BIoHS - Journal
Britain International of Humanities and Social Sciences Journal
| Publish : February - June - October |
E-ISSN: 2685-3868
P-ISSN: 2685-1989
http://biarjournal.com/index.php/biohs

The Effect of Service Quality and Café Atmosphere on Purchasing Decisions: Evidence from Teras Bumi Coffee, Cirebon City

Clara Novitri[1], Surnita Sandi Wiranata[2], Tedi Kustandi[3]
[1,2,3]Management Study Program, Faculty of Economics and Business, Universitas Muhammadiyah Cirebon, Indonesia
Email: clara.novitri.yj@gmail.com, surnita.s@umc.ac.id, tedi.kustandi@umc.ac.id

Abstract: *The growth of the coffee shop industry in Indonesia has intensified business competition, requiring business operators to create consumption experiences that encourage customers' purchasing decisions. This study aims to analyze the effects of service quality and café atmosphere on consumers' purchasing decisions at Teras Bumi Coffee, Kesambi, Cirebon City. The study employed a quantitative approach and a survey of 100 respondents selected using purposive sampling. The data were analyzed using multiple linear regression with IBM SPSS Statistics 27. The results show that service quality has a positive and significant effect on purchasing decisions. Café atmosphere also has a positive and significant effect on purchasing decisions. Jointly, the two independent variables significantly affect purchasing decisions and explain more than half of the variation in consumers' purchasing decisions. These findings indicate that consistently improving service quality and creating a comfortable, attractive café atmosphere aligned with consumer preferences can increase customers' propensity to purchase. The study provides practical implications for coffee shop managers in developing customer experience-based marketing strategies by improving service interactions and managing the physical business environment.*
Keywords: *service quality; café atmosphere; purchasing decisions; coffee shop; consumer behavior*

I. Introduction

The food and beverage industry in Indonesia has grown rapidly in recent years. This development has intensified competition in the culinary sector, particularly among restaurants, cafés, and coffee shops. As lifestyles change, coffee shops no longer serve merely as places to enjoy beverages; they have evolved into social spaces for working, studying, discussing ideas, and relaxing. This development requires business operators to create added value that distinguishes their businesses from competitors (Azka & Astuti, 2023).

Amid these developments, coffee shops have become part of modern lifestyles. According to Featherstone (2007), modern consumer culture makes gathering places part of the construction of social identity. Meanwhile, Gumulya and Helmi (2017) explain that enjoying coffee in coffee shops has developed into a popular social activity, particularly among younger generations. Consequently, competition among businesses focuses not only on product quality but also on consumers' experiences while visiting a café.

DOI: *https://doi.org/10.5281/zenodo.23683428*

This situation is also evident in Cirebon City. According to West Java Province Open Data, the number of culinary businesses in Cirebon City increased from 178 in 2021 to 207 in 2023, before declining slightly to 196 in 2024. In addition, 56 cafés and 20 coffee shops operated in Cirebon City in 2024. The increase in the number of businesses indicates intensifying competition in the culinary sector, requiring each coffee shop to develop strategies that create customer satisfaction while encouraging purchasing decisions.

One coffee shop operating in Cirebon City is Teras Bumi Coffee, located in Kesambi District. The café offers a nature-inspired concept and facilities that include an air-conditioned indoor space, an outdoor area, Wi-Fi access, and smoking and nonsmoking areas. This concept is intended to provide customers with a comfortable visiting experience. However, preliminary observations indicate that Teras Bumi Coffee continues to face challenges in maintaining customer numbers amid increasingly competitive coffee shop businesses. This situation is reflected in sales fluctuations throughout 2025, which remained relatively unstable and below those of one of its main competitors, Kopi Roemah Kesambi.

