

## The Effect of Location, Service Quality, and Store Atmosphere on Purchasing Decisions at Gedoh Coffee Singojuruh

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### ABSTRACT

This study aims to analyze the effect of location, service quality, and store atmosphere on purchasing decisions at Gedoh Coffee Singojuruh, both simultaneously and partially. The population in this study were consumers who made purchases at Gedoh Coffee Singojuruh. The sampling method used is non probability sampling, data collection using accidental sampling. Data is collected by observation, questionnaires, interviews, and documentation. Where sampling is 40 respondents. This type of research is quantitative descriptive using multiple linear regression analysis, coefficient of determination, hypothesis testing, namely partial test (t test), and simultaneous test (F test), and classical assumption test, namely normality test, multicollinearity, and heteroscedasticity test.

Based on the SPSS results obtained, the value of multiple linear regression analysis is 0.768, this means that the proportion of variation in the Purchasing Decision variable can be explained by the Location, Service Quality, and Store Atmosphere variables by 76.8%, while the remaining 23.3% is explained by other variables. The results of this study found that Location, Service Quality, and Store Atmosphere simultaneously have a positive and significant effect on Purchasing Decisions at Gedoh Coffee Singojuruh.

**Keywords:** location, service quality, store atmosphere, purchasing decisions

### 1. INTRODUCTION

Business development in today's millennial era is increasingly diverse. Increasing the strength of the local product industry is one approach to strengthening the Indonesian economy. This shows that the growth of MSMEs is an economic opportunity that requires attention from various stakeholders so that MSMEs can continue to compete in the MSME and global markets. Processed food products are MSME products that have great potential to be developed and have a large market share (Safira, 2022). Business trends in the culinary industry are very interesting to follow, given the high and diverse needs and desires of consumers. Concepts related to the culinary industry are very diverse, such as restaurants, cafes or coffee shops. In Indonesia, coffee shops are commonly referred to as *coffee shop* or *coffee shops*. *Coffee shops* can be found throughout our properties, from remote villages to urban centers. *Coffee shop* culture has been around for a long time and can be observed in various contexts with different concepts such as home, classic, and modern (Yuliana & Maskur, 2022). Many entrepreneurs innovate by establishing businesses such as coffee shops, food stalls, and coffee shops that are visited by many teenagers to adults. The increasingly high and diverse needs and desires of consumers, especially in terms of food and beverages, make *coffee shops* an ideal place to relax and chat with friends or coworkers. There is a variety of food, drinks, snacks, and supported by soothing music.

*Coffee shops* are also a type of restaurant, but they have a more relaxed and casual feel. Compared to ordinary coffee shops, coffee shops appear different with the impression that they are more of a coffee lover's shop and more organized. Creating a business entity involves working hard to provide the best service to customers so that they can feel comfortable and have access to a strategically chosen location to launch their business. Therefore, business owners need to have a location that is easily accessible to the general public (Serdianti & Maskan, 2023). In increasing marketing effectiveness, marketers must know the needs and desires of the target market and provide the desired offers and services more effectively and efficiently than competitors. Apart from every company being required to innovate, companies are also expected to be able to

market their products or services to potential customers with the aim that these products are recognized by the public. The application of the right marketing strategy can influence potential customers in making purchasing decisions. Product development that can be quickly implemented with current consumer tastes, based on local resources so that it has the potential to be developed and accelerate community independence, and easily adapt to the market because of its scope. (Safira, 2022) Every business has a goal, which is usually to achieve a certain level of organizational growth and development, which starts with achieving high profitability. To achieve maximum profitability, Gedoh Coffee must be able to understand the needs and wants of customers and satisfy them by offering high-quality services that meet those needs and wants. Providing high-quality services that meet customer demands is one approach for businesses to outperform their rivals in terms of sales. Customers seek to assess service quality based on their perceptions, i.e. characteristics that reflect service processes and quality, as services are invisible and the accuracy of the service approach cannot always be determined. (Riyanto, 2023)

According to (Purnama & Wardhani, 2023) states that location is to produce products that can be sold profitably in certain markets at certain prices. The growth prospects of a company can be influenced by its location where a business or business activity is carried out. Choosing a business location is a factor in the success of a business. Because an easily accessible location is the right thing to do business. So that it can affect business growth in the future. With a location that is located on the edge of rice fields and sees a cool view, it is in great demand by consumers. But the location selection of Gedoh Coffee is a less strategic location, a place far from the city center or a crowd that is heavily populated and the road access is not too wide so that not many consumers know about the existence of Gedoh Coffee in the Singojuruh area. The right location for Gedoh Coffee should be on the edge of a busy highway, near campuses in Banyuwangi, vocational high school schools, because the millennial generation is now more interested in relaxing in a coffee shop.

