

The Influence Of Happy Hour Promo And Store Atmosphere On Purchasing Decisions Through Consumer Satisfaction At Coffee Shop Declasse PJKA Kota Blitar

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ABSTRACT

This research aims to examine the influence of Happy Hour promo and store atmosphere on purchasing decisions through consumer satisfaction at Declasse PJKA Kota Blitar. The background of this study is the increasing competition among cafés in offering attractive promotions and creating a comfortable atmosphere to enhance customer experience and loyalty. This study uses a quantitative research approach with a survey method. Data were collected through questionnaires distributed to customers of Declasse PJKA, and the sample was determined using purposive sampling. The data were analyzed using Structural Equation Modeling (SEM) with the SmartPLS software. The results show that Happy Hour promo has a positive and significant effect on consumer satisfaction, and store atmosphere also has a positive and significant influence on consumer satisfaction and purchasing decisions. Moreover, consumer satisfaction mediates the relationship between Happy Hour promo, store atmosphere, and purchasing decisions. These findings indicate that attractive promotional strategies and a pleasant store environment can enhance consumer satisfaction, which ultimately increases purchasing decisions. This research contributes to marketing management by emphasizing the importance of experiential and promotional factors in shaping consumer behavior in café businesses.

Keywords : Happy Hour Promo, Store Atmosphere, Consumer Satisfaction, Purchasing Decisions, Declasse PJKA

INTRODUCTION

The coffee shop industry in Indonesia has experienced rapid growth over the past decade. The lifestyle of Indonesian society, particularly among the younger generation, has shifted from merely consuming coffee as a functional necessity to engaging in social and lifestyle activities. This trend is driven by increasing awareness of product quality, the desire for comfort, and the emergence of the work-from-café culture among students, college learners, and young professionals (KatadataInsightCenter, 2025).

Data indicate that the number of coffee shops in Indonesia increased significantly from approximately 1,083 outlets in 2016 to more than 2,937 outlets in 2019, and it is estimated to have reached around 9,000 outlets by 2023 (TricruiseMarketingIndonesia, 2025). Meanwhile, national coffee consumption rose from about 3.3 million bags (60 kg each) in 2019 to around 5 million bags in 2021 ((GAIN), 2025). This increase reflects both the rising demand and the transformation of consumer lifestyles, in which cafés have become social and recreational spaces.

Such growth has intensified competition among coffee shop businesses, making differentiation strategies crucial. One widely implemented strategy is time-based promotion, such as the happy hour program, which offers discounts or special deals during specific time

periods. This type of promotion has been proven to stimulate purchasing decisions by creating a sense of urgency and perceived economic value (P Kotler, 2016). Prior studies also demonstrate that happy hour programs effectively drive short-term purchasing behavior and increase repeat customer visits (Chang, 2021).

In addition to promotional strategies, the store atmosphere plays an essential role in influencing consumer behavior. According to (C. Spence, 2014), the store atmosphere involves the management of visual elements, lighting, scent, and spatial layout that affect consumer emotions and perceptions. Based on the PAD model (Pleasure Arousal Dominance) proposed by (Russell, 1974), a pleasant environment can evoke comfort and satisfaction, which subsequently lead to purchasing decisions. Several empirical studies in Indonesia have confirmed that a cozy and aesthetically pleasing café atmosphere significantly enhances customer satisfaction and repurchase intentions (M. Affandi, 2024).

Furthermore, consumer satisfaction often acts as a mediating variable between store atmosphere and purchasing decisions. When consumers feel satisfied with a store's ambiance and services, they tend to make quicker purchasing decisions and develop long-term loyalty (Warmadewa Institute, 2025). Thus, understanding the combined relationship among happy hour promos, store atmosphere, and consumer satisfaction is crucial.

A purchasing decision represents the final stage in the consumer behavior process after need recognition, information search, and evaluation of alternatives. According to Kotler (P Kotler, 2016), a purchasing decision is the stage in which the consumer ultimately selects a product or service based on perception, preference, and prior experience. This decision is influenced by both internal factors (such as motivation and satisfaction) and external factors (such as promotion and store atmosphere). In the coffee shop industry, purchasing decisions are not solely determined by taste and price but also by the emotional and social experience perceived by consumers. (C. Spence, 2014) found that atmospheric elements—lighting, aroma, music, and interior design—affect comfort perception and the likelihood of purchase (Chang, 2021) further revealed that time-based promotions, such as happy hour, significantly increase impulsive purchasing decisions, particularly among younger consumers. Such promotions create a perceived value and urgency that drive purchase actions. Moreover (Aprilia, 2020) emphasizes that consumer satisfaction serves as a critical mediating variable between store atmosphere and purchasing decisions. Satisfied customers tend to make repeat purchases and recommend the establishment to others.

This study focuses on Coffee Shop Declasse PJKA, Blitar City, a local café known for implementing happy hour promotions and offering a modern interior ambiance. As Blitar represents a medium-sized city experiencing notable creative economic growth, the findings of this study are expected to provide practical implications for marketing strategies and competitive improvement among local coffee shops. Research combining store atmosphere, happy hour promo, and consumer satisfaction toward purchasing decisions has rarely been conducted in medium-sized cities, where consumer preferences and behavioral patterns may differ.

LITERATURE REVIEW AND HYPOTHESIS DEVELOPMENT

Promotion Theory

According to (P Kotler, 2016), the theory of promotion, specifically referring to sales promotion, is defined as a collection of short-term incentive tools designed to stimulate the

quick purchase of a particular product or service. These strategies may take the form of coupons, discounts, direct gifts, or time-based promotions such as happy hour. (Chang, 2021), in the *Journal of Retail Marketing*, asserted that time-limited promotions create psychological effects of urgency and scarcity, prompting consumers to make impulsive purchasing decisions. Furthermore, (Soman, 2020) explains that happy hour promos utilize the principles of behavioral economics, in which purchasing decisions are influenced by temporal and emotional contexts. Consumers tend to assess a product's value not only based on its price but also on the limited opportunities offered.

