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## **The Influence of Store Atmosphere on Purchasing Decisions and Visitor Satisfaction as an Intervening Variable at Kopi Praja Bintaro, South Tangerang, Banten Province, Indonesia**

**Filma Festivalia<sup>1\*</sup>, RMW. Agie Pradhipta<sup>2</sup>, Mira Maharani<sup>3</sup>**

<sup>1,2,3</sup>Trisakti Institute of Tourism, Indonesia

[filmaf.andjar@iptrisakti.ac.id](mailto:filmaf.andjar@iptrisakti.ac.id), [agiepradhipta@iptrisakti.ac.id](mailto:agiepradhipta@iptrisakti.ac.id),  
[mira.maharani@iptrisakti.ac.id](mailto:mira.maharani@iptrisakti.ac.id)

**Abstract.** This research aims to determine the effect of store atmosphere on purchasing decisions and visitor satisfaction as an intervening variable at Kopi Praja Bintaro, South Tangerang, Banten Province, Indonesia. This type of research is quantitative descriptive with path analysis using Accidental Sampling; the sample size is 100 respondents. The data collection technique is by distributing questionnaires with a Likert scale of 1 to 5. The research results show: (1) The shop atmosphere has a significant effect on visitor satisfaction; (2) Visitor satisfaction has a significant effect on purchasing decisions; (3) The store atmosphere has a significant effect on purchasing decisions through visitor satisfaction. The atmosphere at Kopi Praja Bintaro South Tangerang creates a positive experience for visitors that is comfortable, friendly, and satisfying. This increases customer satisfaction, builds long-term relationships, and expands the popularity of these places in the local community. It is essential to maintain a friendly and fun atmosphere with staff peering in and giving open feedback to improve the quality of service.

**Keywords.** store atmosphere, purchasing decisions, visitor satisfaction

### **Introduction**

The atmosphere in a store has a significant impact on influencing customer purchasing decisions. When the store environment presents a pleasant, well-organized, and friendly atmosphere, it can improve shoppers' moods, encouraging them to spend more time and money in the store (Diawan et al., 2016). On the other hand, an unattractive, messy, or uncomfortable atmosphere can reduce buyers' interest and encourage them to look for other places to shop. Therefore, creating a pleasant and attractive atmosphere in the store is a vital strategy influencing customer purchasing behavior (Sakti et al., 2023).

Kopi Praja is a café in Bintaro, managed by Mr Tiwo and Mr Felic Halim. Starting from a hobby of casually chatting in a coffee shop, they opened this business on April 30, 2018. The name "Praja" is taken from a scout phrase and is inspired by "Praja Island." The concept allows Indonesian youth to work in a beautifully designed place comfortable for casual conversation or work. The atmosphere at Kopi Praja Bintaro is lovely, with the tempting aroma of coffee and a warm and friendly atmosphere. From the warm wood touches to the modern yet comfortable interior design, this shop creates an environment that invites visitors to experience

a unique coffee experience. The skilled baristas also add value with their expertise in serving high-quality coffee with great care, making every visit unforgettable and awakening the desire to buy coffee from this shop.

The atmosphere in a store is not just about aesthetics; it's a powerful tool to enhance visitor satisfaction. A friendly, neatly arranged, clean shop environment can significantly boost visitor comfort. Lighting, music, and aromas can transform a space into an inviting haven (Rusdiyanto et al., 2022). Moreover, strategic and easily accessible merchandise arrangements can heighten visitors' perceptions of the store's service and product quality. This underscores the crucial role that business owners and managers play in shaping the store's atmosphere and, consequently, customer satisfaction (Wardani et al., 2021).

Kopi Praja Bintaro creates a pleasant atmosphere and welcomes every visitor, making every visit a satisfying experience. With a modern interior design but still providing a warm feel and a lovely music selection, this shop is an ideal place to relax and enjoy a delicious cup of coffee. In addition, the friendly service and skill of the baristas in serving high-quality coffee provide an unforgettable experience, ensuring that every visitor leaves feeling satisfied and wanting to return.