According to (Arianto & Satrio, 2020) service quality is a forum for business actors to meet their purchasing service needs, and as an activity that takes place in interactions between business actors and consumers. Satisfactory service will lead to repeat purchases and increased sales. Apart from friendly service, the personal appearance of an employee at a place also has an effect, starting from the tidiness of inappropriate clothing and uniforms used will create a bad impression for consumers. The quality of service carried out by Gedoh Coffee is very pleasing to consumers because in delivering orders that are fast and don't wait too long, friendly and smiling employees.

According to (Arianto & Satrio, 2020) store atmosphere is an atmosphere and environment too stimulate and influence the five senses of consumers. Store atmosphere not only provides a comfortable shopping environment for consumers, but if the store atmosphere is good and good it can provide added value to the products being sold. Gedoh coffee is often visited by young people to adults, the shop atmosphere at gedoh coffee every day is often crowded with young people, while on weekends it is always crowded with many consumers who are cool to relax and relax there.

According to Kotler and Keller (Shaumma, 2017:969) purchasing decisions are decisions made by consumers in buying products made through the stages that consumers go through before making a purchase, including perceived needs, usage behavior, and post-purchase emotions. When consumers want to buy a product, they will consider whether the product meets their expectations. Consumer considerations are also closely related to the variety of products offered by manufacturers. During this decision-making disbursement, consumers are presented with a picture of alternatives, such as products that might meet their needs, and consumers decide where (service provider) to buy the product.

The object of this research is Gedoh *Coffee* Singojuruh. The reason the researchers examined Gedoh *Coffee* Singojuruh was because many customers often nongki there, with a location near the edge of rice fields and a cool view that makes consumers feel relaxed and relaxed, the quality of service is fast, friendly, and smiling, and the atmosphere of the shop is always crowded so that customers decide to buy. Gedoh *Coffee* is one type of cafe business that provides food and drinks in Singojuruh. *Coffee* is indeed the main menu at Gedoh *Coffee* Singojuruh, but there is also a lot of diversity in the menu, from drinks to food. Gedoh *Coffee* offers a wide variety of coffee, such as: arabica ijen, robusta, excelsa, japanese coffee, coffee latte, iced palm sugar coffee, iced pandan coffee, iced lemos coffee, iced bear coffee, etc. Beverages, such as: iced capucino, long black, iced sticky rice, fruit juice, blueberry float, an ex summer, virgin mojito, wedang cor, ginger milk, wedang ginger, etc. Snacks, such as: french fries, walik tofu, and maryam bread. Not only offering coffee, drinks, and snacks, gedoh coffee also provides live acoustic music entertainment on Sunday afternoons when the weather is good. This is also inseparable from the increase in *coffee* consumption in Indonesia which is getting higher, coffee lovers are increasing and come from various circles. Many *coffee shops* that serve similar menus even have almost the same competitive specifications, with this allowing the emergence of market saturation. This market saturation will affect customer satisfaction in buying. Consumers will feel bored and will reduce the frequency of purchasing a product. Therefore, many coffee shops are competing to make their coffee shops have their own characteristics and uniqueness so that they have different values in the minds of

customers. Seeing this description, the culinary business at Gedoh *Coffee* Singojuruh must have the right strategic design in achieving the goal of retaining customers.

Based on the above problems, the authors are interested in conducting research with the title "The Effect of Location, Service Quality, and *Store Atmosphere* on Purchasing Decisions at Gedoh Coffee Singojuruh".

