

The Impact of Store Atmosphere, Service Quality, and Social Media Marketing on Purchase Decisions: Insight from the Coffee Shop Market (Case Study at Kedai Kopi Distrik Metropolitan Surabaya)

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Abstract

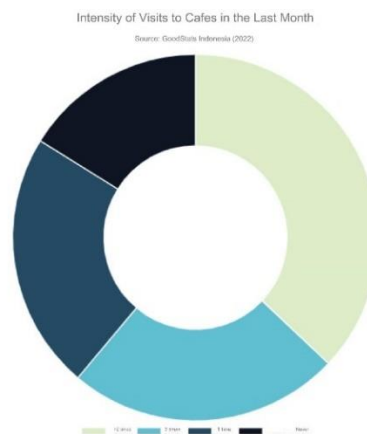
This research aims to identify the influence of store atmosphere, service quality, and social media marketing on purchasing decisions at the Surabaya Metropolitan District Coffee Shop. Using quantitative methods with non-probability sampling techniques through purposive sampling, this research involved 115 respondents aged over 17 years who had bought and visited shops and had social media. Data was collected via Google Form and analyzed using Partial Least Square (PLS). The research results show that store atmosphere, service quality, and social media marketing have a positive influence on purchasing decisions. Consumers consider the design at Kedai Distrik Metropolitan to be quite unique by combining Vintage Chinatown-Sumatra themes. With a unique place and cheap product prices, consumers are happy to visit Kedai Kopi Distrik Metropolitan Surabaya, especially among teenagers.

Keywords: Store Atmosphere, Service Quality, Social Media Marketing, Purchasing Decision

INTRODUCTION

The advancing era of globalization has impacted business competition in the culinary field, particularly in coffee shops or cafes. In recent years, the coffee shop industry has seen significant growth and innovative changes. Many coffee shops have sprung up in Indonesia, especially in Surabaya, prompting business players to explore opening new ventures or expanding existing ones. According to Widarti (2022) the East Java branch of the Indonesian Association of Cafe and Restaurant Entrepreneurs (Apkrindo) estimates that the performance trend of the food and beverage (F&B) industry in East Java, especially in Surabaya, has grown by around 30 percent as the economy recovers. This growth is in line with an increase in new investors in the culinary field. This phenomenon has created fierce competition among coffee shop entrepreneurs. In the competitive F&B business landscape, coffee shop entrepreneurs must innovate in products, services, and customer experiences to attract consumers.

Figure. 1 Diagram Intensity of Visit to Cafes in The Last Month



Source: Goodstats Indonesia

According to Shafina (2023), A GoodStats Indonesia survey titled "Is it true that Indonesians love going to cafes?" revealed that only 16.1% of 440 respondents had not visited a café in the past month, mainly due to a dislike of coffee. The majority (37%) visited cafés more than twice a month. The background of respondents who visit cafés more than twice a month is that they are coffee enthusiasts and almost always try new cafés in their area every month. On the other hand, some respondents believe that many cafés focus more on selling ambiance, aesthetics, and comfort rather than on the menu and taste offered. In fact, coffee lovers state that traditional regional coffee is more appealing compared to the coffee varieties sold in modern cafés.

Coffee has become an essential part of modern lifestyle, with many social interactions and professional activities taking place in cafes or coffee shops. According to Sugita (2023), kopitiam is typically associated with Chinese and Malay culture. In Chinese, kopitiam means a shop or stall. In Surabaya, coffee shops with a kopitiam concept are trending among teenagers due to their unique concept and classic ornaments. However, with the abundance of similar coffee shops, entrepreneurs must continually innovate to sustain their businesses.

A study by Kurniawan & Fitriyah (2023) shows that store atmosphere has a positive impact on purchase decisions at Samata House Surabaya, with store exterior being the largest factor. The study by Dandi et al. (2023) also found that store atmosphere and social media promotion significantly influence purchase decisions at Rehat Coffee Pekanbaru. Both studies emphasize the importance of store atmosphere as a marketing strategy to attract and increase consumer purchases.