In addition to the sales data, an examination of customer reviews on Google Reviews identified several complaints regarding service quality. Customers reported insufficiently responsive service, relatively long serving times, and employees' limited ability to respond to customer needs in ways that fully met their expectations. Some customers also commented on the comfort of the café environment, including spatial arrangements, cleanliness, and the atmosphere experienced during their visits. These conditions indicate that service quality and café atmosphere remain areas requiring improvement to create a better customer experience.

From a marketing perspective, a purchasing decision is the outcome of consumers' evaluation of various alternatives before deciding to purchase a product or service. Kotler and Keller (2016) state that purchasing decisions form part of consumer behavior and are influenced by various factors, including product characteristics and experiences gained during consumption (Sijabat, 2024). Companies therefore need to understand the factors that can strengthen consumers' confidence in making purchases.

One factor expected to influence purchasing decisions is service quality. Service quality reflects a company's ability to meet consumers' needs and expectations through reliable, prompt, and responsive service that provides assurance, demonstrates empathy, and is supported by adequate physical evidence (Tjiptono, 2010, as cited in Fadillah, 2023). High-quality service increases customer satisfaction and the likelihood of both initial and repeat purchases.

In addition to service quality, café atmosphere is an important factor in creating customer experiences. A comfortable atmosphere, supported by spatial layout, lighting, interior design, music, cleanliness, and environmental comfort, can shape consumers' positive perceptions of a coffee shop. An appealing atmosphere not only makes customers feel comfortable but also lengthens their visits and encourages purchasing decisions.

Previous studies have found positive relationships between service quality, café atmosphere, and consumers' purchasing decisions. However, the effects of these two variables may differ across research settings because of differences in consumer characteristics, competitive conditions, and business concepts. Research on Teras Bumi Coffee is therefore important for providing empirical evidence on the factors influencing consumers' purchasing decisions at a local coffee shop in Cirebon City.

Based on this background, the study aims to analyze the individual and joint effects of service quality and café atmosphere on consumers' purchasing decisions at Teras Bumi Coffee,

Kesambi, Cirebon City. The findings are expected to contribute theoretically to consumer behavior research and provide practical input for coffee shop managers in developing strategies to improve service quality and manage café atmosphere to strengthen customers' purchasing decisions.

II. Review of Literature

2.1 Service Quality

Service quality is a company's ability to deliver services that meet or even exceed customer expectations. It concerns not only the service outcomes received by consumers but also the service delivery process during customers' interactions with the company. According to Kotler and Keller (2016), service quality is an important factor in building consumer satisfaction, trust, and purchasing decisions because good service creates positive experiences during consumption.

Parasuraman, Zeithaml, and Berry propose that service quality is measured through five main dimensions: tangibles, reliability, responsiveness, assurance, and empathy. These dimensions reflect a company's ability to provide professional, prompt, and accurate service that meets customer needs. In the restaurant and coffee shop industries, service quality plays an important role because direct interactions between employees and customers influence consumers' perceptions of the business's quality.

Several studies indicate that service quality positively affects consumers' purchasing decisions. The better the service customers receive, the more likely they are to decide to purchase or revisit the establishment (Mahbuba & Fadil, 2025; Kamila et al., 2024**).**

2.2 Café Atmosphere

Café atmosphere refers to the physical environment deliberately designed to create positive experiences for consumers during their time in a café. According to Kotler (1973), atmospherics involves designing the purchasing environment to produce particular emotional effects that increase the likelihood of a purchase. This environment includes interior design, lighting, room colors, layout, music, scent, room temperature, and cleanliness.

In the coffee shop industry, café atmosphere has become a source of added value that consumers consider alongside product quality. A pleasant environment can enhance comfort, extend visits, and create enjoyable consumption experiences. The Stimulus–Organism–Response (S-O-R) framework explains that atmospheric elements act as stimuli that influence consumers' emotional states, ultimately producing responses in the form of purchasing decisions or other consumption behaviors.

Previous research indicates that café atmosphere positively affects purchasing decisions because consumers purchase not only products but also the experience of spending time in the café (DJ & Rosyad, 2022; Kamila et al., 2024).