Model PAD (Pleasure Arousal Dominance)

The PAD Model (Pleasure–Arousal–Dominance) was developed by (Russell, 1974) explains that the physical environment triggers emotional reactions that subsequently influence consumer purchasing behavior. The study (Aprilia, 2020) found that an effective store atmosphere—encompassing lighting, scent, and interior design—positively affects customer satisfaction and repurchase intentions in cafés. This indicates that store atmosphere is not merely a decorative element but an integral part of a sensory marketing strategy that influences purchasing decisions through the emotional pathways of consumers.

Teori Consumer Satisfaction

According to (P Kotler, 2016) consumer satisfaction theory refers to the degree of pleasure or disappointment that arises from comparing a product's perceived performance with the consumer's expectations. When the product's performance exceeds expectations, the consumer experiences satisfaction; conversely, if it falls short, dissatisfaction arises. Satisfaction is a key determinant of customer loyalty and repurchase intention. Similarly, (Oliver, 2015) in *Satisfaction: A Behavioral Perspective on the Consumer* explains that satisfaction is an affective evaluation resulting from the interaction between actual experience and prior expectations. dengan ekspektasi yang dimiliki konsumen. Apabila kinerja produk melebihi harapan, maka konsumen merasa puas; sebaliknya, bila di bawah harapan, maka muncul rasa kecewa. Kepuasan merupakan determinan penting bagi loyalitas dan niat pembelian ulang. (Oliver, 2015) dalam *Satisfaction: A Behavioral Perspective on the Consumer* menjelaskan bahwa kepuasan adalah hasil evaluasi afektif yang muncul dari interaksi antara pengalaman aktual dan harapan sebelumnya.

Purchasing Decision Theory

According to (P Kotler, 2016), consumer satisfaction theory refers to the degree of pleasure or disappointment that arises from comparing a product's perceived performance with the consumer's expectations. When the product's performance exceeds expectations, the consumer experiences satisfaction; conversely, if it falls short, dissatisfaction arises. Satisfaction is a key determinant of customer loyalty and repurchase intention. Similarly, (Oliver, 2015) in *Satisfaction: A Behavioral Perspective on the Consumer* explained that satisfaction is an affective evaluation resulting from the interaction between experience and prior expectations.

Purchase Decision

(P Kotler, 2016) also explains that consumer purchasing decision is part of consumer behavior, which studies how individuals, groups, and organizations select, buy, use, and evaluate goods, services, ideas, or experiences to satisfy their needs and desires. Purchasing decisions are inseparable from consumer characteristics, meaning each consumer has unique buying habits. The indicators of purchasing decisions were adopted from (P Kotler, 2016) include product choice, brand choice, dealer choice, purchase timing, purchase quantity, and payment method.

Consumer Satisfaction

Consumer satisfaction, as defined by (P Kotler, 2016) is a consumer's feeling of pleasure or disappointment resulting from comparing a product's perceived performance to expectations. When consumers are satisfied, they are more likely to spend on the company's products, thus generating profit. Satisfaction is measured by the extent to which product performance meets consumer expectations (M. Affandi, 2024). The indicators of consumer satisfaction in this study include repurchase intention, word of mouth creation, brand image, and purchasing decisions with the same company (P Kotler, 2016).

Happy Hour Promo

According to (P Kotler, 2016) sales promotion is a key element of a marketing campaign consisting of a set of short-term incentive tools designed to stimulate quicker or greater purchase of a product or service. Consumers are likely to purchase when offered price discounts, coupons, bundles, or promotional guarantees. In this study, the form of sales promotion examined is the "Happy Hour" promotion, representing a time-based sales strategy. The indicators of sales promotion used include frequency, quality, quantity, timing, and target accuracy of the promotion. Menurut (P Kotler, 2016) The indicators of sales promotion used include frequency, quality, quantity, timing, and target accuracy of the promotion.

Store Atmosphere

(P Kotler, 2016), the store atmosphere refers to the overall impression of a store created by physical elements (exterior, interior, layout, and displays) and psychological elements (comfort, cleanliness, service, product availability, creativity, promotion, and technology). Store atmosphere is part of the retailing mix, encompassing both layout and ambiance. A well-designed store atmosphere can attract consumers to visit and make purchases (Evans, 2018). The indicators used in this study include store exterior, general interior, store layout, and interior display (Evans, 2018).

Hypothesis Development

H1: The "Happy Hour" promotion has a positive and significant effect on purchasing decisions.

H2: Store atmosphere has a positive and significant effect on purchasing decisions.

H3: The "Happy Hour" promotion has a positive and significant effect on consumer satisfaction.

H4: Store atmosphere has a positive and significant effect on consumer satisfaction.

H5: Consumer satisfaction has a positive and significant effect on purchasing decisions.

H6: The "Happy Hour" promotion positively and significantly affects purchasing decisions through consumer satisfaction.

H7: Store atmosphere positively and significantly affects purchasing decisions through consumer satisfaction.

METHODS

This research was conducted at Coffee Shop Declasse PJKA, located in Blitar City. The type of research used is explanatory research, which aims to explain the influence between independent and dependent variables (Singarimbun & Effendi, 2019). This study employs a quantitative research method. The population and sample consist of consumers who have purchased products at Coffee Shop Declasse PJKA, totaling 88 respondents. The data collection technique used in this research is a questionnaire. To obtain data with a high level of accuracy and consistency, the research instrument must be valid and reliable.

The data were analyzed using Structural Equation Modeling (SEM) with the SmartPLS software. Partial Least Squares (PLS) was used as the data analysis method. The reason for using PLS is that this tool allows structural equation modeling with relatively small sample sizes and does not require the assumption of multivariate normality. PLS is a versatile analytical method because it can be applied to almost all types of data scales. In addition, PLS can be used not only to confirm existing theories but also to develop relationships that lack theoretical foundations or to test new propositions (Ghozali, 2011).

