# STORE ATMOSPHERE AND PRICE ON PURCHASE DECISIONS (STUDY OF KOPI RUANG HATI CONSUMERS IN SANGATTA CITY)

## Suasana Toko dan Harga Terhadap Keputusan Pembelian
## (Studi pada konsumen Kopi Ruang Hati Kota Sangatta)

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**Abstract**
The many coffee shops spread across Indonesia provide a change to a more modern and more practical lifestyle. The development of the coffee shop business has created intense competition in the business world to win consumers with their purchasing decisions. The paper seeks to investigate how the store environment and pricing impact the buying choices of franchise customers at Kopi Ruang Hati in Sangatta City. The study will employ a quantitative research method. The study focused on Kopi Ruang Hati consumers selected through simple random sampling. Data collection methods used are store atmosphere, price, and purchase decisions. The analysis method utilized is multiple linear regression. The findings uncover that: (1) an impactful outcomes was observed as a result of purchasing decisions and store atmosphere towards prices with a F statistic = 17,188 > F table = 3.08 and p = 0.000 and had an influence contribution (R2) of 24.8%; (2) no influences are triggered by store atmosphere on purchasing decisions with a coefficient of beta (β) = 0.067, t statistic = 0.773 > t table = 1.983, and p = 0.441 (p < 0.05); and (3) The price has a major impact on the choices consumers make when buying with the beta coefficient (β) = 0.479, t statistic = 5.489 > t table 1.983, and p = 0.000 (p < 0.05).This study provides practical contributions in helping coffee shop entrepreneurs to design more effective marketing strategies, with emphasis on price management. In addition, this study also enriches the academic literature on consumer behavior in the culinary sector, especially in developing areas such as Sangatta City. Further research is recommended to consider other variables, such as product or service quality, which may also affect consumer purchasing decisions.

## INTRODUCTION

Indonesia relies heavily on coffee as a crucial commodity for its economy, with the domestic market showing significant growth alongside expanding opportunities for export. As the third largest coffee producer globally, Indonesia continues to play a key role in the global coffee industry (Amir et al., 2017). Currently, coffee shops are increasingly spread in various locations in Indonesia. The emergence of many coffee shops has an impact on lifestyle changes and changes in the consumption patterns of the Indonesian people towards more practical consumption patterns. In addition to changes in consumption patterns, consuming coffee is also part of a more modern lifestyle. At present, many people come to coffee shops not only to enjoy the typical coffee flavors of cafes but also to hang out and relax with friends and family (Aryani et al., 2022).

The coffee shop industry has experienced rapid growth in recent years, both in big cities and developing areas such as Sangatta City. Coffee shop consumers are not only looking for product

quality, but also a pleasant experience while in the store. This makes store atmosphere and pricing strategy two important factors in attracting and retaining customers. According to Kotler & Keller (2016), a good store atmosphere can enhance consumers' emotional experience, while competitive prices are one of the main indicators in making purchasing decisions.

However, previous studies have shown that the influence of store atmosphere and price on purchasing decisions is not always uniform across geographic and demographic contexts. In large urban areas, store atmosphere is often the main factor because consumers value a comfortable atmosphere and visual aesthetics more (Afifah, 2020). Conversely, in developing areas such as Sangatta City, price tends to be the main priority due to consumers' more limited purchasing power (Situmorang, 2019). This shows that there are differences in consumer preferences based on local contexts that need further research.

The fast growth of the coffee shop industry has led to intense business competition. Shop owners compete to find the right strategy to market their products. They need to know what makes consumers decide to buy at these coffee outlets. When making a purchase, an individual evaluates a product based on their perception of its ability to meet their needs and their willingness to take on any associated risks (Hidayati, 2014).