The study by Budiono & Siregar (2023) found that service quality has a significant effect on purchase decisions at Kafe Minum Kopi Medan Johor, focusing on comfort, friendliness, and product quality. The research by Kurniawan & Fitriyah (2023) also shows that service quality at Samata House Surabaya positively impacts purchase decisions, with staff reliability and competence as the main factors.

The study by Sudirjo et al. (2023) shows that social media marketing has a positive effect on purchase decisions at Cafe Yuma Bandung, with engaging content optimizing marketing efforts. The research by Aulia et al. (2023) also found that social media has a significant influence on purchase decisions, indicating the effectiveness of marketing strategies on these platforms.

While earlier studies have examined store atmosphere's impact on consumer behavior, there is a lack of specific studies focusing on how this factor influences purchase decisions in Indonesian coffee shops, particularly in combination with social media marketing and service quality. Moreover, prior research often isolated service quality or combined it with other traditional marketing factors. However, the integration of service quality with modern social media marketing in your study highlights a gap in understanding the comprehensive impact of these variables together. Many previous studies have explored social media marketing independently, but fewer have examined its combined effect with store atmosphere and service quality on purchase decisions. This indicates a gap in understanding the synergy between traditional and digital marketing efforts.

This research explores the impact of the vintage Chinatown-Sumatra theme, attractive store ambiance, service quality, and social media marketing at Kedai Kopi Distrik Metropolitan Surabaya on purchasing decisions, with a focus on Instagram-worthy aesthetics and contemporary consumer trends. By integrating contemporary social media marketing dynamics with traditional factors like store atmosphere and service quality, this research offers a modern perspective on consumer purchasing decisions, which differentiates it from earlier studies focused primarily on individual factors.

The purpose of this study is to understand and analyze the influence of Store Atmosphere, Service Quality, and Social Media Marketing on Purchase Decisions at Kedai Kopi Distrik Metropolitan Surabaya.

Literature Review:

Store Atmosphere

Levy and Weitz (2012) stated that the store atmosphere aims to attract consumers' attention, facilitate product searches, make them comfortable to stay longer, encourage planning, influence purchases, and assist in the decision-making process while shopping. According to Berman & Evan (2007), the store atmosphere is the physical aspect of the store that reflects the image and appeal, attracting consumers' attention. Kotler & Keller (Kotler & Keller, 2022) added that the store atmosphere involves elements such as visual communication,

lighting, color, music, and scent to stimulate customers' perceptual and emotional responses, which affect their purchasing behavior. Overall, the store atmosphere encompasses a combination of physical and psychological elements that create a unique shopping experience for consumers, including interior design, lighting, music, scent, product layout, and cleanliness, which together create a distinctive mood and influence purchasing behavior. According to Levy and Weitz (2012), there are five indicators: (1) Visual Communication, (2) Lighting, (3) Color, (4) Music, and (5) Scent.

Service Quality

According to Kotler & Armstrong (2023), service quality is an activity that can be provided by one party to another that is intangible and does not result in the ownership of goods or assets. Tjiptono (2009) adds that service quality can be assessed by comparing consumers' experiences with their expectations or preferences for a company's service attributes. Service quality is a measure of how well the provided service meets or exceeds customer expectations, encompassing aspects such as responsiveness, reliability, speed, safety, friendliness, and alignment with customer needs. Service quality is important in building customer satisfaction, enhancing loyalty, and strengthening a company's brand image, thereby influencing consumer purchasing decisions. According to Parasuraman (1988) in (Tjiptono, 2009), there are five main dimensions of service quality: physical evidence, reliability, responsiveness, assurance, and empathy. Parasuraman (1988) in (Tjiptono, 2009) identified 22 indicators representing these five dimensions. In this research, the researcher used 10 indicators relevant to the research subject, namely: (1) Employees with an attractive appearance (Physical Evidence), (2) Physical facilities that match the type of service offered (Physical Evidence), (3) An accurate and error-free recording system (Reliability), (4) Sympathetic and capable employees who can reassure customers when problems arise (Reliability), (5) Fast service from company employees (Responsiveness), (6) Employees who are always willing to help customers (Responsiveness), (7) Employees who are polite to customers (Assurance), (8) Knowledgeable employees who can answer customer questions (Assurance), (9) Employees who provide personal attention (Empathy), (10) Operating hours that are convenient for customers (Empathy).