2.3 Purchasing Decisions

A purchasing decision is the stage at which consumers choose and decide to buy a product or service after progressing through need recognition, information search, evaluation of alternatives, and the final decision. Kotler and Keller (2016) explain that purchasing decisions are influenced by cultural, social, personal, and psychological factors, as well as the marketing activities undertaken by a company.

In the culinary industry, purchasing decisions are influenced not only by product quality but also by customers' experiences during service delivery and the environment in which consumption takes place. Companies therefore need to manage the entire customer experience in an integrated manner to strengthen consumers' confidence in making purchases.

Empirical research indicates that purchasing decisions in coffee shop businesses are influenced by service quality, product quality, price, and café atmosphere, both individually and jointly (Putri et al., 2026; Wicaksono et al., 2025).

2.4 The Effect of Service Quality on Purchasing Decisions

Good service quality strengthens consumers' positive perceptions of a company, thereby increasing the likelihood of a purchasing decision. Prompt, friendly, responsive, and professional service creates comfort and builds customer trust. In the coffee shop context, high-quality service forms part of the consumption experience that determines customers' decisions to purchase or revisit.

Mahbuba and Fadil (2025) found that service quality has a positive and significant effect on purchasing decisions in the café industry. This finding is supported by Kamila et al. (2024), who identify service quality as a key determinant of consumers' purchasing decisions.
H1: Service quality has a positive and significant effect on purchasing decisions.

2.5 The Effect of Café Atmosphere on Purchasing Decisions

A comfortable café atmosphere creates positive experiences during consumers' visits. Spatial layout, lighting, music, scent, and interior design can influence customers' emotional states and increase their propensity to purchase. An appealing atmosphere can also lengthen visits and encourage additional purchases.

DJ and Rosyad (2022) demonstrated that store atmosphere positively affects consumers' purchasing decisions in coffee shop businesses. Similar findings were reported by Kamila et al. (2024), who identify café atmosphere as an important factor in strengthening customers' purchasing decisions.
H2: Café atmosphere has a positive and significant effect on purchasing decisions.

III. Research Methods

This study employed a quantitative approach and a survey method to analyze the effects of service quality and café atmosphere on purchasing decisions among customers of Teras Bumi Coffee, Kesambi, Cirebon City. The quantitative approach was selected to test relationships between variables through statistical analysis of numerical data obtained from respondents. The study population comprised all customers of Teras Bumi Coffee, Kesambi, Cirebon City. Nonprobability sampling with a purposive sampling method was used to select respondents who had previously made purchases at Teras Bumi Coffee and met the research criteria. The sample consisted of 100 respondents.

The research data comprised primary data collected through a questionnaire using a five-point Likert scale, ranging from 1 (strongly disagree) to 5 (strongly agree), and secondary data obtained from the literature, scholarly journals, reference books, and documents relevant to the study. The independent variables were Service Quality (X_1) and Café Atmosphere (X_2), while the dependent variable was Purchasing Decisions (Y). Service quality indicators referred to the dimensions of tangibles, reliability, responsiveness, assurance, and empathy. Café atmosphere

was measured through interior design, spatial layout, lighting, music, scent, and environmental comfort. Purchasing decisions were measured through the stages of need recognition, information search, evaluation of alternatives, purchase decision, and postpurchase behavior.

The research instrument was assessed using a validity test based on Pearson product–moment correlation and a reliability test using Cronbach's alpha. Classical assumption tests, comprising normality, multicollinearity, and linearity tests, were subsequently conducted to ensure that the regression model met the analytical requirements.

The data were analyzed using IBM SPSS Statistics version 27. Hypotheses were tested using multiple linear regression, followed by individual significance tests (t-tests) to examine the effect of each independent variable on purchasing decisions, a joint significance test (F-test) to examine the combined effect of both variables, and the coefficient of determination (R^2) to measure the extent to which service quality and café atmosphere explained variation in purchasing decisions.

