05$). Factor Loading is the correlation between indicators and variables, if it is greater than 0.5 it is considered that the validity is fulfilled as well and if the T-Statistic value is greater than 1.96 then the significance is fulfilled.

Based on the outer loading table above, all reflective indicators on the variable Store Atmosphere (X1), Location (X2), and Purchase Decision (Y), show a factor loading (original sample) greater than 0.50 and or significant (T value - Statistic is more than the value of $Z \alpha = 0.05$ (5%) = 1.96), thus the estimation results of all indicators have fulfilled Convergent validity or good validity. Measuring the validity of indicators can also be seen from the Cross Loading table, if the loading factor value for each indicator on each variable is greater than 0.6 and the factor loading value is greater than the factor loading for each indicator on other variables, the factor loading is said to be valid, but otherwise, it is said to be invalid.

Table 3 Cross Loading

INDICATOR	Buying Decision (Y)	Location (X2)	Store Atmosphere (X1)
X1.1	0,376232	0,270305	0,806318
X1.2	0,203882	0,211941	0,724943
X1.3	0,194670	0,230359	0,723044
X1.4	0,237638	0,306414	0,717882
X1.5	0,230220	0,348534	0,781962
X2.1	0,248571	0,764700	0,190642
X2.2	0,192372	0,730709	0,196580
X2.3	0,278354	0,762294	0,278857
X2.4	0,264885	0,740200	0,210231
X2.5	0,352550	0,784917	0,427961
Y1	0,723320	0,230752	0,253038
Y2	0,743146	0,246436	0,232766
Y3	0,779857	0,332490	0,293448
Y4	0,792870	0,310970	0,351813
Y5	0,705063	0,200453	0,080387

Source: Data processing results

From the results of cross-loading data processing, it was obtained that all factor loading values for each indicator (shaded) both in the Store Atmosphere (X1), Location (X2), and Purchase Decision (Y) variables, showed greater factor loading values compared to loading of indicator factors from other variables so that it can be said that all indicators in this study have fulfilled their validity or have good validity.

Table 4 Average Variance Extracted (AVE)

	Average Variance Extracted (AVE)
Buying decision (Y)	0,561878
Location (X2)	0,572757
Store Atmosphere (X1)	0,565061

Source: Data processing results

The next measurement model is the Average Variance Extracted (AVE) value, namely the value indicating the magnitude of the indicator variance contained by the latent variable. Convergent AVE value greater than 0.5 indicates good validity for the latent variable. The reflective indicator variable can be seen from the average variance extracted (AVE) value for each construct (variable). A good model is required if the AVE value of each construct is greater than 0.5. The AVE test results for the Store Atmosphere variable (X1) are 0.565061, the Location variable (X2) is 0.572757, and Purchase Decision (Y) is 0.561878, these three variables show a value of more than 0.5, so overall The variables in this research can be said to have good validity.

Table 5 Composite Reliability

	<i>Composite Reliability</i>
Buying Decision (Y)	0,864861
Location (X2)	0,870107
Store Atmosphere (X1)	0,866323

Source: Data processing results

Construct reliability is measured by the value of composite reliability, construct reliability if the composite reliability value is above 0.70 then the indicator is called consistency in measuring the latent variable. The results of the Composite Reliability test show that the Store Atmosphere variable (X1) is 0.866323, the Location variable (X2) is 0.870107, and the Purchase Decision (Y) is 0.864861, the third variable shows a Composite Reliability value above 0.70 so that It can be said that all variables in this study are reliable.

Table 6 Latent Variable Correlations

	Keputusan Pembelian (Y)	Lokasi (X2)	Store Atmosphere (X1)
Buyinh Decision (Y)	1,000000		
Location (X2)	0,365026	1,000000	
Store Atmosphere (X1)	0,350636	0,363706	1,000000

Source: Data processing results

In PLS the relationship between variables or constructs with one another can be correlated with one another, both exogenous and endogenous variables, or exogenous and exogenous variables, as shown in the table of latent variable correlations above. The relationship between one variable and another has a maximum correlation value of 1, the closer the value is to 1, the better the correlation. From the table of latent variable correlations above, the average correlation value between one variable and another shows an average correlation value that is moderate. The highest correlation value is found

between the location variable (X2) and the purchase decision (Y) at 0.365026, It can also be stated that among the variables in the research model, the relationship between the location variable (X2) and the purchase decision (Y) shows a relationship which is stronger than the relationship between other variables, this can also be interpreted that in this research model the level of purchasing decisions is more influenced by the location variable than the store atmosphere variable.