RESULTS

The results of this research provide an in-depth understanding of how Happy hour promos and store atmosphere influence purchasing decisions through consumer satisfaction at Coffee Shop Declasse PJKA in Blitar City. Based on the analysis, each variable shows a significant relationship that highlights the importance of both marketing strategy and environmental design in shaping consumer behavior. The findings emphasize that attractive promotional offers and a comfortable store atmosphere not only enhance customer satisfaction but also play a crucial role in encouraging purchasing decisions.

Table 1. Results Validity Konvergen

Variable	Item	Outer Loading	Information
Happy Hour Promo (X1)	X1.1	0.735	Valid
	X1.2	0.787	Valid
	X1.3	0.641	Valid
	X1.4	0.674	Valid
	X1.5	0.900	Valid
Store Atmosphere (X2)	X2.1	0.782	Valid
	X2.2	0.888	Valid
	X2.3	0.797	Valid
	X2.4	0.807	Valid
Purchasing Decision (Y)	Y.1	0.813	Valid
	Y.2	0.743	Valid

	Y.3	0.810	Valid
	Y.4	0.851	Valid
Consumer Satisfaction (Z)	Z.1	0.735	Valid
	Z.2	0.787	Valid
	Z.3	0.641	Valid
	Z.4	0.674	Valid

Source: Data Processed by the Researcher (2025)

Based on the table above, the results of the convergent validity test show that all indicators have outer loading values of ≥ 0.5 , which means that all indicators of the Happy hour promo, store atmosphere, consumer satisfaction, and purchasing decision variables are valid and can be used to measure their respective constructs.

Table 2. Results Discriminant Validity

Variable	Average Varian Extracted (AVE)	Information
Happy Hour Promo	0.645	Valid
Store Atmosphere	0.637	Valid
Purchasing Decision	0.606	Valid
Consumer Satisfaction	0.601	Valid

Source: Data Processed by the Researcher (2025)

Based on the measurement results above, the discriminant validity test for the variables Happy hour promo, store atmosphere, consumer satisfaction, and purchasing decision indicates that each variable has an Average Variance Extracted (AVE) value of ≥ 0.5 . This demonstrates that the model used in this study is valid and has good measurement quality.

Table 3. Results Composite Reliability and Cronbach's Alpha

Variable	Composite Reliability	Cronbach's Alpha
Happy Hour Promo	0.922	0.905
Store Atmosphere	0.897	0.856
Purchasing Decision	0.925	0.907
Consumer Satisfaction	0.931	0.917

Source: Data Processed by the Researcher (2025)

Based on the table above, it can be seen that all variables in this study have Composite Reliability and Cronbach's Alpha values of ≥ 0.5 , indicating that all variables possess good reliability and are consistent enough to proceed with further measurement.

The structural model test (inner model) is used to examine the relationships among latent variables. In other words, the analysis of the inner model is employed to assess the overall accuracy of the research model, which is constructed based on several variables and their respective indicators.

Table 4. Results Coefficient of Determination (R^2)

Variabel	R Square
Purchasing Decision	0.556
Consumer Satisfaction	0.579

Source: Data Processed by the Researcher (2025)

The measurement results of the coefficient of determination (R^2) for the purchasing decision variable show a value of 0.556 or 55.6%. This means that the variance of the purchasing decision variable can be explained by the Happy hour promo, store atmosphere, and consumer satisfaction variables by 55.6%, while the remaining 44.4% is explained by other variables outside this study. Meanwhile, the coefficient of determination for the consumer satisfaction variable has a value of 0.579 or 57.9%. This indicates that the variance of consumer satisfaction can be explained by the Happy hour promo, store atmosphere, and purchasing decision variables by 57.9%, while the remaining 42.1% is influenced by other variables not included in this study.

Furthermore, the Q-square (Q^2) test measures how well the observed data can provide predictive relevance to the research model. The formula used to calculate Q^2 is as follows:

$$Q^2 = 1 - (1 - R^2_1) (1 - R^2_2)$$

Where:

Q^2 = Predictive Relevance (Coefficient of Determination)

R^2 = Coefficient of Determination for each dependent variable

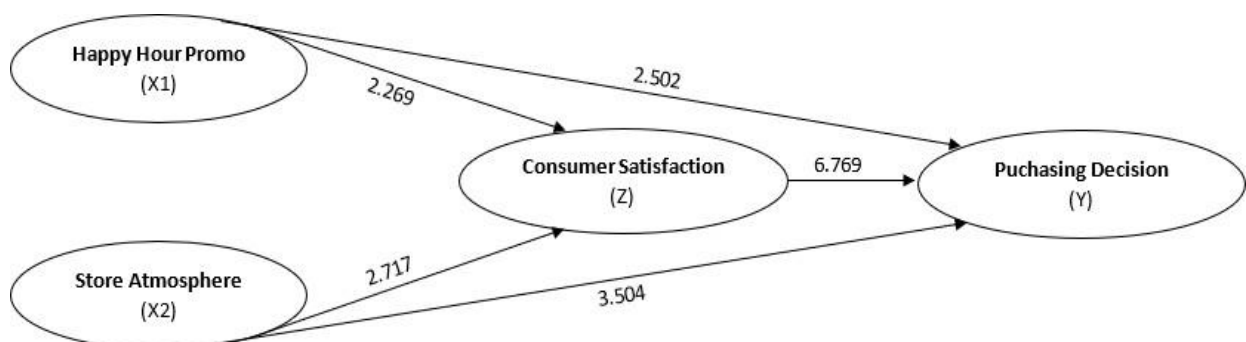
Based on the calculation above:

$$\begin{aligned} Q^2 &= 1 - (1 - 0.556) (1 - 0.579) \\ &= 1 - (0.444) (0.421) \\ &= 1 - 0.1869 = 0.813 \end{aligned}$$

The results indicate that the total coefficient of determination (Q^2) in explaining both dependent variables in this research model is 0.813 or 81.3%. This shows that the variables included in this study both directly and indirectly contribute significantly to explaining the model, while the remaining variation is influenced by factors not examined in this research.