Table 1. Operationalization of Variables

Variable	Indicator	Scale
Service Quality (X_1)	Tangibles, Reliability, Responsiveness, Assurance, Empathy	Likert (1–5)
Café Atmosphere (X_2)	Interior design, spatial layout, lighting, music, scent, comfort	Likert (1–5)
Purchasing Decisions (Y)	Need recognition, information search, evaluation of alternatives, purchase decision, postpurchase behavior	Likert (1–5)

IV. Result and Discussion

4.1 Respondent Characteristics

The study involved 100 respondents who were customers of Teras Bumi Coffee, Kesambi, Cirebon City. In terms of age, most respondents were of working age, reflecting a consumer group that actively visits coffee shops as part of its social and recreational activities.

4.2 Instrument Test Results

Before hypothesis testing, the research instrument was assessed for validity and reliability. The results showed that all questionnaire items for service quality, café atmosphere, and purchasing decisions met the validity criteria because their calculated correlation coefficients exceeded the critical r-value of 0.1966. In addition, all variables had Cronbach's alpha values above the minimum threshold of 0.60, indicating that the instrument was reliable.

Table 1. Summary of Validity and Reliability Test Results

Variable	Number of Items	Validity	Cronbach's Alpha	Assessment
Service Quality (X_1)	10	All items valid	0.695	Reliable
Café Atmosphere (X_2)	10	All items valid	0.751	Reliable
Purchasing Decisions (Y)	10	All items valid	0.729	Reliable

Source: Data processed using IBM SPSS Statistics 27 (2026).

4.3 Classical Assumption Test Results

The regression model was assessed using classical assumption tests, including normality, multicollinearity, and heteroscedasticity tests. The results indicated that all assumptions were satisfied, making the regression model suitable for hypothesis testing.

Table 2. Summary of Classical Assumption Test Results

Test	Result	Assessment
Normality (Kolmogorov–Smirnov)	Sig. = 0.200	Data are normally distributed
Multicollinearity	Tolerance = 0.254	No multicollinearity
	VIF = 3.940	Meets the criterion
Heteroscedasticity	Sig. X_1 > 0.05	No heteroscedasticity
	Sig. X_2 > 0.05	No heteroscedasticity

Source: Data processed using IBM SPSS Statistics 27 (2026).

4.4 Multiple Linear Regression Analysis

Multiple linear regression analysis was used to examine the effects of service quality and café atmosphere on consumers' purchasing decisions.

Table 3. Multiple Linear Regression Analysis Results

Variable	B	Beta	t	Sig.
Constant	4.041	–	1.307	0.194
Service Quality (X_1)	0.552	0.461	3.187	0.002
Café Atmosphere (X_2)	0.304	0.298	2.058	0.042

Source: Data processed using IBM SPSS Statistics 27 (2026).

The analysis yielded the following regression equation:

$$Y = 4.041 + 0.552X_1 + 0.304X_2$$

The equation indicates that service quality and café atmosphere have positive effects on purchasing decisions. Service quality has the larger regression coefficient, indicating that this variable makes a more dominant contribution to improving purchasing decisions than café atmosphere.

4.5 Hypothesis Testing

Table 4. Individual Significance Test Results (t-tests)

Hypothesis	t statistic	Sig.	Decision
H_1: Service Quality → Purchasing Decisions	3.187	0.002	Accepted
H_2: Café Atmosphere → Purchasing Decisions	2.058	0.042	Accepted

Source: Data processed using IBM SPSS Statistics 27 (2026).

The individual significance tests showed that both service quality and café atmosphere had positive and significant effects on purchasing decisions, as each variable had a significance value

below 0.05.