A pleasant in-store shopping experience can positively impact visitor satisfaction and ultimately influence purchasing decisions (Sangaji, 2020). When visitors feel comfortable, impressed, and connected to an engaging store atmosphere, they are more likely to have a satisfying experience, ultimately increasing their desire to shop more and even return (Hussain & Ali, 2015). With a friendly, well-organized, and inviting atmosphere, stores can increase purchasing interest, encourage impulse purchases, and create opportunities for profitable repeat transactions (Marso & Idris, 2022).

### **Literature review**

#### **Store Atmosphere**

Store atmosphere, a crucial element in a customer's shopping experience, encompasses everything from product arrangement to background music. This environment has the power to shape buyers' moods and behaviors. A welcoming, organized atmosphere can boost customer satisfaction and foster loyalty, while a disordered or unwelcoming one can make buyers uneasy and potentially deter purchases. Understanding this influence is key for business owners and marketing professionals in designing effective strategies (Pojo et al., 2019).

The cafe shop atmosphere is created by various elements, including interior decoration, lighting, music, aromas, and the behavior of staff and customers. These elements create a unique and enchanting atmosphere that can influence the overall customer experience. A warm, comfortable, and friendly atmosphere can increase customers' enjoyment of drinks and food and increase social relations and relaxation between them (Purwoharsojo et al., 2020).

#### **Purchasing decisions**

Purchasing decisions are a complex mental stage, where individuals assess and consider various factors before finally choosing a product or service from multiple alternatives available on the market (Roy & Datta, 2022). Various factors, including each individual's personal needs, preferences, and economic conditions, influence this process. The considerations can vary from price, quality, and brand to previous user experience (Chen et al., 2022). The decision results of the purchasing process reflect practical needs and greatly influence consumer satisfaction and experience in using the product or service. Therefore,

business people must consider these factors when designing effective marketing strategies (Tan, 2010).

### **Visitor Satisfaction**

Visitor or buyer satisfaction serves as a vital measure of a service or product's quality. A positive interaction with a product or service can heighten satisfaction, whether it's due to the availability of the desired product, friendly and efficient service, or product quality that meets expectations (Shahid et al., 2018). This positive experience can foster an emotional connection between consumers and the brand, leading to satisfaction and a higher likelihood of future purchases (Ali et al., 2021). This aspect of your research is particularly relevant to academic researchers and business owners. Responsiveness to visitor or buyer feedback is also crucial in increasing satisfaction (Masfiyah & Artanti, 2023). By listening to input and criticism from consumers, companies can make necessary improvements and adjustments to improve the quality of their products or services, ensuring consumer satisfaction is maintained and increases over time. Thus, a positive and responsive feedback cycle can produce a satisfying experience for visitors or buyers (Rajput & Gahfoor, 2020).

### **Research method**

This quantitative descriptive research uses the path analysis method to describe the relationship between the variables studied. This approach makes it possible to deeply understand the patterns of relationships between variables in a specific context. The data collection technique was carried out through questionnaires that adopted a Likert scale, allowing respondents to share their views with a more detailed accuracy. Sampling was carried out using Accidental Sampling, where respondents were randomly selected from the population at Kopi Praja Bintaro, South Tangerang. The population that is the focus of the research includes all visitors to the place. The selected sample consisted of 100 respondents, which is representative because Sugiyono's (2017) guidelines state that the appropriate sample size ranges from 30 to 500 respondents in this research. Thus, this research seeks to provide a comprehensive picture of the phenomenon under study through detailed and representative data analysis of the population concerned.