When individuals are looking to buy a product, their decision-making process is affected by various elements. Location is identified as one of the key factors that can impact the choices consumers make when deciding on a purchase, as stated by Harahap (2015). Location in terms of marketing, encompasses a range of strategies created with the intention of speeding up and simplifying the process of delivering goods and services to customers (Tjiptono, 2015). If a store chooses the wrong location, such as one that is close to noise, the store will have difficulty creating a comfortable store atmosphere for its customers. The results of Latief's (2018) state that the location variable has a favourable outcomes on consumer buying interest as it provides ease of access onto consumers to come to the location. Thus the store needs to be designed so that it is not boring and apply a good strategic store location so that customers remain loyal and store owners can overcome competitors.

Shop owners make various kinds of innovations so that their food and beverage business survives, one of which is by making prices that are not too expensive compared to other food and beverage stores. According to Kotler et al. (2014), when customers are deciding on buying a product, there are various factors that come into play. One such factor that affects purchasing decisions is personal factors. A person's economic situation and lifestyle will make them determine the price before buying a product (Guo et al., 2025; Prasetya & Azizah, 2024). Consumers often take into account the price when making purchasing decisions as they evaluate the value they will receive in relation to what they are spending (Arrum et al., 2024; Sudarmi et al., 2024). Therefore, business people must be able to properly convince consumers through product pricing (Akbar & Tjahjaningsih, 2023). The results of study done by Sejati (2016) show the price point of a product directly impacts buyer decisions and influences their selection process.

This study sought to investigate how the store environment and pricing impact consumer purchasing choices. According to prior studies, it has been articulated that there are various factors that impact consumers' purchasing choices prior to deciding on a product to purchase, consumers must pay attention to several characteristics. These characteristics include store atmosphere, economic conditions, lifestyle, price and buyer self-concept. The background of the problem above has explained how consumers can be comfortable when making purchases and loyal to make purchases at the store so that shopkeepers can overcome competitors.

## METHODS

In this paper, quantitative methods are employed to gather and analyze data.  Adriansyah et al (2021) revealed that quantitative research is a method used to answer problems that have to do with data, namely in the form of numbers and statistical programs. This study included Kopi Ruang

Hati consumers chosen through simple random sampling. Multiple linear regression was used for analysis.

## RESULT AND DISCUSSION

This study aims to analyze the influence of store atmosphere and price on consumer purchasing decisions at coffee shops in Sangatta City. Based on data analysis using multiple linear regression, the following findings were obtained:

Table 1. Characteristics of Research Subjects

|  | Characteristic | Frequency | Percentage (%) |
|---|---|---|---|
| Gender | Male | 42 | 38,9% |
|  | Female | 66 | 61,1% |
| Age | 15-19 | 24 | 22,2% |
|  | 20-24 | 79 | 73,1% |
|  | 25-29 | 3 | 2,8% |
|  | <3 | 2 | 1,9% |
| Job | Work | 20 | 18,5% |
|  | Fresh Graduate | 1 | 0,9% |
|  | Housewife | 1 | 0,9% |
|  | College Student | 77 | 71,3% |
|  | Student | 9 | 8,3% |
| Total |  | 108 | 100% |

Descriptive information is utilized to depict the state of data distribution among Kopi Ruang Hati consumers in Sangatta City. The average values from actual observations and theoretical calculations were derived from survey responses on purchasing decisions, store atmosphere, and pricing.

Table 2. Empirical Mean and Hypothetical Mean

| Variable | Empirical Mean | Empirical SD | Hypothetical Mean |
|---|---|---|---|
| Purchase Decision | 104,78 | 9,081 | 99 |
| Store Atmosphere | 109,74 | 13,483 | 93 |
| Price | 102,53 | 10,878 | 93 |

Source: SPPS 26.0 version for windows

The data displayed in the table reveals the overall distribution of information regarding consumers of Kopi Ruang Hati in Sangatta City. According to the findings from the purchasing decision scale, the average empirical mean of 104.78 exceeds the hypothetical mean of 99, indicating a significant trend towards high purchasing tendencies among the subjects in this study.