## 2. LITERATUR REVIEW

According to Mamonto et al., (2021) asserts that marketing management as the analysis, planning, implementation, and management of programs to create, build, and maintain profitable exchanges for the purpose of achieving organizational goals. According to Mamonto et al., (2021), provides a definition of the marketing mix as a strategy to influence marketing activities to find the greatest combination to achieve satisfactory results. According to Kotler and Armstrong (Mamonto et al., 2021:112) the marketing mix includes four main things and can be controlled by companies which include product (product), place (place), price (price), and promotion (promotion).

### a. Product

According to Kotler and Keller (Mamonto et al., 2021:112), a product is anything that can be offered to the market to satisfy wants and needs.

### b. Place

According to Mamonto et al., (2021) defines place as follows:

"Place is a marketing activity that seeks to facilitate and facilitate the delivery of goods and services from producers to consumers, so that their use is as needed (type, quantity, price, place, and when needed)."

### c. Price

According to Kotler and Armstrong (Mamonto et al., 2021:112) price is the amount of money invested for a product or service and the amount of value that customers exchange for benefits derived from owning or using that product or service.

### d. Promotion

Kotler and Keller (Mamonto et al., 2021:112) advertising promotion is an activity that communicates the advantages of a product and encourages target consumers to buy the product.

According to Purnama & Wardhani, (2023) states that location is to produce products that can be sold profitably in certain markets at certain prices. According to Aprileny et al., (2020) explains that the location indicators are as follows:

#### a. Access

Access is a location that is often traversed or easily accessible by means of transportation.

#### b. Visibility

Visibility is a place or location that is clearly visible from a normal viewing distance.

#### c. Parking lot

A large, comfortable, and safe parking lot for both two-wheeled and four-wheeled vehicles.

#### d. Environment.

Namely the surrounding environment that supports the product or service offered. For example, close competitors.

#### e. Competition (location of competitors)

For example, when determining the location, you must consider whether there are other competitors on the street or in the same area.

According to Arianto & Satrio, (2020) service quality is a forum for businesses to meet their purchasing service needs, and as an activity that takes place in interactions between businesses and consumers. According to Budiono & Siregar, (2023) found that there are 5 indicators, including:

#### a. Physical evidence (Tangibles)

Namely the overall service provided by the company, such as the company room used and the appearance of employees.

#### b. Reliability

Namely the company's ability to provide the services promised to consumers accurately and reliably.

#### c. Responsiveness

Namely a willingness to help and provide fast and accurate service to customers by conveying information clearly.

#### d. Guarantee and certainty (Assurance)

Namely the knowledge, courtesy and ability of company employees. Increase customer confidence in the company. Includes several components, namely communication, credibility, safety, competence, and politeness.

## e. Empathy

Namely giving sincere and personal or personal attention to customers, trying to understand their wishes.

According to Arianto & Satrio, (2020) store atmosphere is the atmosphere and environment of the store that stimulates and affects the five senses of consumers. Indicators of store atmosphere according to Budiono & Siregar, (2023) as follows:

## a. Exterior or store front

Exterior is the outer space of the building. The exterior is more about the shape, and the surface of the building (material and color). Therefore, the expression in the exterior design of the building is more on the arrangement of shapes, and surfaces (materials and colors) of the building.

## b. General interior

General interior (inside the store) is the interior layout of the store should be designed to maximize the display of products sold. A good display is one that can attract the attention of visitors and help them more easily pay attention, observe and choose goods so that in the end make a purchase.

## c. Store Layout

Store Layout or store layout is management in terms of location and facilities in the store. Store managers must also use store space effectively. A good store layout is to separate the customer and employee areas.

## d. Interior display

Interior display is a way of organizing products, especially goods in a store, which is used by a store to arouse consumer interest when making purchases.

According to Shaumma, (2017) Purchasing decisions are decisions made by consumers in buying products made through the stages that consumers go through before making a purchase, including perceived needs, usage behavior, and post-purchase emotions. Indicators of purchasing decisions according to Budiono & Siregar, (2023) as follows:

## a. Desire to buy a product

Is a consumer's effort to find a product to buy.

## b. Desire to use the product

Namely consumer efforts to buy products that meet their needs.

## c. Prioritizing the purchase of a product

Is a consumer's effort to choose which product to buy after comparing the product with other products.

