

BEYOND THE BREW: CRAFTING KOPI KENANGAN PURCHASE DECISIONS THROUGH STORE ATMOSPHERE, PROMOTIONS, AND SERVICE QUALITY

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Abstract: *The culinary business competition holds significant popularity among Indonesian individuals, particularly within the food and beverage industry. Coffee shops have been undergoing significant expansion and can now be found in numerous locations. One notable example of this growth is Kopi Kenangan, which has emerged as one of the largest coffee shop chains. The primary objective of this study is to examine the impact of store atmosphere, promotions, and service quality on consumer purchasing behaviour at the Curug branch of Kopi Kenangan in Tangerang City. The target group for this study comprises individuals who have engaged in transactions at the Curug Tangerang Branch of Kopi Kenangan between December 2022 and June 2023. This study employed a non-probability sampling approach, specifically utilising the incidental sampling technique. The overall sample size consisted of 125 respondents. This study employs the technique of multiple linear regression analysis, utilising the statistical software SPSS 26 for Windows. The findings of the study indicate that factors such as store atmosphere, promotions, and service quality have a partial and simultaneous impact on consumer purchase decisions. For those involved in the coffee industry, this study's managerial implications may be useful.*

Keywords: promotion, purchasing decisions, service quality, store atmosphere

Abstrak: Persaingan bisnis kuliner sangat populer di kalangan masyarakat Indonesia terutama di bidang food and beverage. coffee shop mengalami pertumbuhan yang sangat cepat dan bertebaran di berbagai tempat, salah satu yang terbesar adalah Kopi Kenangan. Penelitian ini bertujuan untuk mengetahui pengaruh yang ditimbulkan *store atmosfer, promotion, dan service quality* terhadap keputusan pembelian konsumen di Kopi Kenangan, khususnya di cabang Curug, Kota Tangerang. Populasi dalam penelitian ini adalah seluruh konsumen yang telah melakukan pembelian di outlet Kopi Kenangan Cabang Curug Tangerang selama periode Desember 2022 hingga Juni 2023. Penelitian ini mengambil sampel *non probability sampling* dengan jenis teknik sampling yang menggunakan incidental sampling dengan jumlah sampel 125 responden. Penelitian ini menggunakan uji analisis regresi liner berganda menggunakan alat statistik SPSS 26 for Windows. Hasil penelitian menunjukkan bahwa suasana toko, promosi, dan kualitas pelayanan secara parsial dan simultan berpengaruh terhadap keputusan pembelian. Penelitian ini dapat memberikan implikasi manajerial bagi pelaku usaha kopi.

Kata kunci: keputusan pembelian, kualitas pelayanan, promosi, suasana toko

INTRODUCTION

The business's expansion in Indonesia is currently seeing positive growth, particularly in the culinary industry, which is characterized by intense competition. Competition within the culinary industry entails numerous establishments promoting similar items, albeit with variations in terms of store ambiance, promotional strategies, and service excellence. The emerging business ventures in Indonesia predominantly revolve around culinary enterprises, with a particular focus on beverages that are centered on coffee as its fundamental component. The initial introduction of coffee cultivation in Indonesia occurred in 1696, when the Dutch government acquired coffee plants from the city of Malabar in India. It is worth noting that India ranks as the fourth largest global coffee producer, following Brazil, Vietnam, and Colombia, with Indonesia subsequently occupying a position in the rankings ([SasameCoffee, 2023](#)).

Numerous beverage rivals have surfaced in the Curug region, employing identical coffee constituents, and boasting superior product quality. Consequently, Kopi Kenangan's Curug Branch must enhance its strategic approach to ensure its survival. Kopi Kenangan was established in 2017 by Edward Tirtanata, James Prananto, and Cynthia Chaerunnisa. Based on the information provided on the official website of [KopiKenangan \(2023\)](#) the brand has established its presence in 64 cities throughout Indonesia, boasting a total of 868 locations. Notably, one of these shops is situated in the Curug branch area. The location being referred to is Tangerang. Kopi Kenangan targets the class B market segment, which refers to a market classification based on social class, specifically the middle class. Despite targeting a class B market, Kopi Kenangan remains enthusiastic and continues to provide high-quality products. While the rational element of

affordability is limited, the emotional element of aesthetic appeal also influences consumers' purchasing decisions.