According to the store atmosphere scale measurements, the average value observed in the study was 109.74, which is higher than the expected value of 93 for stores with high status. This suggests that the participants perceived the store atmosphere as being highly favorable.   Similarly, the price scale measurements revealed that the average purchase price was 102.53, exceeding the expected value of 93 for stores with high status. This implies that the participants considered the prices to be on the higher side.

It is important to assess certain assumptions, such as normality and linearity, before delving into data analysis for hypothesis testing. Below are the outcomes of the assumption testing conducted on the research data:

1. Normality Test

Examining normality in data involves looking at the difference between observed and expected frequencies. One way to test for normality is by comparing the Kolmogorov-Smirnov

probability value to 0.05. A probability value higher than 0.05 suggests the data follows a normal distribution, while a value lower than 0.05 indicates it does not (Santoso, 2016).

The normality assumption test results indicate that out of the three variables - purchasing decisions, store atmosphere, and price - only purchasing decisions, store atmosphere, and price are normally distributed as their p-values are greater than 0.05.

2. Linearity Test

The linearity assumption test evaluates the relationship between dependent and independent variables. To check for data normality, compare the Kolmogorov-Smirnov probability to 0.05. A p-value above 0.05 means the data is normal, below 0.05 means non-normal (Santoso, 2016).

Table 3. Results of Hypothesis Testing in Full Model Regression Analysis

| Variable | F statistic | F table | $R^2$ | p |
|---|---|---|---|---|
| Purchase Decision (Y) | | | | |
| Store Atmosphere (X1) Price (X2) | 17,188 | 3,08 | 0,284 | 0,000 |

Source: SPPS 26.0 version for windows

According to the data presented in the table, the findings indicate that the F statistic exceed the F table and p is less than 0.05, indicating a significant impact of store atmosphere and price towards purchasing decisions with F statistic of 17,188, $R^2$ value of 0.248, and p value of 0.000. As such, the store atmosphere and price greatly affect consumer purchasing decisions at the Kopi Ruang Hati coffee shop in Sangatta City. The subsequent stages of the regression analysis reveal the following results:

Table 4. Results of Hypothesis Testing in Stepwise Regression Analysis

| Variable | F statistic | F table | $R^2$ | p |
|---|---|---|---|---|
| Store Atmosphere (X1) → Purchase Decision (Y) | 0,067 | 0,773 | 1,983 | 0,441 |
| Price (X2) → Purchase Decision (Y) | 0,479 | 5,489 | 1,983 | 0,000 |

Source: SPPS versi 26.0 for windows

According to the information in the table, it appears that the t statistic is greater than the t table and the p value is less than 0.05, indicating that the store atmosphere does not impact purchasing decisions significantly, as shown by a beta coefficient value of 0.067, t statistic of 0.773, and p value of 0.441 (p <0.05). Conversely, the impact of price on purchasing decisions is deemed significant, with the t statistic exceeding the t table, indicating a significant influence with a beta coefficient value of 0.479, t statistic of 5.489, and p value of 0.000 (p <0.05).

The hypothesis test conducted in the regression analysis of the complete model reveals that this study's findings are supported. It indicates that there exist a connection between the store atmosphere, pricing, and the purchasing choices of Kopi Ruang Hati consumers in Sangatta City. The impact ratio ($R^2$) of 0.248 suggests that 24.8% of the variations in purchasing decisions can be attributed to the store atmosphere and pricing. The results obtained in our research mirror those of previous studies by Sutomo & Nurtjahjani (2018) that the ambiance of a store can affect conditions and emotional states that encourage buyers to increase or decrease store visit preferences, thereby influencing purchasing preferences and decisions. The emotional state is a combination of dominant feelings, namely pleasure or excitement, so that a combination of these factors can lead consumers to make purchases at the store visited.