The research conducted includes seven hypotheses, which were tested using the SmartPLS 4 application. The model fit results are presented as follows.

Figure 1. Model Analysis Path



Source: Data Processed by the Researcher (2025)

Table 5. Results Hypothesis

Hypothesis	Original Sample	Standard Deviation	T Statistic	P Values	Information
X1 → Y	0.321	0.111	2.502	0,001	Significant
X2 → Y	0.258	0.139	3.504	0,001	Significant
X1 → Z	0.390	0.132	2.269	0,001	Significant
X2 → Z	0.466	0.139	2.717	0,000	Significant
Z → Y	0.311	0.100	6.769	0,000	Significant
X1 → Z → Y	0.390	0.110	2.916	0,000	Significant
X2 → Z → Y	0.466	0.188	2.197	0,000	Significant

Source: Data Processed by the Researcher (2025)

H1: The "Happy Hour" promotion has a positive and significant effect on purchasing decisions.

The first hypothesis examines the direct effect of Happy hour promo on purchasing decisions. Based on the research results, the path coefficient (original sample) value is 0.321, with a standard deviation of 0.111, a T-statistic value of 2.502, and a P-value of 0.001. These results indicate that H_0 is rejected, and the hypothesis stating that Happy hour promo has a direct (significant) effect on purchasing decisions (H1) is accepted. The positive direction of the relationship shows that the more frequent or attractive the Happy hour promos are, the higher the purchasing decisions will be. Therefore, it can be concluded that there is a positive and significant influence between Happy hour promo and purchasing decisions.

H2: Store atmosphere has a positive and significant effect on purchasing decisions

The second hypothesis examines the direct effect of store atmosphere on purchasing decisions. Based on the research results, the path coefficient (original sample) value is 0.258, with a standard deviation of 0.139, a T-statistic value of 3.504, and a P-value of 0.001. These results indicate that H_0 is rejected, and the hypothesis stating that store atmosphere has a direct (significant) effect on purchasing decisions (H2) is accepted. The positive direction of the relationship shows that the more attractive the store atmosphere is, the higher the purchasing decisions will be. Therefore, it can be concluded that there is a positive and significant influence between store atmosphere and purchasing decisions.

H3: The "Happy Hour" promotion has a positive and significant effect on consumer satisfaction

The third hypothesis examines the direct effect of Happy hour promo on consumer satisfaction. Based on the research results, the path coefficient (original sample) value is 0.390, with a standard deviation of 0.132, a T-statistic value of 2.269, and a P-value of 0.001. These results indicate that H_0 is rejected, and the hypothesis stating that Happy hour promo has a direct (significant) effect on consumer satisfaction (H3) is accepted. The positive direction of the relationship shows that the more attractive and beneficial the Happy hour promos are, the higher the level of consumer

satisfaction will be. Therefore, it can be concluded that there is a positive and significant influence between Happy hour promo and consumer satisfaction.

H4: Store atmosphere has a positive and significant effect on consumer satisfaction

The fourth hypothesis examines the direct effect of store atmosphere on consumer satisfaction. Based on the research results, the path coefficient (original sample) value is 0.466, with a standard deviation of 0.139, a T-statistic value of 2.717, and a P-value of 0.000. These results indicate that H_0 is rejected, and the hypothesis stating that store atmosphere has a direct (significant) effect on consumer satisfaction (H4) is accepted. The positive direction of the relationship shows that the more comfortable and appealing the store atmosphere is, the higher the level of consumer satisfaction will be. Therefore, it can be concluded that there is a positive and significant influence between store atmosphere and consumer satisfaction.

H5: Consumer satisfaction has a positive and significant effect on purchasing decisions.

The fifth hypothesis examines the direct effect of consumer satisfaction on purchasing decisions. Based on the research results, the path coefficient (original sample) value is 0.311, with a standard deviation of 0.100, a T-statistic value of 6.769, and a P-value of 0.000. These results indicate that H_0 is rejected, and the hypothesis stating that consumer satisfaction has a direct (significant) effect on purchasing decisions (H5) is accepted. The positive direction of the relationship shows that the higher the level of consumer satisfaction, the greater the purchasing decisions will be. Therefore, it can be concluded that there is a positive and significant influence between consumer satisfaction and purchasing decisions.

H6: The "Happy Hour" promotion positively and significantly affects purchasing decisions through consumer satisfaction

The sixth hypothesis examines the mediating role of consumer satisfaction in the relationship between Happy hour promo and purchasing decisions. Based on the research results, the path coefficient (original sample) value is 0.390, with a standard deviation of 0.110, a T-statistic value of 2.916, and a P-value of 0.000. These results indicate that H_0 is rejected, and the hypothesis stating that consumer satisfaction mediates the effect of Happy hour promo on purchasing decisions (H6) is accepted. This means that attractive Happy hour promos not only have a direct effect on purchasing decisions but also an indirect effect through increased consumer satisfaction. Therefore, it can be concluded that consumer satisfaction partially mediates the relationship between Happy hour promo and purchasing decisions.