## d. Willing to sacrifice (time, cost and energy)

To get the product. Willingness to sacrifice to obtain a product is the maximum effort of consumers to obtain a product to be purchased.

### 3. RESEARCH METHOD

This research took place in Rampan Hamlet, Rampan Village, Cantuk, Singojuruh Sub-District, Banyuwangi Regency, East Java 68464.

According to Sugiyono, (2020:80) population is a generalization area consisting of subjects or objects that have certain qualities and characteristics set by researchers to study and then draw conclusions. In this study, the population is consumers who make purchases at Gedoh Coffee Singojuruh.

Samples according to Sugiyono, (2020:81) samples are part of the number and characteristics possessed by the population. The sampling technique used in this research is non probability sampling technique. The type of sample used in this study uses accidental sampling technique, namely sampling by chance meeting with consumers who were making purchases at Gedoh Coffee Singojuruh. Roscoe according to Sugiyono, (2020:91) explains that a feasible sample size in research is between 30-500, so the number of sample members is at least 10 times the variable under study. the number of samples that researchers will use is 40 samples (10 x 4 variables = 40 respondents). This research uses descriptive research as research whose data collection procedures allow researchers to develop a description or description of the social phenomenon under study. Data collection techniques using: Observation, questionnaires, interviews, documentation. This method is used to collect answers, thoughts, and responses from respondents at Gedoh Coffee Singojuruh regarding the products they sell. The analysis approach is used to examine the data obtained from the questionnaire to determine the evaluation of purchasing decisions on these products. Data sources use primary data and secondary data. The measurement scale in this study uses a Likert scale. The data analysis technique uses instrument test data, namely validity and reliability tests, multiple linear regression analysis, coefficient of determination (R<sup>2</sup>), and classical assumption tests, namely normality test, multicollinearity test, and heteroscedasticity test.

4. RESULTS AND ANALYSIS

a. Validity Test

a) Based on Instrument Test Results

1) Validity Test

The validity test results show that the value of the research instrument is said to be valid or feasible to use as a data collection tool in this study because the results of  $r_{count} > r_{table}$  value (0,3120).

2) Reliability Test

The results of the reliability test indicate that the research instrument can be said to be reliable and can be used as research because the Cronbach,s Alpha (a) value is  $> 0.6$  or 60%.

Table 1. Reliability Test Results

Variabel	Cronbach's Alpha	Description
Location	0,708	Reliable
Service Quality	0,856	Reliable
Store Atmosphere	0,639	Reliable
Purchasing Decisions	0,698	Reliable

Source: SPSS Processed Data, 2024

b. Based on the Results of Multiple Linear Analysis

From the multiple liner regression equation, the authors produce a data analysis test, namely:

$$Y = 7.938 + 0.143 X1 - 0.108 X2 + 0.369 X3 + ei$$

The analysis of the results of the multiple linear regression equation is expressed as follows:

- 1)  $\beta_0 = 7.938$  means that the cut of the regression line with the Y axis lies at the point 7.938.
- 2)  $\beta_1 = 0.143$  means that if the Location variable (X1) increases by one unit, it will increase the purchasing decision (Y) by 0.143, assuming that the other variables remain.
- 3)  $\beta_2 = 0.108$  means that if the Service Quality variable (X2) increases by one unit, it will increase the purchasing decision (Y) by 0.108, assuming the other variables remain constant.
- 4)  $\beta_3 = 0.369$  means that if the Store Atmosphere (X3) increases by one unit, it will increase the purchasing decision (Y) by 0.369 assuming other variables remain constant.

Table 2. Multiple Linear Regression Analysis Results

Variable	Regression Coefficient	t count	Significant
Constant	7,938	4,215	0,000
Location	0,143	3,348	0,002
Service Quality	0,108	3,139	0,003
Store Atmosphere	0,369	6,218	0,000
R square	0,786		
Adjusted R <sup>2</sup>	0,768		
F count	44,065		
Significant F	0,000		

Source: SPSS Processed Data, 2024

c. Based on Hypothesis Test Results

1) F Test (Simultaneous Test)

The results of the F test based on data analysis obtained F count of 44.065 with a significance of 0.000. The calculated F value of 44.065 is greater than the F table (2.866) which means that simultaneously the independent variable affects the dependent variable.