### **Results**

Table 1. Characteristics of Respondents

	<b>Frequency</b>	<b>Percentage</b>
<b>Gender</b>		
Male	54	54%
Female	46	46%
<b>Age</b>		
17 - 25 years old	40	40%
26 – 35 years old	37	37%
> 35 years old	23	23%
<b>Frequency of Visits</b>		
1 times	22	22%
1 – 5 times	30	30%
> 5 times	48	48%

Source: Processed data (2023)

The data above shows that most visitors to Kopi Praja Bintaro are men, reaching 54 people or 54% of the total respondents. This may be due to men's greater interest in drinking coffee or hanging out in cafes, which, socially and culturally, are often considered activities more commonly undertaken by men. In addition, factors such as location, price, type of coffee, and atmosphere at Kopi Praja Bintaro may be more attractive to men than women. In terms of age, the 17-25-year-old age group dominates visitors, with the number reaching 40 people or 40%. This may be due to the active social nature of this age group, who tend to like to gather in hangout places such as cafes and are interested in the concept or products offered by Kopi Praja Bintaro. Another interesting finding is the high frequency of visits by a substantial portion of the respondents. More than half of the respondents, 48% to be precise, have visited Kopi Praja Bintaro more than five times. This indicates strong customer loyalty and a high level of satisfaction with the comfortable atmosphere and quality of coffee served at the cafe. The habit of frequenting the cafe more than five times underscores their positive experience and satisfaction.

Table 2. Validity Test

<b>Variabel</b>	<b>Average Variance Extracted</b>
Store Atmosphere	0.600
Purchasing Decisions	0.603
Visitor Satisfaction	0.612

Source: Data processed with Smart PLS (2023)

If the average variance extraction (AVE) value of a variable crosses the threshold of 0.5, it is considered valid. The results in Table 2 show that all variables considered in this study meet the validity requirements as their AVE exceeds 0.5.

Table 3. Reliability Test

<b>Variabel</b>	<b>Cronbach's Alpha</b>	<b>Composite Reliability</b>
Store Atmosphere	0.715	0.734
Purchasing Decisions	0.721	0.747
Visitor Satisfaction	0.726	0.758

Source: Data processed with Smart PLS (2023)

If the Composite Reliability and Cronbach's alpha values of a variable exceed 0.70, then the variable is considered reliable. The analysis results from Table 3 show that all variables have been proven to be reliable because they meet these requirements by having a Composite Reliability value and a Cronbach's alpha value that exceeds 0.70.

Table 4. R-Square

<b>Variable</b>	<b>R-Square</b>
Purchasing Decisions	0.518
Visitor Satisfaction	0.543

Source: Data processed with Smart PLS (2023)

The coefficient of determination measures how much the independent variable influences the dependent variable. It was found that around 51.8% of visitor satisfaction could be explained by Store Atmosphere, while 48.2% was influenced by other factors not researched. Furthermore, it was found that around 54.3% of visiting interest was influenced by brand image, electronic word of mouth, and visitor satisfaction, while 45.7% was influenced by other factors.

Table 5. Direct Effect

Variabel	Original Sample (O)	Standar Deviation (STDEV)	t-Statistic (O/STDEV)	P Values
Store Atmosphere → Visitor Satisfaction	2.250	0.619	3.634	0.001
Visitor Satisfaction → Purchasing Decisions	2.389	0.764	3.127	0.002

Source: Data processed with Smart PLS (2023)

Table 5 shows that all independent variables have a significant impact on the dependent variable, because all independent factors have p values greater than 0.05.

Table 6. Indirect Effect

Variabel	Original Sample (O)	Standar Deviation (STDEV)	t-Statistic (O/STDEV)	P Values
Store Atmosphere → Visitor Satisfaction → Purchasing Decisions	2.674	0.688	3.887	0.001

Source: Data processed with Smart PLS (2023)

Table 6 shows that all independent variables have a significant influence on the dependent variable through intervening variables, because all independent factors have a p value greater than 0.05.

## Discussion

### The Influence of Store Atmosphere on Visitor Satisfaction

The store atmosphere at Kopi Praja Bintaro South Tangerang is essential in creating a satisfying experience for its visitors. A calm and comfortable atmosphere can increase visitors' comfort in enjoying their drinks. Visitors can feel more relaxed during their visit with pleasant decorations, proper lighting, and appropriate music. This can increase satisfaction levels, as visitors spend more time in the place and feel more connected to their environment. Apart from that, a friendly and warm atmosphere can also increase interaction between visitors and shop staff. When visitors feel welcomed and treated well, they tend to feel more appreciated and satisfied with their experience at the store.