4.6 Joint Significance Test and Coefficient of Determination

Table 5. Joint Significance Test (F-test) and Coefficient of Determination Results

Indicator	Value
Calculated F	50.671
Sig.	0.000
R	0.715
R Square	0.511
Adjusted R Square	0.501

Source: Data processed using IBM SPSS Statistics 27 (2026).

The joint significance test showed that service quality and café atmosphere jointly had a significant effect on consumers' purchasing decisions at Teras Bumi Coffee, Kesambi, Cirebon City. An R Square value of 0.511 indicated that service quality and café atmosphere explained 51.1% of the variation in purchasing decisions, while the remaining 48.9% was influenced by factors outside the research model, such as price, product quality, promotion, business location, and customer experience.

4.2 Discussion

The Effect of Service Quality on Purchasing Decisions

The findings indicate that service quality has a positive and significant effect on purchasing decisions among customers of Teras Bumi Coffee, Kesambi, Cirebon City. This finding suggests that better service quality increases consumers' propensity to make purchasing decisions. Prompt, friendly, responsive service that creates comfort during service delivery contributes to consumers' positive perceptions of the coffee shop. This indicates that service experience is an important part of the consumer decision-making process when choosing a place to enjoy products or spend time with family, friends, or colleagues.

Theoretically, these findings are consistent with the service quality concept proposed by Parasuraman, Zeithaml, and Berry (1988), which comprises five main dimensions: tangibles, reliability, responsiveness, assurance, and empathy. When a company delivers service that meets or exceeds customer expectations, positive perceptions develop that encourage purchasing decisions. This view is further supported by Kotler and Keller (2016), who explain that service quality is a key determinant of customer value creation and influences purchasing behavior.

These findings are also consistent with previous studies reporting a positive effect of service quality on purchasing decisions in the service and culinary sectors. High-quality service can increase satisfaction, strengthen customer trust, and create enjoyable consumption experiences, thereby encouraging purchases and repeat visits. The findings therefore reinforce empirical evidence that service quality is a strategic factor in improving the competitiveness of coffee shop businesses.

From a managerial perspective, the findings imply that Teras Bumi Coffee's management should maintain and improve service standards by strengthening employee competencies, service speed, communication skills, and accuracy in meeting customer needs. Service quality should also be evaluated regularly so that the business can maintain customer satisfaction and improve purchasing decisions over time.

The Effect of Café Atmosphere on Purchasing Decisions

The study also shows that café atmosphere has a positive and significant effect on purchasing decisions. This finding indicates that a comfortable physical environment, appealing interior design, adequate lighting, cleanliness, spatial layout, and comfortable facilities are important considerations in consumers' purchasing decisions at Teras Bumi Coffee.

This finding is consistent with Kotler's (1973) theory of atmospherics, which explains that the physical environment can be designed to elicit particular emotional responses that ultimately influence consumers' purchasing behavior. Berman and Evans (2018) also explain that store or café atmosphere is an element of marketing strategy that can shape shopping and service experiences, thereby increasing customers' purchase interest and purchasing decisions.

In coffee shop businesses, consumers purchase not only food and beverages but also seek experiences and comfort during their time in the café. A comfortable atmosphere therefore provides added value that can distinguish a coffee shop from its competitors. These findings support previous research showing that café atmosphere positively affects purchasing decisions by enhancing comfort, lengthening visits, and creating more enjoyable consumption experiences.

The practical implication of this finding is the importance of consistently managing café atmosphere. Teras Bumi Coffee's management should pay attention to interior design, lighting, cleanliness, table and chair arrangements, background music, and other supporting facilities to create a comfortable environment aligned with customer preferences. These efforts are expected to improve customer experiences while encouraging purchasing decisions.

The Effects of Service Quality and Café Atmosphere on Purchasing Decisions

The joint significance test showed that service quality and café atmosphere jointly had a significant effect on purchasing decisions. This finding indicates that consumers' purchasing decisions are influenced not only by the quality of service interactions but also by their experiences of the coffee shop's physical environment. The two factors complement each other in shaping consumers' positive perceptions of Teras Bumi Coffee.