2) Test t (Partial Test)

- a) The calculation results of the Location variable obtained, that t count (3.348) > t table (2.02809) and the significance level is  $0.000 < 0.05$  then H0 is rejected. Because t count > t table, it can be concluded that the Location variable (X1) partially has a significant effect on Purchasing Decisions (Y) at Gedoh Coffee Singojuruh.
- b) The calculation results of the Service Quality variable obtained that it was stated that t count (3.139) > t table (2.02809) and a significant level of  $0.000 < 0.05$ , so H0 was rejected. Because t count > t table, it can be concluded that the Service Quality variable (X2) partially has a significant effect on Purchasing Decisions (Y) at Gedoh Coffee Singojuruh.
- c) The calculation results of the Store Atmosphere variable obtained that t count (6.218) > t table (2.02809) and a significant level of  $0.000 < 0.05$  then H0 is rejected. Because t count > t table, it can be concluded that the Store Atmosphere variable (X3) partially has a significant effect on Purchasing Decisions (Y) at Gedoh Coffee Singojuruh.

d. Based on the Results of the Coefficient of Determination ( $R^2$ )

The results of the coefficient of determination can be seen that the coefficient of determination (Adjust R Square) obtained a value of 0.768 or 76.8%, meaning that the proportion of the dependent variable, namely Purchasing Decisions, can be explained by independent variables including Location (X1), Service Quality (X2), and Store Atmosphere (X3) by 76.8%, while the remaining 23.2 is explained by other variables outside this study.

Table 3. Test Results of the Coefficient of Determination ( $R^2$ )

Model Summary				
Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.887 <sup>a</sup>	.786	.768	1.04760

a. Predictors: (Constant), Store Atmosphere, Service Quality, Location

Source: SPSS Processed Data, 2024

e. Based on the Classical Assumption Test Results

1) Multicollinearity Test

The test results showed that the entire regression model used did not occur multicollinearity. Because the VIF value of each Independent variable is not more than the value of 10 and tolerance is above 0.1.

Table 4. Multicollinearity Test Results

Coefficients <sup>a</sup>				
Model		Collinearity Statistics		Description
		Tolerance	VIF	
1	Location	.771	1.297	Not Multicollinearity
	Service Quality	.668	1.498	Not Multicollinearity
	Store Atmosphere	.688	1.453	Not Multicollinearity

a. Dependent Variable: Purchasing Decisions

Source: SPSS Processed Data, 2024

2) Heteroscedasticity Test

The test results show that all variables consisting of the Location variable (X1), Service Quality (X2), Store Atmosphere (X3) do not experience heteroscedasticity, because the significance probability value is above 0.05 or 5%.

Table 5. Heteroscedasticity Test Results

Variable	t count	t table	Sig.	Description
Location	0,020	2,02809	0,984	No heteroscedasticity
Service Quality	1,083	2,02809	0,286	No heteroscedasticity
Store Atmosphere	-1,624	2,02809	0,113	No heteroscedasticity

Source: SPSS Processed Data, 2024

3) Normality Test

This normality test aims to test whether the distribution of variable data used in the study is normal or not, because good data is to have a normal data distribution, so that the data can be statistically tested. In principle, normality can be detected by looking at the distribution of data (points) on the histogram diagonal axis or by looking at the residual histogram.

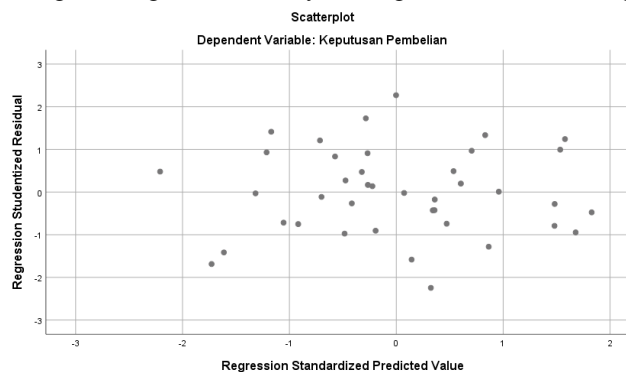


Figure 1. Scatterplot Test Results

Source: SPSS Processed Data, 2024

Based on the picture above, it can be seen that the data points spread above or around the number 0, the points do not collect or spread randomly, the data does not form a certain pattern.