Promotion is considered as one of the business methods employed by companies to introduce their products to consumers. This approach may encompass several tactics such as offering price reductions, providing cashback incentives, distributing complimentary items, and implementing promotional campaigns via advertising channels. [Dharmmesta & Handoko \(2011\)](#) posits that the implementation of a promotional mix might exert influence on consumers, hence impacting their purchase decisions. Purchasing decisions encompass the systematic evaluation and selection of commodities or services for acquisition. Nevertheless, according to the findings from interviews conducted with customers of the Curug Tangerang Branch of Kopi Kenangan, it was expressed by one of the consumers that the promotional activities undertaken by the establishment were perceived as unsuitable. The consumer encountered a promotional advertisement on the social media platform of Kopi Kenangan. However, upon expressing interest in availing the promotion during the purchase, the customer discovered that the promotion was unavailable at the Kopi Kenangan Curug Branch outlet. Other customers who said that the Kopi Kenangan's promotion solely relied on official social media agreed with the consumer's assertion that this incident did not occur once.

Another complaint lies in the interior, such as the placement of tables and benches which is still very minimal, so that when the tables and chairs are fully occupied by visitors, other customers have to stand up because there are very few interior tables and chairs provided. Consumers are unable to experience a period of relaxation. Customers at the Curug location of the Kopi Kenangan Outlet also encountered

challenges in accessing toilet or washroom facilities. The presence of a toilet at the Kopi Kenangan Curug Branch, however located outside the main premises and being a public facility within the petrol station area. It is perceived as incongruous and detracts from the overall ambiance of the establishment. This incongruity has resulted in customer discomfort with the atmosphere at the branch. Store atmosphere is a significant factor that customers take into account when they visit a retail establishment. It encompasses the store environment, which has the potential to impact consumers' sensory experiences, as well as their perceptions and feelings towards the shop. These factors, in turn, have the ability to influence consumers' decision-making processes ([Octavia & Utami, 2016](#)).

Complaints have been raised regarding the service system at the Kopi Kenangan Curug Branch outlet. It has been observed that orders frequently become interchanged between customers, leading to disappointment among customers. This issue arises when customers are made to wait for their orders, only to receive products that differ from their original preferences, as these items actually belong to other customers. This phenomenon frequently occurs in a repetitive manner. According to the findings derived from researchers' observations, it has been determined that certain service systems lack effective coordination, thereby necessitating the implementation of a more targeted queuing system. The study conducted by [Welsa & Khoironi \(2019\)](#) establishes a noteworthy correlation between service quality and consumer purchasing behaviour. The significance of service quality inside the Kopi Kenangan outlet is crucial for the purpose of sustaining the business and ensuring consumer, employee, and managerial satisfaction ([Kasmir, 2013](#)).

According to a study conducted by [Rahayu & Saputra \(2019\)](#), it was found that the store atmosphere exerts a favourable and

substantial impact on the purchasing decisions of customers. This demonstrates that a higher level of purchase decision will result in increased satisfaction and comfort. In a study conducted by [Rahayu & Saputra \(2019\)](#), it was found that the shop atmosphere does not exert any significant influence on consumers' purchase decisions. According to [Banjamahor \(2018\)](#), there exists a favourable yet statistically insignificant relationship between service quality and the process of making purchasing decisions. In accordance with the findings of [Santosa \(2019\)](#), it has been established that service quality exerts a substantial impact on consumer purchasing behaviour.

The author's research interest was sparked by the issues encountered at Kopi Kenangan, Curug Branch, Tangerang City, as well as the inconclusive findings from prior research on the interplay between store atmosphere, promotion, service quality variables, and their impact on purchasing decisions. The author expresses optimism that the findings of this study can serve as a viable approach for addressing challenges at the Kopi Kenangan Curug outlet, while also serving as a robust point of reference for devising strategies aimed at augmenting sales of Kopi Kenangan.

Literature Review

Store Atmosphere

The concept of store atmosphere refers to the physical and sensory environment of a retail establishment, which has the potential to impact consumers' sensory experiences, as well as their perceptions and emotional responses towards the business. According to [Katarika & Syahputra \(2017\)](#), the configuration of the store atmosphere is tailored to the specific target market, hence exerting an influence on consumer attraction. The ambiance of a store has the potential to exert a significant influence on the emotional states of consumers, thus impacting their shopping decisions. [Katarika &](#)

[Syahputra \(2017\)](#) assert that the components contributing to the formation of a store atmosphere encompass architectural design, physical attributes, spatial arrangement, signs, displays, color schemes, machinery, lighting, auditory stimuli, and olfactory combinations. The various components collaborate in unison to shape the consumer's perception of an organization.