According to the findings from descriptive experiments, it appears that individuals are more likely to focus on the ambiance of the coffee shop they plan to visit. The ambiance of the store is carefully designed to cater to the specific target audience in order to entice customers to make a purchase (Kotler & Keller, 2016). According to Sopiah (2008) the store atmosphere consists of four elements, namely the outside which is the outside appearance of the store which has a major contribution on the store image, then the general interior which is the appearance in the store designed to maximize visuals, then the layout and location of merchandise and finally the display of goods and pictures such as on the floor, on the table and on the wall. Therefore, when a store has one of the four elements that is one of the characteristics of the store, the unique appeal of the store will entice customers to make purchases there. This is like the research conducted by Chen & Hsieh (2011)that environmental dominance can help very significantly influence purchasing decisions.

According to the stepwise model regression analysis conducted, the findings indicate a notable impact of store atmosphere on the purchasing decisions of Kopi Ruang Hati customers in Sangatta City, showcasing a positive correlation. This implies that the ambiance of the store does indeed affect the buying choices made by consumers of Kopi Ruang Hati in Sangatta City. The outcomes of this test indicate that a more pleasant shop environment leads to increased purchasing choices among consumers of Kopi Ruang Hati in Sangatta City. Conversely, a less favorable shop atmosphere results in decreased purchasing decisions among these consumers. These findings are supported by the research conducted by Hotman (2015); Triani (2013) who note that the store atmosphere has a significant effect on buying interest.

In addition to the store atmosphere, descriptive tests also show that research subjects consider the price component before deciding to buy coffee. This aligns with the findings from studies carried out by Igir et al. (2018) that price positively affects purchasing decisions. However, with the factors stated by Harahap (2015) price is an important factor in decisions to buy. It was also discovered by Agatha et al. (2019) that by maintaining low prices with good quality, success in competition can be found. Consumers have the perception that the higher the price, the better the product is, but consumers will think like that because they have no other clues hence consumers decide not to buy. Price is the amount of money consumers pay for a product or service (Arianda et al., 2024).

This study aims to shed light on the link between store ambiance and pricing impact the choices made by consumers of Kopi Ruang Hati in Sangatta City. Analysis of regression models and hypothesis tests indicates that the primary hypothesis of this study was proven to be true: both store ambiance and price do affect the purchasing decisions of Kopi Ruang Hati consumers in Sangatta City. The combined impact, known as the contribution of influence ($R^2$), stands at 0.248, suggesting that approximately 24.8% of the variations in purchasing decisions can be attributed to store atmosphere and price. Sugiyono (2013) explains that the range of the coefficient interval falls between 0.400 and 0.599, indicating a moderate level of influence. This suggests that the impact of shop ambiance and pricing on the buying choices of Kopi Ruang Hati consumers in Sangatta City is moderately significant. In this research process, researchers need to recognize the limitations of the research experienced. Limitations in this research, namely obstacles to obtaining research subjects and other research limitations, namely using the questionnaire method, respondents sometimes do not provide responses that show the true situation, this is due to possible differences in views, assumptions and due to other factors, such as the honesty of respondents in providing responses in filling out the questionnaire.

The results of this study confirm that price is the main factor influencing consumer purchasing decisions in Sangatta City, while store atmosphere does not have a significant influence. This finding highlights the importance of a competitive pricing strategy for coffee shop business actors in this area. However, improving store atmosphere remains relevant to creating a more satisfying consumer experience, especially amidst increasingly fierce competition.

## CONCLUSION

The study reveals that the store atmosphere and pricing are significant factors that influence the purchasing decisions made by customers at Kopi Ruang Hati in Sangatta City. More specifically, the ambiance of the store has been identified as having a considerable influence on customers' choices when making purchases. Additionally, the pricing strategies implemented at Kopi Ruang Hati also play a crucial role in shaping customers' purchasing behaviors in Sangatta City.

By creating a welcoming and visually appealing store atmosphere and implementing effective pricing strategies, Kopi Ruang Hati can influence customer behavior and drive sales in Sangatta City. These findings suggest that businesses should carefully consider and strategically manage their store ambiance and pricing strategies to effectively cater to the preferences and behaviors of customers in the competitive retail market of Sangatta City.

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