H7: Store atmosphere positively and significantly affects purchasing decisions through consumer satisfaction

The seventh hypothesis examines the mediating role of consumer satisfaction in the relationship between store atmosphere and purchasing decisions. Based on the research results, the path coefficient (original sample) value is 0.466, with a standard deviation of 0.188, a T-statistic value of 2.197, and a P-value of 0.000. These results indicate that H_0 is rejected, and the hypothesis stating that consumer satisfaction

mediates the effect of store atmosphere on purchasing decisions (H7) is accepted. This finding implies that a pleasant and comfortable store atmosphere not only directly influences purchasing decisions but also indirectly affects them through consumer satisfaction. Therefore, it can be concluded that consumer satisfaction partially mediates the relationship between store atmosphere and purchasing decisions.

DISCUSSION

This study aims to analyze The Influence of Happy Hour Promo and Store Atmosphere on Purchasing Decisions Through Consumer Satisfaction at Coffee Shop Declasse PJKA Kota Blitar. The discussion section elaborates on the research findings obtained from statistical analyses conducted using SmartPLS 4, interpreting how each variable interacts and contributes to purchasing decisions. The results provide a comprehensive understanding of how promotional strategies and the overall store environment shape consumer behavior, particularly through the mediating role of consumer satisfaction. By linking empirical results with theoretical frameworks and previous studies, this discussion seeks to explain the extent to which Happy hour promos and store atmosphere influence customer satisfaction and ultimately drive purchasing decisions at Coffee Shop Declasse PJKA Kota Blitar.

The Effect of Happy Hour Promo on Purchasing Decisions

The results of this study indicate that the Happy Hour promo has a significant and positive effect on Purchasing Decisions at Coffee Shop Declasse PJKA Kota Blitar. This finding suggests that the more attractive and well-timed the promotional offers are, the more likely customers are to make purchasing decisions. In other words, the implementation of promotional strategies, specifically Happy Hour discounts, can successfully stimulate consumer interest and encourage immediate purchasing actions.

This result is consistent with the promotion theory proposed by Kotler and Keller (2016), which explains that promotional activities are designed to communicate value, attract attention, and persuade consumers to purchase a product. Happy hour promos act as a short-term marketing incentive that provides additional value to customers, thereby influencing their decision-making process. According to the Stimulus-Organism-Response (S-O-R) model, promotional stimuli (stimulus) can affect consumers' internal evaluations (organism), which then lead to behavioral responses in the form of purchasing decisions (response). Moreover, this finding aligns with previous research conducted by Suryani (2019), who found that time-limited promotions, such as Happy Hour programs, create a sense of urgency that significantly boosts purchase intentions among café customers. Similarly, Putra and Dewi (2020) emphasized that Happy hour promos increase perceived value and encourage repeat purchases, especially in the food and beverage industry, where consumers are price-sensitive and responsive to discounts.

The significance of Happy hour promos can also be explained through consumer behavior theory, which highlights that consumer purchasing decisions are influenced by both rational and emotional factors. Rationally, consumers perceive promotional discounts as financial benefits, while emotionally, they experience satisfaction from gaining special deals or exclusive offers. These factors collectively enhance purchase motivation and strengthen the likelihood of buying behavior. In the context of Coffee Shop Declasse PJKA Kota Blitar, the Happy Hour promo not only serves as a price incentive but also creates a social and enjoyable purchasing experience. Customers are more inclined to visit during promotional hours,

increasing both foot traffic and transaction frequency. This supports the argument of Schiffman and Kanuk (2010) that effective promotions can influence consumers' perception of product value and drive positive purchase behavior. Therefore, based on the theoretical framework and supporting empirical evidence, it can be concluded that the Happy hour promo has a direct, positive, and significant effect on Purchasing Decisions. The strategy effectively encourages customers to make quicker purchasing decisions by offering value-added incentives and enhancing the overall attractiveness of the product during specific time periods.

The Effect of Store Atmosphere on Purchasing Decisions

The findings of this study reveal that Store Atmosphere has a significant and positive effect on Purchasing Decisions at Coffee Shop Declasse PJKA Kota Blitar. This indicates that a pleasant and well-designed store atmosphere can strongly influence consumers' emotions and perceptions, thereby increasing their likelihood of making a purchase. A comfortable, attractive, and engaging environment enhances the overall customer experience and plays a crucial role in shaping consumer behavior.

This result aligns with the atmospheric theory introduced by Kotler (1973), who defined store atmosphere as the "conscious designing of space to create specific emotional effects that enhance the probability of purchase." The physical environment, including lighting, layout, music, scent, temperature, and interior design, acts as a marketing tool that can evoke emotional responses and shape consumer perceptions of product quality and brand image. When consumers experience a pleasant atmosphere, they tend to stay longer, feel more comfortable, and become more inclined to make purchasing decisions. According to the Stimulus-Organism-Response (S-O-R) model proposed by Mehrabian and Russell (1974), store atmosphere functions as a stimulus that affects consumers' internal states (organism), such as feelings, moods, and satisfaction, which in turn lead to behavioral responses (response) such as purchase intention or actual purchase. A positive store atmosphere triggers emotional pleasure and excitement, motivating consumers to engage in purchasing behavior.

Empirical evidence also supports this study's findings. Turley and Milliman (2000) found that atmospheric cues significantly influence consumers' shopping behavior by shaping their perception of value and comfort within the store. Similarly, Baker et al. (2002) emphasized that store atmosphere elements, such as lighting, music, and interior design, create affective responses that directly enhance consumers' intention to buy. In the Indonesian context, Pratama and Hidayat (2020) also concluded that a cozy and aesthetically pleasing café atmosphere encourages longer customer visits and increases spontaneous purchases. From the perspective of consumer behavior theory, purchasing decisions are influenced not only by product features or prices but also by environmental and psychological factors. The atmosphere of a store contributes to both the cognitive and emotional evaluation processes of consumers. A positive sensory experience enhances perceived service quality and customer satisfaction, which ultimately encourages consumers to make purchasing decisions.