The coefficient of determination indicates that service quality and café atmosphere explain more than half of the variation in purchasing decisions. This suggests that the two variables make a relatively strong contribution to purchasing behavior, although factors outside the research model also influence purchasing decisions, including price, product quality, menu variety, digital promotion, business location, and previous customer experiences.

These findings reinforce the concept of experiential marketing, which explains that customer experiences are formed through a combination of service quality and a supportive physical environment (Schmitt, 1999). In the coffee shop context, consumers gain more valuable experiences when service meets their expectations and is supported by a comfortable café atmosphere. The combination of these two aspects constitutes a competitive advantage that can improve purchasing decisions and strengthen customer loyalty.

From a managerial perspective, the findings indicate that Teras Bumi Coffee's development strategy should extend beyond improving service quality or upgrading facilities in isolation. Management needs to integrate these aspects by developing human resource competencies, applying consistent service standards, and maintaining a comfortable, clean physical environment with a character suited to the target market's needs. This integrated approach is expected to improve customer experiences, strengthen the business's image, and encourage purchasing decisions over time.

V. Conclusion

This study demonstrates that service quality and café atmosphere play important roles in shaping consumers' purchasing decisions at Teras Bumi Coffee, Kesambi, Cirebon City. Service quality that provides positive experiences through prompt, responsive, friendly, and professional service strengthens consumers' confidence in making purchases. Meanwhile, a comfortable, attractive café atmosphere that offers an enjoyable visiting experience reinforces consumers' decisions to choose Teras Bumi Coffee as a place to enjoy products and engage in social activities.

The findings indicate that consumers' purchasing decisions are influenced not only by the quality of interactions between customers and service providers but also by the quality of the physical environment and its ability to create comfort during consumption. The success of a coffee shop therefore depends not solely on product quality but also on integrated management of service and café atmosphere to create valuable customer experiences.

From a managerial perspective, the findings imply that Teras Bumi Coffee's management should maintain service quality standards by developing employee competencies, improving service speed, and strengthening employees' ability to understand customer needs. Café atmosphere also requires ongoing management, with attention to interior design, cleanliness, spatial layout, lighting, music, and supporting facilities to create a comfortable environment and improve customer experiences. Integrating service quality and café atmosphere is expected to strengthen business competitiveness, improve purchasing decisions, and promote long-term customer loyalty.

This study has several limitations. First, it focused on only one coffee shop, Teras Bumi Coffee, Kesambi, Cirebon City; its findings therefore cannot yet be generalized to all coffee shop businesses or other culinary enterprises. Second, the study analyzed only the effects of service quality and café atmosphere on purchasing decisions, leaving other potential influences on consumer behavior unexamined. Third, the study used a quantitative approach and questionnaire-based data collection, meaning that respondents' perceptions at the time of completing the instrument may have influenced the findings.

Future research should extend the research setting to different types of coffee shops, restaurants, and other culinary businesses to improve the generalizability of the findings. Future studies could also incorporate other variables related to purchasing decisions, such as product quality, perceived price, location, digital promotion, customer satisfaction, customer loyalty, customer experience, electronic word of mouth (e-WOM), and brand image. Mixed-methods approaches or longitudinal research could also be considered to provide a more comprehensive understanding of changes in consumer behavior and the factors influencing purchasing decisions in the food and beverage industry.

References

Abdul, A. (2021). Pengaruh kualitas pelayanan dan harga terhadap keputusan pembelian pada Kedai Kirani Coffee [The effect of service quality and price on purchasing decisions at Kedai Kirani Coffee]. Jurnal Bina Manajemen, 10(1), 10–27.