PLS Model Analysis

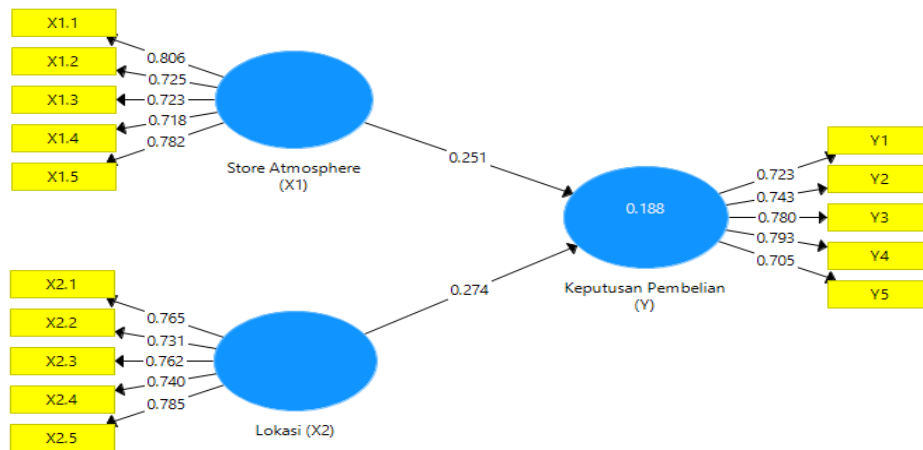


Figure 2 Outer Model with factor loading, Path Coefficient and R-Square

From the PLS output image above, it can be seen that the magnitude of the factor loading value for each indicator is located above the arrows between variables and indicators, You can also see the magnitude of the path coefficients (path coefficients) which are above the arrow line between exogenous variables and endogenous variables. Apart from that, you can also see the size of the R-Square which is right inside the circle of endogenous variables (Purchasing Decision variables).

Inner Model (Structural Model Testing)

Testing of the structural model is carried out by looking at the R-Square value which is a goodness-fit model test. Inner model testing can be seen from the R-square value on the equation between latent variables. The R2 value explains how much the exogenous (independent/independent) variables in the model can explain the endogenous (dependent/dependent) variables.

Table 7 R-Square

	R Square
Buying Decison (Y)	0,187949
Location (X2)	
Store Atmosphere (X1)	

Source: Data processing results

R2 value = 0.187949. It can be interpreted that the model can explain the phenomenon of Purchase Decision which is influenced by independent variables including Store Atmosphere and Location with a variance of 18.79%, while the remaining 81.21% is explained by other variables outside this study (besides Store Atmosphere and Location).). In addition to knowing the R2 value, the Goodness of Fit of the research model can be known from the magnitude of Q2 or Q-Square predictive relevance for structural models, which is to measure how well the observed values produced by the model and also its parameter estimates. A q-square value > 0 indicates the model has predictive relevance; Conversely, a Q-square value ≤ 0 indicates the model lacks predictive relevance.

The Q-Square calculation is carried out using the formula: $Q^2 = 1 - (1 - R_{12}) (1 - R_{22}) \dots (1 - R_{p2})$ where $R_{12}, R_{22} \dots R_{p2}$ is the R-square of the endogenous variable in the equation model. The value of Q2 has a range of $0 < Q^2 < 1$, where closer to 1 means the model is better. This Q2 quantity is equivalent to the total coefficient of determination in path analysis.

In this study, the value of Q2 is equal to $Q^2 = 1 - (1 - 0.187949) = 0.187949$. From the results of the Q2 calculation with a result of 0.187949, it can be concluded that the research model can be said to fulfill predictive relevance.

Hypothesis Test

Table 8 Path Coefficients (Mean, STDEV, T-Values, P-Values)

	Original Sample (O)	Sample Mean (M)	Standard Deviation (STDEV)	T Statistics (O/STERR)	P Values
Location (X2) -> Buying Decision (Y)	0,273704	0,288180	0,093027	2,942197	0,003
Store Atmosphere (X1) -> Buying Decision (Y)	0,251088	0,278457	0,076674	3,274743	0,001

Source:
Hasil Pengolahan data

From the table above it can be concluded that the hypothesis states:

Hypothesis 1: It is suspected that the Store Atmosphere has a positive influence on the decision to purchase the Hidden Coffee Shop in Sidoarjo City and is acceptable, with path coefficients of 0.273704, and a T-statistic value of 2.942197 > 1.96 (from the table value $Z_{\alpha} = 0.05$) or P-Value 0.000 < 0.05, with significant (positive) results.