Social Media Marketing

Social media marketing is a strategy that utilises social media platforms to engage with an audience, build brand awareness, enhance recognition, recall, and actions towards a brand, business, product, individual, or other entities by leveraging social web tools (Gunelius, 2011) in (Haribowo et al., 2022). According to Thoyibie (2010) in (Sanjaya et al., 2022), social media refers to content created using technology and published by individuals, which is easily accessible and aimed at exchanging information, communicating, and interacting with the general public. The growth of social media usage has made it an effective tool for marketing products and expanding marketing reach. According to Nasrullah (2012) in (Takdir et al., 2022), social media is an internet platform that enables users to represent themselves, interact, collaborate, share, communicate with other users, and form social bonds visually. From these experts' perspectives, it can be concluded that social media marketing is a strategy that utilises social media platforms to interact with audiences, build a brand, raise awareness, and encourage interaction and purchasing. According to Solis (2010), there are four indicators in social media marketing: (1) context, (2) communication, (3) collaboration, (4) connection.

Purchase Decision

According to Schiffman & Kanuk (2007), the purchase decision is the stage where consumers evaluate various available options and select one or more based on specific considerations during the purchasing process. A purchase decision is the process in which consumers identify their problems, seek information about a particular product or brand, and evaluate how well each alternative can solve the problem, ultimately leading to the decision to buy (Montolalu et al., 2021) in (Farhan & Adlina, 2022). According to Kotler and Keller (2022), the purchase decision is the selection of consumer preferences among the available brands within a range of options. From this definition, it can be explained that a purchase decision is a decision made by consumers when choosing a product or service from various available alternatives, based on considerations such as needs, preferences, price, quality, brand, and past experience. It involves a series of steps, from

recognising needs to evaluating alternatives, and finally deciding to make a purchase. According to Kotler & Armstrong (2023), there are several stages in the consumer purchase decision-making process: (1) Firmness in buying after knowing product information, (2) Deciding to buy because of the preferred brand, (3) Buying because it aligns with desires and needs, and (4) Buying due to recommendations from others.

METHOD

This study uses a quantitative research method. According to Sugiyono (2022), quantitative research is based on the philosophy of positivism and is used to study specific populations or samples. The measurement scale of the variables in this study is measured using a Likert scale. The scale applied is a Likert interval scale, with scores ranging from 1 to 5.

The research is conducted at Kedai Kopi Distrik Metropolitan Surabaya. Kedai Kopi Distrik Metropolitan Surabaya is a coffee shop that sells drinks and snacks with an old Chinatown-Sumatra concept. Distrik Metropolitan has several branches that are part of the Aksara Biru Group in Surabaya, Sidoarjo, and Solo under different names: Warung Kopi Keos Territory, Kedai Semoga Sukses, Pusaka Bunda, Kedai Semoga Makmur, and Distrik Mataram.

The population consists of customers of Kedai Kopi Distrik Metropolitan Surabaya. The sampling technique uses a non-probability sampling method determined through purposive sampling, with criteria for respondents being over 17 years old, having visited and made purchases at Kedai Kopi Distrik Metropolitan Surabaya, and having a social media account.

In this study, the researcher did not obtain clear data on the population size. Therefore, the researcher used the sample size guideline according to Hair in Ferdinand (2009). In this study, there are 3 independent variables and 1 dependent variable with a total of 23 indicators. With a sample size range of 5-10, a sample size of 5 was chosen to ensure the sample size aligns with Ferdinand's (2009) recommendations. Based on the above explanation, the sample size in this study is determined by the formula: $Sample = \text{number of indicators (23)} \times 5 = 115$. Therefore, the sample size in this study is 115 respondents.