[Berman & Evans \(2013\)](#), assert that store atmosphere indicators encompass various elements, including the external and internal aspects of the store, as well as the layout and displays within the store. These indications will be further elucidated in the subsequent discussion.

a. The exterior of the shop

The combination of the shops outside elements contributes to its distinctive and aesthetically pleasing appearance, thereby compelling potential consumers to venture inside. The front of the establishment encompasses various elements, including the front structure, symbolic features, entrance, window display, dimensions and proportions of the building, parking facilities, and the distinctiveness of the surrounding vicinity.

b. The store's interior

The significance of storefront design components lies in their potential to shape consumer impressions and influence purchasing decisions. An effectively planned arrangement has the potential to capture the interest of consumers. Upon entering a retail establishment, it is imperative that the interior design of the store is strategically planned to optimize the practice of visual merchandising. This can be achieved by implementing visually appealing displays that facilitate the seamless observation, examination, and selection of items by consumers, ultimately leading to successful purchases.

c. Store layout

The allocation of floor space in store layouts may be categorized into two types: personal sales and customer sales. Personal sales areas include sales rooms and employee rooms, while customer sales areas consist of customer rooms. The traffic flow within the store is also an important consideration in store layout design. It can be organized into several patterns, such as straight patterns, circular patterns, counter-directional patterns, and free flow patterns.

d. The store's attractive decor

The primary objective of an aesthetically pleasing store decorative display is to effectively communicate information to consumers and enhance the ambiance of the retail environment, hence potentially augmenting sales and overall profitability of the store.

Promotion

Promotion is a strategy for influencing consumers' purchasing decisions. According to [Tjiptono \(1995\)](#), promotion is a marketing activity that provides information to inform, persuade, and remind the company's target audience of its products, so that consumers are willing to accept, purchase, and remain loyal to the company's products. According to [Irawan \(2019\)](#), promotion is a one-way information activity designed to direct an individual or organization to engage in marketing exchange.

Promotion indicators aim to determine the extent to which promotions have succeeded in influencing purchasing decisions. According to [Kotler & Keller \(2009\)](#) sales promotion indicators consist of the following:

- a. Promotion Frequency. This measures how often a company conducts sales promotions through various promotional channels or media.
- b. Promotion Quality. This indicates the overall quality or effectiveness of the sales promotion campaigns.

- c. Promotion Quantity. This assesses the quantity or volume of sales promotions offered to consumers.
- d. Promotion Time. This considers the duration or length of time during which a particular promotion is active.
- e. Accuracy or Suitability of Promotional Targets. This measures how well the promotional efforts align with the company's intended target audience or market.

Service Quality

Service Quality is a component of marketing administration. Service quality has become one of the most influential factors in an organization's success. According to [Tjiptono \(1995\)](#), service quality is the sum of a product's or service's various attributes and characteristics in terms of its capacity to satisfy various predetermined or latent requirements. According to [Wibisono \(2006\)](#), service quality is considered optimal if it exceeds consumer expectations. In contrast, if the service received falls short of expectations, it is considered to be of low quality.

According to [Kotler et al., \(2016\)](#), there are five service quality indicators, including:

1. Physical facilities and infrastructure's dependability and functionality. This includes tangible facilities (such as structures, storage facilities, etc.).
2. Reliability. The capabilities provided in the service, must be in accordance with what was promised precisely, reliably, without error, and with a high degree of precision.
3. Responsiveness. In particular, a policy aimed at assisting clients and delivering prompt and accurate service by communicating plain information.
4. Guarantees and assurances (assurance). The knowledge and ability of company employees to cultivate customers' trust in the company, this includes several components, including communication.
5. Communication, credibility, security, competence, and manners.

6. Empathy (*empathy*). Specifically, providing sincere and individual or personal attention to customers by attempting to comprehend their needs.