Research conducted by Baros et al. (2019) shows that a unique and attractive shop atmosphere can also create a special attraction for visitors. With its creative interior design and unique atmosphere, the store can be a beautiful place for visitors to spend time with friends or family. Research conducted by Wardhani et al. (2021) shows that a different and pleasant store atmosphere can also create memorable moments for visitors, increasing their perception of the products and services' quality. Research conducted by Mantratzis et al. (2023). shows that store

atmosphere is not just a backdrop but is also a significant element in shaping the entire visitor experience, contributing to higher satisfaction levels.

### **The Influence of Visitor Satisfaction on Purchasing Decisions**

Kopi Praja in Bintaro, South Tangerang, offers more than delicious coffee drinks. The customer experience at this cafe is determined by the quality of the coffee, the atmosphere, the service, and the overall atmosphere. Visitor satisfaction plays a significant role in creating a positive impression and attracting customers to return. Customers who are satisfied with their experience at Kopi Praja tend to have a more positive perception of the place and are more likely to recommend it to others. This forms a positive cycle where satisfied visitors bring new customers and strengthen the cafe's position in the local market.

Research conducted by Rijitha (2021) shows that recommendations and reviews from other people often influence decisions to visit a place. Customers are more likely to leave positive reviews with friends and family and on social media platforms when satisfied with their visit. These positive reviews not only improve the cafe's image but also increase the trust and interest of others in visiting it. Research conducted by Kudeshia & Kumar (2017) shows that visitor satisfaction not only influences an individual's decision to return but also has the potential to influence other people's decisions to visit, significantly impacting the long-term growth and success of the business.

### **The Influence of Visitor Satisfaction on Purchasing Decisions Through Visitor Satisfaction**

The atmosphere of the shop significantly influences purchasing decisions at Kopi Praja Bintaro, South Tangerang, through the resulting visitor satisfaction experience. A comfortable and pleasant atmosphere can create a positive impression on visitors, making them feel valued and wanted. This creates an emotional connection between the visitor and the place, which can influence the decision to return in the future. In addition, a good atmosphere also improves visitors' mood and feelings of relaxation, so they tend to spend longer in the place, buy more products, or even recommend the place to their friends and family.

Research conducted by Schmitt et al. (2009) shows that a friendly and warm atmosphere can increase visitors' trust in the brands and products sold in that place. Research conducted by Abosag et al. (2020) shows that visitors tend to be friendly with a pleasant, good-quality atmosphere, so they are more inclined to choose that place over its competitors, which may lack an attractive atmosphere. Research conducted by Erdyansyah & Rustam (2024) shows that the shop's atmosphere influences the decision to visit directly through the visitor's experience and indirectly through the perceived quality produced. This emphasizes the importance of creating a positive and engaging atmosphere to maintain visitor satisfaction and support long-term business growth.

### **Conclusion**

The store atmosphere at Kopi Praja Bintaro, South Tangerang has a very significant impact in creating a positive experience for every visitor. A comfortable and friendly atmosphere, as well as a satisfying experience, not only increases customer satisfaction at that time but also forms a solid long-term relationship between the customer and the place. This creates a memorable impression on customers, encouraging them to return to visit regularly and even share their positive experiences with others, expanding the reach and popularity of these places in the local community. For the managers and consumers of Kopi Praja Bintaro, it is

essential to maintain a friendly and comfortable shop atmosphere for visitors. Managers can ensure their staff are well trained to provide good service and accommodate customer needs well. Meanwhile, consumers can also contribute by giving open feedback to managers to help improve the quality of service and overall store atmosphere. With a pleasant atmosphere, visitors will be more likely to return and provide recommendations to others, thereby increasing visitor satisfaction and overall business success.

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