In the case of Coffee Shop Declasse PJKA Kota Blitar, the store atmosphere, characterized by comfortable seating arrangements, warm lighting, soothing background music, and a modern yet relaxed interior design, creates a welcoming ambiance that appeals to consumers' emotions. This environment enhances customer comfort and satisfaction, motivating them to make purchases or even return for repeat visits. Therefore, based on theoretical perspectives and previous research findings, it can be concluded that Store

Atmosphere has a direct, positive, and significant effect on Purchasing Decisions. A well-managed store environment not only enhances consumer experiences but also serves as a strategic marketing element that drives sales performance and customer loyalty.

The Effect of Store Atmosphere on Consumer Satisfaction

The results of this study demonstrate that Store Atmosphere has a significant and positive effect on Consumer Satisfaction at Coffee Shop Declasse PJKA Kota Blitar. This finding indicates that a well-designed and comfortable store environment contributes meaningfully to the emotional and psychological satisfaction of consumers. When customers experience a pleasant, cozy, and aesthetically appealing atmosphere, they tend to feel more relaxed and content, which enhances their overall satisfaction with the service experience.

This result is consistent with Kotler's (1973) atmospheric theory, which posits that the physical environment comprising layout, lighting, color schemes, aroma, temperature, and music acts as a marketing tool that can evoke specific emotional responses in customers. The environment serves not merely as a backdrop for transactions but as an integral element of the consumption experience that influences customers' perceptions, moods, and satisfaction. According to the Stimulus-Organism-Response (S-O-R) model developed by Mehrabian and Russell (1974), environmental stimuli (such as store atmosphere) influence internal states of consumers (organisms) including emotions, feelings, and satisfaction, which subsequently shape behavioral responses such as purchase intention and loyalty. A positive store atmosphere elicits feelings of pleasure and comfort, resulting in greater satisfaction and a stronger emotional attachment to the brand.

The psychological perspective, as further explained by Bitner's (1992) Servicescape Theory, suggests that the physical surroundings of a service environment significantly impact customer evaluations of service quality and satisfaction. Elements such as ambient conditions, spatial layout, and design features directly impact consumers' cognitive and emotional responses. A harmonious combination of visual appeal, sound, and scent enhances the sensory experience, which contributes to higher levels of consumer satisfaction. Empirical evidence supports these theoretical claims. Baker et al. (2002) found that store atmosphere plays a critical role in shaping consumers' affective and cognitive evaluations of retail environments, leading to higher satisfaction levels. Similarly, Turley and Milliman (2000) emphasized that atmospheric cues such as lighting, music, and scent can positively affect shoppers' mood and satisfaction, encouraging repeat visits. Hussain and Ali (2015) also discovered that store atmosphere significantly influences both satisfaction and loyalty in the restaurant and café industry, where ambiance serves as a key differentiating factor.

In the Indonesian context, Putri and Wibowo (2020) found that store atmosphere has a strong influence on café customers' satisfaction, especially when elements such as comfort, cleanliness, and interior design align with consumers' preferences and lifestyle trends. Likewise, Pratama and Hidayat (2021) reported that a cozy and well-lit coffee shop atmosphere enhances customers' sense of belonging and satisfaction, motivating them to revisit and recommend the place to others. From the standpoint of consumer behavior theory, satisfaction is the outcome of a consumer's evaluation of the entire consumption experience. Store atmosphere shapes this evaluation not only through visual aesthetics but also through emotional engagement and sensory stimulation. A well-crafted atmosphere conveys quality, care, and identity, fostering a sense of comfort and pleasure that strengthens satisfaction.

At Coffee Shop Declasse PJKA Kota Blitar, the store atmosphere is characterized by warm lighting, modern interior design, comfortable seating, and soothing background music, all of which contribute to a relaxing and inviting environment. This ambiance aligns with customers' desires for a social and enjoyable café experience, thereby enhancing satisfaction both functionally and emotionally. In summary, the findings of this study, supported by theoretical and empirical evidence, affirm that Store Atmosphere has a direct, positive, and significant effect on Consumer Satisfaction. A well-managed store environment not only improves the sensory and emotional experience of customers but also fosters satisfaction, loyalty, and long-term patronage. Therefore, investing in store atmosphere design represents a strategic approach for service-oriented businesses such as coffee shops to strengthen their customer relationships and competitive advantage.

The Effect of Consumer Satisfaction on Purchasing Decisions

The results of this study show that Consumer Satisfaction has a significant and positive effect on Purchasing Decisions at Coffee Shop Declasse PJKA Kota Blitar. This finding suggests that when consumers are satisfied with the products, services, and overall experience offered by the coffee shop, they are more likely to make purchasing decisions and even engage in repeat purchases. Consumer satisfaction serves as an important psychological driver that converts positive evaluations of a product or service into concrete purchasing behavior.

According to Kotler and Keller (2016), satisfaction is defined as the consumer's feeling of pleasure or disappointment resulting from comparing a product's perceived performance with their expectations. When performance meets or exceeds expectations, satisfaction occurs, leading consumers to develop favorable attitudes toward the product or brand. This favorable evaluation directly influences their decision-making process and increases the likelihood of purchase. This relationship can also be explained through the Expectancy-Disconfirmation Theory (Oliver, 1980), which posits that satisfaction arises when the perceived performance of a product or service exceeds consumer expectations. Satisfied consumers tend to exhibit stronger purchase intentions, brand preference, and loyalty. In contrast, dissatisfaction discourages future purchases and often leads to negative word-of-mouth. Therefore, consumer satisfaction functions as a key mediator between the quality of service, promotional strategies, and purchasing decisions.