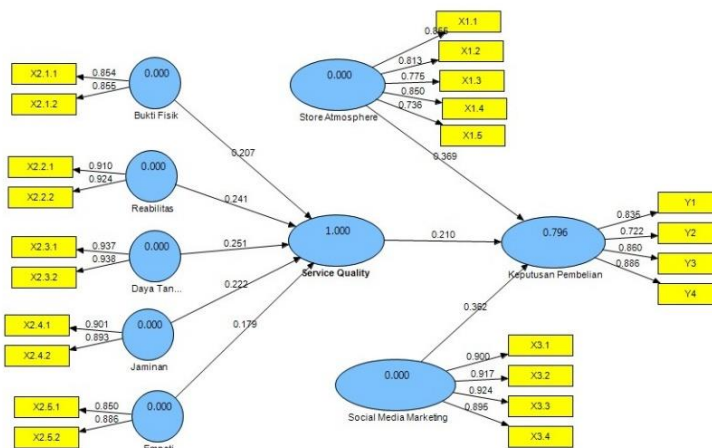
The data analysis technique in this study uses a component-based SEM method with SmartPLS as the analysis tool. SmartPLS uses bootstrapping, so it does not require normality assumptions. Data analysis using SmartPLS is divided into 3 parts: Outer Model, Inner Model, and Hypothesis Testing.

RESEARCH RESULTS AND DISCUSSION

PLS Model Analysis

From the outer model diagram, the factor loading values for each indicator are shown above the arrows between the variables and indicators, while the path coefficients are indicated above the arrows between exogenous and endogenous variables. The R-Square values are also visible within the circles of the endogenous variables.

Figure 2 Outer Model with factor loading, path coefficient, and R-square



Source: Output smartPLS (2024)

The Service Quality model, with its multidimensional construct, uses measurements from several dimensions through a second-order approach. The relationship between variables and dimensions is measured through regression, with coefficients and significance assessed from the inner weight. The results of the inner weight test show that the five dimensions of the Service Quality variable have good validity, with coefficients greater than 0.5 and T-Statistics exceeding 1.96. Responsiveness plays the most significant role in measuring Service Quality.

Reflective indicators for the Service Quality variable (physical evidence, reliability, responsiveness, assurance, and empathy), Store Atmosphere, Social Media Marketing, and Purchase Decisions are measured using first-order constructs. Indicator validity is assessed based on factor loadings greater than 0.5 and T-Statistics exceeding 1.96. The outer loading results show that all reflective indicators have factor loadings greater than 0.50 and are significant, meeting convergent validity.

Cross-loading results indicate that the factor loading values for each indicator are higher compared to indicators from other variables, demonstrating that all indicators in this study have good validity.

Average Variance Extracted (AVE)

The next measurement model is the Average Variance Extracted (AVE) value, which indicates the amount of variance in the indicators captured by their latent variables. A higher AVE value greater than 0.5 indicates adequate validity for the latent variable. For reflective indicator variables, the AVE values for each construct (variable) should be assessed. A good model is one where the AVE values for each construct are greater than 0.5.

Table. 1 Average Variance Extracted

Variable	AVE
Store Atmosphere	0.651370
Service Quality	0.659792
Social Media Marketing	0.826224
Purchase Decision	0.685615

Source: Output smartPLS (2024)

The AVE testing results for all dimensions and variables are as follows: Store Atmosphere has an AVE of 0.651370, Service Quality has an AVE of 0.659792, Social Media Marketing has an AVE of 0.826224, and Purchase Decisions has an AVE of 0.685615. All these values are above 0.5, indicating that, overall, the constructs (dimensions) and variables in this study have good validity.

Composite Reliability

The reliability of constructs is measured using composite reliability. A construct is considered reliable if the composite reliability value is above 0.70, indicating that the indicators are consistent in measuring the latent variable.

Table. 2 Composite Reliability

Variable	Composite Reliability
Store Atmosphere	0.903029
Service Quality	0.950615
Social Media Marketing	0.950037
Purchase Decision	0.896626

Source: Output smartPLS (2024)

The results of the composite reliability testing are as follows: Store Atmosphere has a composite reliability of 0.903029, Service Quality has a composite reliability of 0.950615, Social Media Marketing has a composite reliability of 0.950037, and Purchase Decisions has a composite reliability of 0.896626. All these values are above 0.70, indicating that, overall, the constructs (dimensions) and variables in this study are reliable.

Latent Variable Correlations

In PLS, the relationships between variables or constructs can correlate with one another, whether it's between exogenous and endogenous variables or between exogenous variables, as shown in the latent variable correlations table above. The correlation between variables can reach a maximum value of 1; the closer the value is to 1, the stronger the correlation.