Purchase Decision

The purchasing decision is the stage in the buyer's decision-making process where the consumer actually purchases. Consumer choice is fundamentally a problem-solving procedure. [Alma, \(2016\)](#) suggests that consumer purchasing decisions are influenced by financial economics, technology, politics, culture, products, prices, locations, promotions, physical evidence, people dan, and process. So as to instill in consumers the mentality of processing all information and drawing conclusions in the form of purchasing decisions. In the meantime, [Hardoko \(2022\)](#) defines purchasing decisions as a problem-solving approach to human activities that entails identifying needs and desires, searching for information, evaluating purchasing alternatives, and acting accordingly after the event.

Hypothesis Development

The Influence of Store Atmosphere on Purchasing Decisions

Store Atmosphere that is tailored to an individual's characteristics and can elicit various responses. The ambiance of a store can influence consumer behavior and, by extension, the psychological responses of store employees. A consumer who determines the store he will visit and the products he will purchase. According to research conducted by [Putri et al., \(2014\)](#), the store environment has a significant impact on purchasing decisions. On the basis of prior research, the following hypothesis was formulated:

H₁: Store Atmosphere influences the purchase decision.

The Influence of Promotion on Purchase Decisions

According to [Abdullah & Tantri \(2012\)](#), promotion is the most effective marketing activity for attracting and retaining consumers, and consumers will learn about the company's products through promotional activities. According to the findings of [Dewi \(2018\)](#), promotions had a positive and significant impact on the purchasing decisions of Rengat Mobile Ambassadors, Indragiri Hulu Regency. On the basis of research, the following hypothesis is formed:

H₂: Promotions influence purchasing decisions.

The Influence of Service Quality on Purchasing Decisions

According to [Moenir \(2015\)](#), service quality is the process of meeting requirements through the direct actions of other people. According to the findings of [Budiono \(2020\)](#), the findings of this study had a significant concurrent impact on purchasing decisions at PT Indomarco sub South Tangerang. Following research, the following hypothesis is formulated:

H₃: Service quality influences purchasing decisions.

RESEARCH METHODS

Research Paradigm

This study employs a quantitative approach with an associative approach and causal techniques. Causal associative research is a research problem formulation that examines the relationship between two or more variables ([Sugiyono, 2017](#)). Kopi Kenangan is located at the Pertamina Curug petrol station on Jl. Raya STPI Curug, No. KM 05 No. 80 Serdang Wetan, Kec. Legok, Kab. Tangerang. The research period is roughly between February and July 2023.

Population and Sample

In this study, the assurance of the population is already known, so it can be concluded that the population is finite. From December 2022 to June 2023, the recorded population at Kopi Kenangan, Curug branch, Tangerang Regency was 18,000. This study collected samples from respondents who had made at least two purchases at the Kopi Kenangan Curug Branch, Tangerang Province.

This study employed a technique of non-probability sampling known as incidental sampling. According to [Sugiyono \(2017\)](#), incidental sampling is a method for determining random samples in which anyone who encounters the researcher by accident and is deemed appropriate as a data source can be used as a sample. The Slovin formula yielded a sample of 99.44 with a 10% error rate, but because the subjects were fractions, they were adjusted up to 100. In this study the researchers added another 25 respondents so that this study used 125 respondents. Consequently, this study collected data by disseminating questionnaires to respondents or customers of Kopi Kenangan via Google form, and then analyzing the data using the SPSS statistical software and the Likert scale method.

This research employs two techniques for data analysis: descriptive analysis techniques, such as mean, median, mode, standard deviation, maximum value, and minimum value. And research techniques for inferential analysis employ the classical assumption test, multiple linear regression test, coefficient of determination test (R²), F test, and t test.