Furthermore, the Theory of Planned Behavior (Ajzen, 1991) emphasizes that positive attitudes, such as satisfaction, enhance consumers' behavioral intentions, which ultimately manifest in purchase actions. When consumers are pleased with their previous experiences, their intention to repurchase or recommend the brand increases significantly. In the context of coffee shops, satisfaction is influenced not only by the quality of the products but also by the service quality, ambiance, pricing fairness, and promotional attractiveness. Empirical research also supports these findings. Anderson and Sullivan (1993) found that consumer satisfaction is a strong predictor of repurchase behavior and long-term profitability. Similarly, Mittal and Kamakura (2001) demonstrated that satisfaction has a positive effect on the likelihood of purchase and customer retention. In the service sector, Fornell et al. (1996) found that satisfaction significantly drives future purchasing decisions, particularly in industries where experience and emotional connection play a vital role, such as cafés and restaurants.

In the Indonesian context, Sari and Hidayat (2021) discovered that customer satisfaction in café settings significantly influences purchasing decisions, as satisfied customers perceive the brand as trustworthy and are more inclined to make repeat purchases. Likewise, Rahmawati and Prasetyo (2020) confirmed that satisfaction mediates the relationship between promotional strategies and purchase intentions, reinforcing the idea that emotional fulfillment and perceived value directly motivate consumers to buy. From a consumer behavior standpoint, satisfaction is not merely a post-purchase evaluation but a key determinant of future behavior. When customers feel satisfied, they experience emotional pleasure, cognitive trust, and psychological assurance, all of which encourage them to make repeat purchases or recommend the establishment to others. In the context of Coffee Shop Declasse PJKA Kota Blitar, satisfaction may stem from several factors such as the friendly service, appealing store atmosphere, affordable pricing during happy hour promos, and high-quality beverages that meet or exceed customer expectations.

Thus, the positive and significant relationship found in this study reinforces the notion that Consumer Satisfaction is a central factor influencing Purchasing Decisions. Satisfied customers are more confident in their buying choices, demonstrate greater brand commitment, and are more likely to engage in habitual purchasing behavior. In conclusion, consistent with the theories of Kotler and Keller (2016), Oliver (1980), and Ajzen (1991) as well as various empirical studies, it can be stated that Consumer Satisfaction has a direct, positive, and significant effect on Purchasing Decisions. Enhancing consumer satisfaction through improved service quality, effective promotional strategies, and a pleasant store environment will ultimately increase customer loyalty and drive sales performance at Coffee Shop Declasse PJKA Kota Blitar.

Consumer Satisfaction Mediates the Effect of Happy Hour Promo on Purchasing Decisions

The findings of this study reveal that Consumer Satisfaction significantly mediates the effect of Happy hour promo on Purchasing Decisions at Coffee Shop Declasse PJKA Kota Blitar. This indicates that Happy hour promos influence purchasing decisions not only directly but also indirectly through the enhancement of consumer satisfaction. In other words, promotional programs designed to offer time-limited discounts or special deals during specific hours successfully increase consumers' satisfaction, which in turn strengthens their intention and decision to purchase.

This relationship can be explained through the Stimulus Organism Response (S-O-R) model developed by Mehrabian and Russell (1974). In this framework, Happy hour promos serve as an external stimulus that triggers internal consumer responses (organism) in the form of emotional satisfaction, which subsequently leads to behavioral responses (response) such as purchasing decisions. When customers perceive that the promotion provides genuine value, such as reduced prices or exclusive offers, they feel satisfied and motivated to make a purchase. The role of consumer satisfaction as a mediating variable is also supported by the Expectancy-Disconfirmation Theory (Oliver, 1980), which posits that satisfaction results from the comparison between consumers' expectations and perceived performance. When Happy hour promos exceed expectations by offering tangible benefits and emotional rewards, consumers experience positive disconfirmation, which elevates their satisfaction. This satisfaction, in turn, drives purchasing behavior as consumers perceive a balance between value and cost.

According to Kotler and Keller (2016), promotional activities are effective not merely for stimulating short-term purchases but also for building positive perceptions and emotional attachment. When promotions are well-designed and perceived as fair and valuable, they enhance consumer satisfaction, which ultimately influences the decision-making process. Thus, the impact of promotions on purchasing decisions is strengthened through the mediating role of satisfaction. Empirical studies reinforce these findings. Yoo, Donthu, and Lee (2000) found that promotional offers directly enhance consumer satisfaction by creating feelings of excitement and perceived value, which later translate into increased purchase intentions. Similarly, Wu and Hsing (2006) concluded that time-limited promotions, such as Happy Hour programs, indirectly affect purchasing behavior through satisfaction. Wang and Chen (2016) also noted that customer satisfaction mediates the relationship between sales promotions and purchase decisions, emphasizing that satisfaction transforms temporary promotional appeal into long-term purchasing behavior.

In the context of the café and restaurant industry, Rahmawati and Prasetyo (2021) demonstrated that price-based promotions improve satisfaction by increasing consumers' sense of fairness and affordability, which subsequently drives their purchasing decisions. Likewise, Sari and Utami (2020) observed that Happy Hour programs enhance customer satisfaction by offering additional value during specific hours, which not only encourages immediate purchases but also fosters loyalty and repeat visits. From a behavioral perspective, satisfaction functions as an emotional bridge between promotional stimuli and purchasing actions. Consumers who are pleased with promotional experiences are more likely to form favorable attitudes toward the brand and perceive higher overall value. This emotional fulfillment transforms short-term promotional incentives into meaningful behavioral outcomes such as brand preference, repeat purchases, and positive word-of-mouth.

At Coffee Shop Declasse PJKA Kota Blitar, Happy hour promos provide tangible benefits such as discounted beverage prices and combo offers that generate excitement among customers. This perceived value enhances their satisfaction, creating a pleasant and rewarding experience. Satisfied customers, in turn, are more inclined to make purchasing decisions not only during the promotional period but also in regular circumstances, demonstrating the lasting influence of satisfaction as a mediator. In summary, the results of this study, supported by established theories and empirical evidence, confirm that Consumer Satisfaction partially mediates the effect of Happy Hour promo on Purchasing Decisions. Promotional strategies that successfully enhance satisfaction lead to more effective consumer responses and stronger purchasing intentions. Therefore, it can be concluded that Happy hour promos influence purchasing decisions both directly and indirectly through consumer satisfaction, emphasizing the importance of designing promotional programs that not only attract customers but also fulfill their emotional and value-based expectations. By focusing on consumer satisfaction as a mediating factor, Coffee Shop Declasse PJKA Kota Blitar can strengthen customer engagement, encourage repeat visits, and improve overall business performance.