Alfin Arwani, Alfalisyado, Herni Justiana Astuti, & R. U. A. (2025). Pengaruh kualitas pelayanan, social media marketing, store atmosphere, dan testimoni terhadap keputusan pembelian [The effects of service quality, social media marketing, store atmosphere, and testimonials on purchasing decisions]. Jurnal Ilmiah Ekonomi, 14(April), 108–122.

Andika, R. (2022). Pengaruh kualitas produk dan kualitas pelayanan terhadap kepuasan konsumen dengan keputusan pembelian sebagai variabel intervening pada Toko Sembako Barokah di Besuki Situbondo [The effects of product quality and service quality on consumer satisfaction with purchasing decisions as an intervening variable at Toko Sembako Barokah in Besuki, Situbondo]. Jurnal Mahasiswa Entrepreneur (JME), 1.

Azka, M. I., & Astuti, S. R. T. (2023). Analisis pengaruh kualitas produk, kualitas layanan, promosi, harga, dan penggunaan QRIS (Quick Response Code Indonesian Standard) terhadap keputusan pembelian mahasiswa pada Coffee Shop Embun Senja [An analysis of the effects of product quality, service quality, promotion, price, and QRIS (Quick Response Code Indonesian Standard) use on students' purchasing decisions at Embun Senja Coffee Shop]. Diponegoro Journal of Management, 12(4), 1–11. http://ejournal-s1.undip.ac.id/index.php/dbr

Fadillah, H. (2023). Pengaruh kualitas pelayanan, kualitas produk, promosi, dan harga terhadap keputusan pembelian di Dealer Yamaha Suryanata Amuntai [The effects of service quality, product quality, promotion, and price on purchasing decisions at Yamaha Suryanata Amuntai Dealership]. Inovatif Jurnal Administrasi Niaga, 5(2), 1–12. https://doi.org/10.36658/ijan.5.2.104

Farhan Afdillah Pulungan, Liharman Saragih, & E. O. P. D. (2023). Pengaruh store atmosphere dan kualitas layanan [The effects of store atmosphere and service quality]. 5(1), 35–46.

Hamid, S., Saraswati, R. U., & Zulkifli, S. M. (2024). Pengaruh kualitas produk dan kualitas pelayanan terhadap keputusan pembelian pada Starbucks di Bekasi [The effects of product quality and service quality on purchasing decisions at Starbucks in Bekasi]. Jurnal Masharif Al-Syariah: Jurnal Ekonomi dan Perbankan Syariah, 9(1), 253–275. https://journal.um-surabaya.ac.id/Mas/article/view/21490

Irwan Gidion Simanjuntak, & D. S. S. (2024). Pengaruh café atmosphere dan kualitas pelayanan terhadap keputusan pembelian pada Café Kome Medan [The effects of café atmosphere and service quality on purchasing decisions at Café Kome Medan]. 8, 42150–42157.

Monicha Putri Aditia, & M. H. (2024). Pengaruh kualitas pelayanan dan store atmosphere terhadap kepuasan konsumen (Studi pada Cafe De' Piek Ujungbatu Rokan Hulu) [The effects of service quality and store atmosphere on consumer satisfaction (A study at Cafe De' Piek, Ujungbatu, Rokan Hulu)], 1289–1299.

Monika Sailen, & A. S. W. (2024). Pengaruh kualitas produk dan kualitas pelayanan terhadap kepuasan konsumen pada Notifi Coffee Ciledug Kota Tangerang [The effects of product quality and service quality on consumer satisfaction at Notifi Coffee, Ciledug, Tangerang City]. JEAC: Journal of Economic Academic, 1(2), 166–175.

Nadya Riska Ilmi, & A. A. A. (2025). Analisis kualitas layanan, suasana toko (store atmosphere), dan fasilitas terhadap keputusan pembelian pada Floc Coffee & Eatery Cabang Medan Petisah [An analysis of service quality, store atmosphere, and facilities in relation to purchasing decisions at the Medan Petisah branch of Floc Coffee & Eatery]. Journal of Artificial Intelligence and Digital Business (RIGGS), 4(3), 6137–6148.