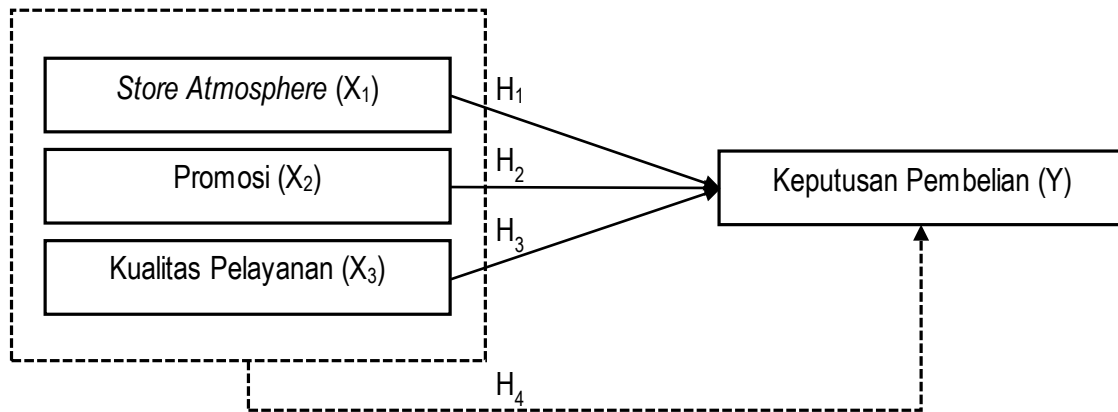


Figure 1. Research Framework

RESULTS AND DISCUSSION

Descriptive Analysis

The following are the results of the questionnaire administered to consumers of Kopi Kenangan, Curug Branch, Tangerang, regarding store atmosphere, promotions, and purchase decisions.

a. Store Atmosphere

According to descriptive statistical research involving 125 respondents, X1 (store atmosphere) has a minimum value of 19, a maximum value of 35, a mean value of 27.93, and a standard deviation of 3,132.

b. Promotion

According to descriptive statistical research involving 125 respondents, X2

(Promotion) has a minimum value of 22, a maximum value of 45, a mean value of 35.75, and a standard deviation of 4.450.

c. Service quality

In descriptive statistical research involving 125 respondents, X3 (Service Quality) has a minimum value of 29, a maximum value of 50, a mean value of 41.28, and a standard deviation (standard deviation) of 4.410.

d. Purchase decision

According to descriptive statistical research involving 125 respondents, Y (Purchase Decision) has a minimum value of 24, a maximum value of 40, a mean value of 32.93, and a standard deviation of 3.476.

Table 1. Descriptive Analysis Test Results

| | Descriptive Statistics | | | | |
|--------------------|------------------------|---------|---------|-------|----------------|
| | N | Minimum | Maximum | Mean | Std. Deviation |
| on | 125 | 19 | 35 | 27.93 | 3.132 |
| PM | 125 | 22 | 45 | 35.75 | 4.450 |
| at | 125 | 29 | 50 | 41.28 | 4.410 |
| KP | 125 | 24 | 40 | 32.93 | 3.476 |
| Valid N (listwise) | 125 | | | | |

Validity Analysis

When $r_{\text{count}} > r_{\text{table}}$ at a significance level of 0.05, the research instrument is deemed valid, indicating that a query item has a significant correlation with the total score. Using the Bivariate Pearson correlation feature of IBM

SPSS Statistics 26 software, 125 participants were tested to determine the instrument's validity; r_{table} was calculated to be 0.176 at a significance level of 5%. The results of the validity test for each query item are provided in Table 2.

Table 2. Validity Test Results

| Variabel | Item | r_{count} | r_{table} | Information |
|--------------------|------|--------------------|--------------------|-------------|
| STORE ATMOSPHERE | SA1 | 0.562 | 0.176 | Valid |
| | SA2 | 0.578 | 0.176 | Valid |
| | SA3 | 0.528 | 0.176 | Valid |
| | SA4 | 0.617 | 0.176 | Valid |
| | SA5 | 0.659 | 0.176 | Valid |
| | SA6 | 0.554 | 0.176 | Valid |
| | SA7 | 0.585 | 0.176 | Valid |
| PROMOTION | PM1 | 0.619 | 0.176 | Valid |
| | PM2 | 0.606 | 0.176 | Valid |
| | PM3 | 0.506 | 0.176 | Valid |
| | PM4 | 0.556 | 0.176 | Valid |
| | PM5 | 0.561 | 0.176 | Valid |
| | PM6 | 0.700 | 0.176 | Valid |
| | PM7 | 0.580 | 0.176 | Valid |
| | PM8 | 0.640 | 0.176 | Valid |
| | PM9 | 0.606 | 0.176 | Valid |
| QUALITY OF SERVICE | KL1 | 0.550 | 0.176 | Valid |
| | KL2 | 0.602 | 0.176 | Valid |
| | KL3 | 0.645 | 0.176 | Valid |
| | KL4 | 0.531 | 0.176 | Valid |
| | KL5 | 0.690 | 0.176 | Valid |
| | KL6 | 0.500 | 0.176 | Valid |
| | KL7 | 0.580 | 0.176 | Valid |
| | KL8 | 0.587 | 0.176 | Valid |
| | KL9 | 0.635 | 0.176 | Valid |
| | KL10 | 0.621 | 0.176 | Valid |
| PURCHASE DECISIONS | KP1 | 0.582 | 0.176 | Valid |
| | KP2 | 0.564 | 0.176 | Valid |
| | KP3 | 0.527 | 0.176 | Valid |
| | KP4 | 0.555 | 0.176 | Valid |
| | KP5 | 0.577 | 0.176 | Valid |
| | KP6 | 0.589 | 0.176 | Valid |
| | KP7 | 0.552 | 0.176 | Valid |
| | KP8 | 0.642 | 0.176 | Valid |