Table. 3 Latent Variable Correlation

Variable	Purchase Decision	Social Media Marketing	Store Atmosphere	Service Quality
Purchase Decision	1.000000			
Service Quality				1.000000
Social Media Marketing		1.000000		0.884008
Store Atmosphere	0.841821	0.808636	1.000000	0.853898

Source: Output smartPLS (2024)

From the table of latent variable correlations, it is observed that the average correlations between variables are relatively high, above 0.6. The highest correlation is between the variable Purchase Decisions and Store Atmosphere, with a value of 0.841821. This indicates that among the variables in the research model, the relationship between Purchase Decisions and Store Atmosphere is stronger than the relationships between other variables. It can also be interpreted that, in this research model, the level of Purchase Decisions is more significantly influenced by the Store Atmosphere variable compared to the variables of Service Quality and Social Media Marketing.

R-Square

Testing of the structural model is conducted by examining the R-Square value, which is used to assess the goodness-of-fit of the model. The inner model test can be seen from the R-Square values in the equations between latent variables. The R-Square value explains how well the exogenous (independent) variables in the model can explain the endogenous (dependent) variables.

Table. 4 R-Square

Variable	R Square
Store Atmosphere	
Service Quality	
Social Media Marketing	
Purchase Decision	0.795556

The R² value is 0.795556. This can be interpreted as the model being able to explain 79.55% of the consumer purchase decision phenomenon influenced by the exogenous variables, namely Store Atmosphere, Service Quality, and Social Media Marketing. The remaining 20.45% is explained by other variables not included in this study (other than Store Atmosphere, Service Quality, and Social Media Marketing).

Hypothesis Testing

For hypothesis testing, you can refer to the coefficient results and T-statistic values from the inner model in the following table.

Table. 5 Path Coefficients (Mean, STDEV, T-Values)

Variable	Original Sample (O)	Sample Mean (M)	Standard Deviation (STDEV)	Standard Error (STERR)	T Statistics (O/STERR)
Store Atmosphere -> Purchase Decision	0.369331	0.372905	0.064314	0.064314	5.742625
Service Quality -> Purchase Decision	0.210117	0.214640	0.104322	0.104322	2.014133
Social Media Marketing -> Purchase Decision	0.362427	0.354096	0.096425	0.096425	3.758624

Source: Output smartPLS (2024)

From the hypothesis testing results, several conclusions can be drawn. First, the hypothesis that store atmosphere has a positive effect on purchase decisions is accepted, supported by a path coefficient of 0.369331 and a T-Statistic value of 5.742625. This value exceeds the critical $Z\alpha$ of 1.96, confirming the significance of this positive relationship. Second, the hypothesis that service quality positively influences purchase decisions is also accepted. This is indicated by a path coefficient of 0.210117 and a T-Statistic value of 2.014133, which is greater than the critical value of 1.96, establishing the significance of the effect. Lastly, the hypothesis that social media marketing has a positive impact on purchase decisions is accepted as well. With a path coefficient of 0.362427 and a T-Statistic value of 3.758624, which surpasses the $Z\alpha$ threshold of 1.96, this relationship is shown to be both positive and significant.

Discussion

The effect store atmosphere on purchase decision

The research results indicate that Store Atmosphere (X1) positively affects Purchase Decisions (Y) among consumers at Kedai Kopi Distrik Metropolitan Surabaya, thus Hypothesis H1 is accepted. Analysis of the Store Atmosphere variable shows that the Visual Communication indicator (X1.1) has the most significant impact on Purchase Decisions.

Based on the findings of this research, it aligns with previous studies by Kurniawan & Fitriyah (2023), Dandi et al. (2023), Sari (2021), Farhan & Adlina (2022), Aulia et al. (2023), and Fatmawaty et al. (2024) that state store atmosphere has a significant and positive influence on purchase decisions. According to Hidayat (2018) state that the Visual Communication indicator is the most influential compared to other indicators.