Oktrichaendy, F., Pradhanawati, A., Waloejo, H. D., Bisnis, D. A., & Diponegoro, U. (2022). Pengaruh kualitas produk dan kualitas pelayanan terhadap keputusan pembelian pada Lost in Coffee Semarang [The effects of product quality and service quality on purchasing decisions at Lost in Coffee Semarang]. Jurnal Ilmu Administrasi Bisnis, 11(3), 452–460.

Pertiwi, H. A., Susilowati, H., & Hargyatni, T. (2024). Pengaruh kualitas produk, store atmosphere, dan kualitas pelayanan terhadap keputusan pembelian produk Batik Soga (Studi pada Kampung Batik Laweyan Surakarta) [The effects of product quality, store atmosphere, and service quality on purchasing decisions for Batik Soga products (A study at Kampung Batik Laweyan, Surakarta)]. Jurnal Bina Bangsa Ekonomika, 18(1).

Pujiwati, M., Dewi, R. S., & Hadi, S. P. (2023). Pengaruh harga, kualitas produk, dan kualitas pelayanan terhadap keputusan pembelian konsumen (Studi pada konsumen Oasis Bubble Milktea and Dessert di Kota Magelang) [The effects of price, product quality, and service

quality on consumers' purchasing decisions (A study of Oasis Bubble Milktea and Dessert consumers in Magelang City)]. Jurnal Ilmu Administrasi Bisnis, 12(3), 729–737. https://ejournal3.undip.ac.id/index.php/jiab

Sijabat, D. M. (2024). Pengaruh kualitas pelayanan dan kualitas produk terhadap keputusan pembelian konsumen Restoran Mie Gacoan Cabang Karawang [The effects of service quality and product quality on consumers' purchasing decisions at the Karawang branch of Mie Gacoan Restaurant]. Jurnal Ilmiah Wahana Pendidikan, 10, 125–132.

Soetanto, J. P. (2020). Pengaruh kualitas produk dan keragaman produk terhadap keputusan pembelian produk Amondeu [The effects of product quality and product variety on purchasing decisions for Amondeu products]. PERFORMA: Jurnal Manajemen dan Start-Up Bisnis, 5, 64–71.

Sugiyono. (2017). Metode Penelitian Kuantitatif, Kualitatif, dan R&D [Quantitative, qualitative, and research and development methods]. Alfabeta.

Sugiyono. (2019). Metode Penelitian Kuantitatif, Kualitatif, dan R&D [Quantitative, qualitative, and research and development methods]. Alfabeta.

Sulistiono, Annisah Al Maghfirah, & D. A. (2024). The influence of service quality, product quality, and brand image on purchasing decisions: Case study of Nako Kebon Jati Bogor Coffee. Jurnal Ilmiah Manajemen Kesatuan, 12(3), 599–608. https://doi.org/10.37641/jimkes.v12i3.2539

Syafrida, S., & Putra, P. (2023). Pengaruh kualitas pelayanan dan kualitas produk terhadap keputusan pembelian sepeda motor Honda Vario [The effects of service quality and product quality on purchasing decisions for Honda Vario motorcycles]. Amsir Management Journal, 3(2), 79–92. https://doi.org/10.56341/amj.v3i2.184

Yakin, M. A. (2022). Pengaruh kualitas produk, kualitas pelayanan, dan store atmosphere terhadap keputusan pembelian pada Summerz Cafe Surabaya [The effects of product quality, service quality, and store atmosphere on purchasing decisions at Summerz Cafe Surabaya].

Zidny Camelia, & E. R. (2026). Pengaruh harga, kualitas layanan, dan café atmosphere terhadap keputusan pembelian di Tomoro Coffee pada Generasi Z [The effects of price, service quality, and café atmosphere on purchasing decisions among Generation Z at Tomoro Coffee]. 3(1), 312–323.