Based on data obtained from 125 respondents who made purchases at Kopi Kenangan Curug Branch, Tangerang on the independent variable (store atmosphere, promotion, service quality) is declared valid because the value $r_{count} > r_{table}$ (0.176) and the dependent variable (purchasing decision) is declared valid because the value $r_{count} > r_{table}$ (0.176), the questions on the questionnaire can be accepted well.

Reliability Analysis

This technique for testing reliability employs analysis techniques devised by Alpha Cronbach. Alpha Cronbach is a measure of reliability that can be applied to every item in a variable. The rule for determining whether an instrument is reliable or not is that if Alpha Cronbach is greater than 0.6, the instrument is reliable, and the questionnaire can be relied upon and used.

On the basis of data collected from 125 respondents who made purchases at Kopi

Kenangan, Curug Branch, Tangerang, it is possible to conclude that all variables included in the study are reliable, as the Alpha Cronbach coefficients for both dependent and independent variables exceed 0.60.

Multiple Linear Regression Analysis

Multiple linear regression analysis is used to evaluate the hypotheses formulated by researchers. According to [Prastowo & Usman \(2021\)](#), regression analysis is an appropriate method of analysis when one dependent variable is believed to be related to multiple independent variables.

Multiple regression analysis is utilized to determine the functional relationship between one variable and another variable in the form of a mathematical equation. In another sense, regression analysis seeks to determine the relationship between two or more variables in which one variable is dependent on another.

Table 3. Reliability Test Results

| Variable | Cronbach Alpha Coefficient | Information |
|-------------------|----------------------------|-------------|
| Store Atmosphere | 0.676 | Reliable |
| Promotion | 0.775 | Reliable |
| Service quality | 0.795 | Reliable |
| Purchase Decision | 0.709 | Reliable |

Table 4. Results Multiple Linear Regression Test

| Model | Coefficients | | | t | Say. | |
|-------|-----------------------------|------------|---------------------------|------|-------|------|
| | Unstandardized Coefficients | | Standardized Coefficients | | | |
| | B | Std. Error | Beta | | | |
| 1 | (Constant) | 10.246 | 2.592 | | 3.954 | .000 |
| | on | .213 | .091 | .192 | 2.324 | .022 |
| | PM | .279 | .075 | .357 | 3.717 | .000 |
| | at | .164 | .077 | .208 | 2.118 | .036 |

a. Dependent Variable: KP

Based on the results of the multiple regression test in Table 4, the regression equation can be seen as follows:

$$Y = 10.246 + 0.213X_1 + 279X_2 + 164X_3 + e$$

In order to test the proposed hypothesis, the probability value for each independent variable is derived from the results of the regression equation presented above.

Partial Test (t Test)

1) t Test (Partial) Store Atmosphere

In Table 4 determine t_{count} amounting to 2,324 > t_{table} 1.979 and a significance value of 0.022 < 0.05, then the statement H0 is rejected and H₁ is accepted, which means that there is a significant influence on the atmosphere of the shop on the decision to purchase Kopi Kenangan, Tangerang.

2) t Test (Partial) Promotion

In Table 4 determine t_{count} amounting to 3,717 > t_{table} 1.979 and a significance value of 0.000 < 0.05, then the statement H0 is rejected and H₂ is accepted, which means that there is a significant influence on promotion on purchasing decisions for Kopi Kenangan, Tangerang.

3) Partial Test of Service Quality

In Table 4 determine t_{count} amounting to 2,118 > t_{table} 1.979 and a significance value

of 0.036 < 0.05, then the statement H0 is rejected and H₃ is accepted, which means that there is a significant influence on service quality on purchasing decisions for Kopi Kenangan, Tangerang.