A good store atmosphere will enhance consumers purchase decisions. In this study, visual communication is the most influential indicator. Visual Communication includes the design and decorations used at Kedai Kopi Distrik Metropolitan Surabaya. Consumers find the design at Kedai Distrik Metropolitan quite unique, combining vintage and Chinatown themes. With a unique place and affordable product prices, consumers are enthusiastic about visiting Kedai Kopi Distrik Metropolitan Surabaya, especially among teenagers. For consumers, this unique concept is an attraction in itself. Consumers can take photos and upload them to their social media accounts without hesitation, given the product prices. It can be concluded that enhancing visual communication at Kedai Kopi Distrik Metropolitan Surabaya will increase the intensity of consumer purchase decisions.

The effect service quality on purchase decision

The research findings suggest that Service Quality (X2) has a positive influence on Purchase Decisions (Y) among consumers at Kedai Kopi Distrik Metropolitan Surabaya, leading to the acceptance of Hypothesis H2. The analysis of the Service Quality variable reveals that the Responsiveness dimension, particularly the indicator of employees consistently being ready to assist customers, has the greatest effect on Purchase Decisions.

The findings of this research are consistent with previous studies by Budiono & Siregar (2023), Kurniawan & Fitriyah (2023), Handika et al. (2023), and Aulia et al. (2023) which indicate that service quality has a significant and positive impact on purchase decisions.

The analysis of the findings in this research can be concluded that the better the Service Quality provided by the café, the more likely consumers are to make a purchase decision. Among the three variables, Service Quality has the lowest impact because visitors prioritize Store Atmosphere and Social Media Marketing more. Consumers are more attracted to the café's concept and atmosphere and often visit due to recommendations from friends or community groups. Affordable prices also lower expectations regarding service quality, making Service Quality seem less critical. Analysis of the Service Quality variable shows that the dimension of Responsiveness, specifically the indicator of employees always being willing to help customers, has the most significant impact on Purchase Decisions. Observations reveal that consumers feel more comfortable and secure with employees who are always ready to assist. For example, if a consumer visits alone and needs to use the restroom but has no one to watch their table, the baristas at Kedai Kopi Distrik Metropolitan are willing to help by watching the table. It can be concluded that employees' willingness to assist customers enhances consumers' intention to make a purchase.

The effect social media marketing on purchase decision

The research results indicate that Social Media Marketing (X3) positively affects Purchase Decisions (Y) among consumers at Kedai Kopi Distrik Metropolitan Surabaya, thus Hypothesis H3 is accepted. Analysis of the Social Media Marketing variable shows that the Collaboration indicator has the most significant impact on Purchase Decisions.

The findings of this research are consistent with previous studies by Sudirjo et al. (2023) and Aulia et al. (2023) state that social media marketing has a significant and positive impact on purchase decisions. Sudirjo et al. (2023) also note that social media marketing, engaging content, and information about Cafe YUMA Bandung, such as promotions, events, and collaborations, are crucial for optimizing social media marketing effectiveness.

The more effectively the café executes its Social Media Marketing, the higher the likelihood that consumers will make a purchase decision. Observations show that consumers appreciate partnerships between Kedai Kopi Distrik Metropolitan and social media platforms, such as video reels or TikTok collaborations with influencers or communities. These collaborations boost mutual engagement and broaden the café's consumer reach. Therefore, it can be concluded that improved social media collaborations result in increased consumer purchase decisions.

CONCLUSIONS

The research shows that store atmosphere, service quality, and social media marketing have a positive impact on consumer purchase decisions at Kedai Kopi Distrik Metropolitan Surabaya. First, a good store atmosphere can enhance consumer purchase decisions. Second, the better the service quality provided, the higher the consumer purchase decisions. Third, effective social media management can also improve purchase decisions. It can be concluded that improvements in these three factors can boost purchase decisions at Kedai Kopi Distrik Metropolitan Surabaya.

Based on the research conclusions, several recommendations are offered: First, Kedai Kopi Distrik Metropolitan Surabaya should maintain and enhance the store atmosphere, especially in visual communication, to increase consumer purchase decisions. Second, the café should improve service quality, particularly in

having staff who are always ready to assist customers. Third, social media marketing management, especially social media collaborations, needs to be improved to be more effective in attracting consumers. Future researchers are also advised to consider other variables that might affect purchase decisions.

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