Hypothesis 2: It is suspected that location has a positive effect on buying decisions. Coffee Shop Hidden in Sidoarjo City is acceptable, with a path coefficient of 0.273704, and a T-statistic value of 2.942197 >

1.96 (from the table value $Z_{\alpha} = 0.05$) or P-Value $0.000 < 0.05$, with a significant (positive) result

DISCUSSION

The Influence of Store Atmosphere on Purchasing Decisions

Based on the results of the research that has been conducted, show that the Store Atmosphere has a positive and significant influence on purchasing decisions for Haidden Coffee Shop, Sidoarjo City. This shows that the Store Atmosphere Coffee Shop Hidden is considered good by consumers in Sidoarjo City so consumers feel interested in visiting and feel comfortable. The results of the discussion of this study explain that the better or more attractive the Store Atmosphere, the higher the purchase decision.

This shows that the exterior of the Coffee Shop Haidden has its attraction for visitors to the Coffee Shop Haidden because the exterior design of the Coffee Shop has aesthetic value and a modern architectural building concept such as the design of the semi-outdoor section of the Coffee Shop Haidden.

The results of this research are in line with research conducted by Putri and Manik (2021) which states that there is an influence of store atmosphere on purchasing decisions. Welsa and Khoironi (2019) added that store atmosphere can be an additional reason for consumers to be interested and choose where they will buy. According to research conducted by Farizal and Muhajirin (2020), store atmosphere has a positive effect on purchasing decisions. Arkam's research (2020) also states that store atmosphere has a significant influence on purchasing decisions and is by the hypothesis proposed, namely that store atmosphere influences purchasing decisions.

Effect of Location on Purchasing Decisions

Based on the results of research that has been conducted, show that location has a positive and significant effect on purchasing decisions for the Hidden Coffee Shop in Sidoarjo City. This shows that the Hidden Coffee Shop location is considered good by consumers in Sidoarjo City so that consumers when visiting the Coffee Shop do not experience problems, The location is easy to access and has a large parking area and smooth traffic.

This shows that the external environment of Coffee Shop Haidden has a positive value for consumers because the external environment is strategic such as being close to restaurants or restaurants, schools, community settlements or housing so that the external environment in the Coffee Shop supports Coffee Shop Haidden to carry out activities business and make products and provide great opportunities for purchasing decisions.

The results of this study are in line with research conducted by Putri & Manik (2021) which states that there is an effect of location on purchasing decisions. The better the location, the better the consumer's purchasing decisions. Arkam's (2020) research also states that location has a significant influence on purchasing decisions and is by the hypothesis proposed, namely that location influences purchasing decisions.

CONCLUSIONS AND RECOMMENDATIONS

Based on the results of data analysis and previous discussions, regarding the influence of store atmosphere and location on purchasing decisions for Haidden Coffee Shop in Sidoarjo City, the following conclusions can be drawn:

1. The results of this test show that the Exterior Indicators (outside of the shop) in the Store Atmosphere contribute to purchasing decisions for Haidden Coffee Shop, Sidoarjo City. This shows that the better or more attractive the exterior (outside of the shop), the higher the purchasing decision.
2. The results of this test indicate that the Environmental Indicators found at the Location contribute to the buying decision of Hidden Coffee Shop, Sidoarjo City. This shows that the Hidden Coffee Shop Environment has a place that is easy to access, a large parking lot and smooth traffic will affect the high purchasing decision.

Based on the conclusions above, several suggestions can be given by the author, including:

1. Hidden Coffee Shop already has a good and attractive exterior (outside of the shop), therefore it is hoped that it will maintain and improve the quality of the exterior (outside of the shop) to attract consumers' attention and make consumers feel comfortable when visiting Hidden Coffee Shop.
2. Coffee Shop Haidden is expected to maintain the environment and improve the quality of access, traffic and pay attention to visibility because the environment influences coffee shop activities to make products available and available to consumers. The principles considered in choosing a business location include easy access, strong attractiveness, growth potential, and low-quality competition.

FURTHER STUDY

Future researchers are expected to examine more sources or references related to the object being studied so that the research results are more complete. The object of this research can be expanded and not limited to related sector companies.

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