Based on table 5, it shows that F_{count} amounting to 28,219 > from F_{table} 2.68 and it can be seen that the significance value is 0.000 < 0.05, so it can be explained that there is a simultaneous influence on the atmosphere of the shop, promotions, service quality on purchasing decisions.

DISCUSSION

Impact of Store Atmosphere on Purchase Decision

The research findings demonstrate a notable and favorable influence of the store atmosphere on the purchasing decision specifically for Kopi Kenangan's branch located in Tangerang city. The aesthetically pleasing interior design, meticulously organized seating arrangement, and visually appealing wall decorations collectively enhance the purchase experience, ultimately resulting in increased sales. This is consistent with the research conducted by [Putri et al., \(2014\)](#), which emphasizes the favorable and substantial impact of store atmosphere on purchase choices.

Table 5. F Test Results (Simultaneous Test)

| | | ANOVA ^a | | | | |
|--|------------|--------------------|----|-------------|-------|-------|
| | Model | Sum of Squares | df | Mean Square | F | Say. |
| 1 | Regression | 125 | 19 | 35 | 27.93 | 3.132 |
| | Residual | 125 | 22 | 45 | 35.75 | 4.450 |
| | Total | 125 | 29 | 50 | 41.28 | 4.410 |
| | Regression | 125 | 24 | 40 | 32.93 | 3.476 |
| a. Dependent Variable: KP | | | | | | |
| b. Predictors: (Constant), KL, SA, PM) | | | | | | |

Impact of Promotion on Purchase Decision

The study demonstrates a favorable and substantial impact of promotions on the purchasing choice for Kopi Kenangan's branch. Efficient promotional tactics, such as offering discounts and spreading information, enhance consumer appeal and lead to higher sales. This finding aligns with previous research, as demonstrated by [Dewi \(2018\)](#), highlighting the favorable and substantial influence of promotional activities on purchase choices.

Impact of Service Quality on Purchase Decision

The research findings indicate a strong and meaningful impact of service quality on the purchasing choice for Kopi Kenangan's branch. Providing high-quality service has a crucial role in creating a favorable client experience, which in turn has a significant impact on their buying choices. Consistent with other research, such as [Budiono \(2020\)](#), this study also discovered a favorable and substantial influence of service quality on consumers' purchasing choices.

CONCLUSION

Based on the research and data analysis titled "Influence of Store Atmosphere, Promotion, and Service Quality on Purchasing Decisions for Kopi Kenangan, Curug Branch, Tangerang Province," several conclusions emerge. Firstly, the study reveals that the store atmosphere (X_1) significantly impacts purchasing decisions at the Kopi Kenangan Curug Branch in Tangerang Regency, as a comfortable environment encourages consumer appreciation and stimulates purchasing desires. Secondly, promotion influence (X_2) play a crucial role in influencing consumer decisions, providing valuable information about products or prices. Thirdly, the excellent service quality (X_3) offered by the personnel at Kopi Kenangan Curug

Branch strongly influences consumer purchasing decisions. Furthermore, the regression test results indicate that store atmosphere, promotion, and service quality collectively exert a significant influence on purchasing decisions. The study categorizes these findings as "Very good," suggesting that enhancing store atmosphere, promotion, and service quality can further boost purchasing decisions at Kopi Kenangan Curug Branch in Tangerang Regency.

The findings of the research, which emphasize the beneficial impact of a comfortable store environment, efficient promotional efforts, and high service quality standards on consumer purchasing choices at the Kopi Kenangan Curug Branch in Tangerang Regency, offer valuable insights for coffee shops and similar establishments. By utilizing these results, such businesses can formulate more strategic approaches to enhance customer engagement, optimize the allocation of promotional resources, enhance staff training to elevate service quality, and tailor strategies according to individual location preferences. Through these actions, companies can enhance the attractiveness of their stores, foster customer loyalty, and ultimately bolster overall purchasing decisions, thus positively influencing their operational performance.

Moreover, conducting comparative analyses across diverse business models could illuminate unique approaches tailored to different market contexts. Longitudinal investigations may unveil shifting consumer trends over time, guiding businesses in staying responsive to evolving preferences. By delving into contextual nuances and leveraging qualitative methodologies, future research has the potential to unveil deeper layers of consumer motivation, enriching our understanding and refining strategic approaches for sustained success in the marketplace.

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