Consumer Satisfaction Mediates the Effect of Store Atmosphere on Purchasing Decisions

The results of this study reveal that Consumer Satisfaction significantly mediates the effect of Store Atmosphere on Purchasing Decisions at Coffee Shop Declasse PJKA Kota Blitar. This finding indicates that the influence of store atmosphere on consumers' purchasing

behavior is not only direct but also occurs indirectly through the creation of consumer satisfaction. A pleasant and appealing store atmosphere enhances consumers' emotional experiences and perceptions, leading to higher satisfaction levels, which in turn increase their likelihood of making purchasing decisions.

This mediating relationship is supported by the Stimulus-Organism-Response (S-O-R) model developed by Mehrabian and Russell (1974), which posits that environmental stimuli (stimulus), such as the physical and sensory atmosphere of a store, influence consumers' internal psychological states (organism), including emotions and satisfaction, which then shape behavioral outcomes (response), such as purchasing decisions. A well-designed and enjoyable store atmosphere serves as a positive stimulus that evokes comfort, pleasure, and relaxation, ultimately resulting in greater satisfaction and stronger purchase intentions. The relationship between store atmosphere and satisfaction can also be understood through Bitner's (1992) Servicescape Theory, which explains that the physical environment of a service setting influences customers' cognitive and emotional responses, affecting their overall satisfaction and behavioral intentions. Elements such as lighting, music, aroma, spatial layout, cleanliness, and design aesthetics create sensory experiences that shape consumers' perceptions of quality and comfort. When these environmental cues align with consumer expectations, satisfaction rises, increasing the likelihood of purchase.

According to Kotler and Keller (2016), a positive shopping environment enhances perceived value and emotional engagement, both of which are key components of satisfaction. Satisfied consumers are more likely to make purchase decisions because their experiences in the store fulfill both functional and emotional needs. Thus, consumer satisfaction acts as a psychological bridge connecting environmental perceptions with behavioral outcomes. Empirical research supports the mediating role of satisfaction in this relationship. Baker et al. (2002) found that a pleasant store atmosphere enhances customers' affective responses, which subsequently increases satisfaction and purchase intention. Similarly, Turley and Milliman (2000) concluded that atmospheric cues such as music, lighting, and layout not only influence consumers' mood but also indirectly impact their purchasing behavior through satisfaction. Hussain and Ali (2015) further confirmed that in the restaurant and café industries, satisfaction mediates the relationship between the physical environment and customer loyalty, demonstrating the importance of atmosphere in shaping post-consumption attitudes.

In the Indonesian context, Putri and Wibowo (2020) reported that store atmosphere significantly affects café customers' satisfaction, which in turn influences their purchasing decisions and loyalty. Likewise, Pratama and Hidayat (2021) found that a cozy and aesthetically appealing coffee shop ambiance fosters customer satisfaction, leading to stronger purchase intentions and higher revisit rates. These findings are consistent with the results of this study at Coffee Shop Declasse PJKA Kota Blitar, where the unique and comfortable environment including warm lighting, music, modern interior design, and clean facilities contributes to consumers' satisfaction and ultimately drives their purchasing decisions. From the perspective of consumer behavior theory, satisfaction mediates the link between environmental stimuli and purchase behavior because it represents the emotional evaluation of the entire consumption experience. When consumers feel that the store atmosphere provides comfort, relaxation, and enjoyment, they are likely to evaluate their

experience positively and translate that satisfaction into action namely, deciding to make a purchase or revisit the store.

At Coffee Shop Declasse PJKA Kota Blitar, the pleasant and inviting atmosphere plays a crucial role in shaping customers' experiences. The café's relaxing ambiance, aesthetic interior, and welcoming environment evoke positive emotions and create a sense of belonging. These factors enhance consumer satisfaction, which serves as a key determinant in influencing their decision to purchase and return in the future. In conclusion, this study's findings, supported by theoretical frameworks such as the S-O-R Model (Mehrabian & Russell, 1974), Servicescape Theory (Bitner, 1992), and the marketing principles of Kotler and Keller (2016), confirm that Consumer Satisfaction mediates the effect of Store Atmosphere on Purchasing Decisions. A positive store atmosphere stimulates satisfaction, which in turn drives consumers' decision-making processes. Therefore, it can be inferred that efforts to improve the store environment should not only focus on aesthetics but also on creating emotional value that enhances satisfaction and ultimately increases purchasing behavior.

CONCLUSION

Based on the results and discussions presented above, it can be concluded that:

1. Happy hour promo has a positive and significant effect on Consumer Satisfaction at Coffee Shop Declasse PJKA Kota Blitar.
2. Store Atmosphere has a positive and significant effect on Consumer Satisfaction.
3. Happy hour promo has a positive and significant effect on Purchasing Decisions.
4. Store Atmosphere has a positive and significant effect on Purchasing Decisions.
5. Consumer Satisfaction has a positive and significant effect on Purchasing Decisions.
6. Consumer Satisfaction mediates the effect of Happy Hour promo on Purchasing Decisions.
7. Consumer Satisfaction mediates the effect of Store Atmosphere on Purchasing Decisions.

Thus, it can be concluded that an effective promotional strategy and a supportive store atmosphere not only enhance consumer satisfaction but also strengthen consumers' purchasing decisions. Coffee Shop Declasse PJKA should continue to develop creative promotional programs and maintain a high-quality store atmosphere to remain a preferred destination for customers in Blitar City.

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