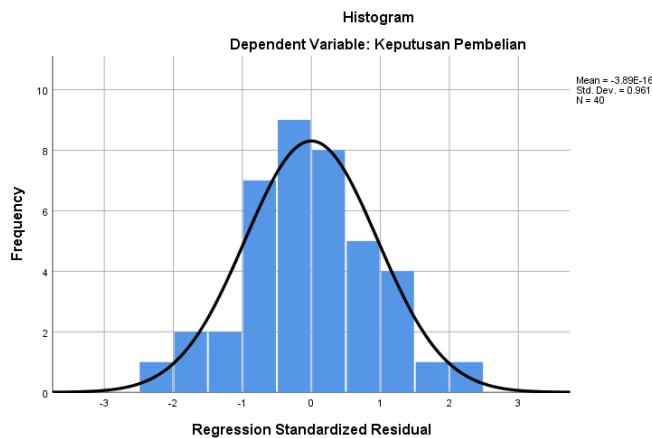


Figure 2. Histogram Curve Results

Source: SPSS Processed Data, 2024

Based on the picture above, the results of the normality test in this study the variables used are normally distributed. It is said to be a normal distribution histogram that the graph is in the middle of a linear line, and gives a distribution pattern that is close to normal.

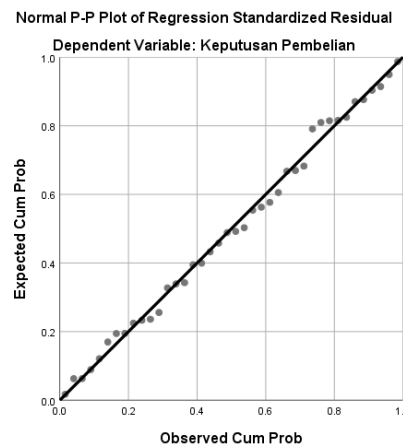


Figure 3. Hasil P-Plot

Source: SPSS Processed Data, 2024

Based on the picture above, the results of the normality test in this study the variables used are normally distributed. If the data spreads around the diagonal and in the direction of the diagonal or the graph shows a normally distributed model, then the regression model fulfills the assumption of normality.

## 5. CONCLUSION

- a. Based on the results of this study indicate that location (X1, service quality (X2), store atmosphere (X3) Simultaneously significant effect on purchasing decisions (Y) at gedoh coffee singojuruh.
- b. Based on the results of this study, it shows the location variable (X1) that  $t$  count (3.348) >  $t$  table (2.02809) and a significant level of  $0.000 < 0.05$ , so  $H_0$  is rejected. Because  $t$  count >  $t$  table, it can be concluded that the Location variable (X1) partially has a significant effect on Purchasing Decisions (Y) at Gedoh Coffee Singojuruh.
- c. The results of the calculation of the Service Quality variable obtained that it was stated that  $t$  count (3.139) >  $t$  table (2.02809) and a significant level of  $0.000 < 0.05$ , so  $H_0$  was rejected. Because  $t$  count >  $t$  table, it can be concluded that the Service Quality variable (X2) partially has a significant effect on Purchasing Decisions (Y) at Gedoh Coffee Singojuruh.
- d. The calculation results of the Store Atmosphere variable obtained that  $t$  count (6.218) >  $t$  table (2.02809) and a significant level of  $0.000 < 0.05$  then  $H_0$  is rejected. Because  $t$  count >  $t$  table, it can be concluded that the Store Atmosphere variable (X3) partially has a significant effect on Purchasing Decisions (Y) at Gedoh Coffee Singojuruh.
- e. Store Atmosphere has the most positive and significant influence on purchasing decisions at Gedoh Coffee Singojuruh, which always pays attention to and maintains the creativity of the services provided,

starting from facilities, room layout, store atmosphere that is often crowded with visitors and the placement of appropriate symbols so that consumers trust and feel at home when spending time in the coffee shop.

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