

Building an Attractive Purchasing Experience: The Vital Role of Store Atmosphere and Word of Mouth in Fiksi Coffee, Majalengka Regency

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ABSTRACT

A promising long-term business opportunity can be realized by opening a café with attractive features to captivate consumer attention and curiosity. Amidst the proliferation of cafés, consumers have the freedom to choose a comfortable café, with the primary goal for business owners being consumer purchase decisions. This study aims to explore the impact of store atmosphere and word of mouth on purchase decisions at Fiksi Coffee in Majalengka Regency. A quantitative approach is employed, with descriptive and verificative methods. The study population comprises consumers of Fiksi Coffee in Majalengka Regency, with a sample of 96 respondents selected using incidental sampling techniques. Data were collected through questionnaires using a Likert scale as the measurement tool. Data analysis was conducted using multiple linear regression and coefficient of determination, preceded by classical assumption tests and followed by hypothesis testing. The results indicate that both store atmosphere and word of mouth have a positive and significant partial impact on purchase decisions at Fiksi Coffee. This suggests that the better the store atmosphere and word of mouth provided, the higher the purchase decision rate at Fiksi Coffee in Majalengka.

Keywords: purchase decisions; store atmosphere; word of mouth

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INTRODUCTION

In the current era of globalization, economic activities are developing rapidly, marked by increasing business activities. Increasingly intensive competition can be seen through the diversification of consumer demand, complete product variations, price competition, types of raw materials, and the atmosphere of existing stores. Business growth in Indonesia is getting faster every day, covering various types of businesses managed by all groups, both young and old. This intense competition forces entrepreneurs to formulate better strategies in entrepreneurship. They must understand what consumers want and be able to retain consumers to continue making repeat purchases. One business opportunity that has long-term prospects is opening a cafe. In the midst of people's busy routines, they need a place to rest after busy activities. Therefore, business people must try to build cafes with attractive features that can attract consumers' attention and curiosity. The large number of cafes means that consumers are free to choose a comfortable place, and the main goal of business people is consumer purchasing decisions. Business people realize the importance of purchasing decisions for the long-term sustainability of their business, because purchasing decisions are an important factor for business sustainability. Marketing strategies are often used by companies to increase market share and profits through consumer referrals, indicating that high purchases can have a positive impact on business continuity.

Purchasing decisions begin with problem recognition, information search, alternative evaluation, until the decision to purchase the product needed, and ends with post-purchase behavior. Consumers are willing to spend money to have the products they want. According to Kotler & Keller (2016), "purchasing decisions are consumers' decisions to choose among various options to purchase and improve a product or service." The survey results show that the intensity of purchases in cafes is more than twice with a percentage of 37.05%, because they love coffee and almost always try new cafes every month in their area. Some people choose cafes because the store atmosphere is aesthetic and comfortable, which is an important consideration in purchasing decisions. Store atmosphere is a crucial factor in making purchasing decisions. Levy and Weitz state that "atmosphere refers more to environmental design such as visual communication, lighting, color, music, and aroma that stimulates customers' perceptual and emotional responses thereby influencing their purchasing behavior."

Apart from store atmosphere, word of mouth is also a factor that influences purchasing decisions. Consumers who are satisfied with the product and atmosphere of the cafe will automatically recommend it to others, generating profits from these references. According to Kotler & Keller (2016), "word of mouth is a promotional activity through person-to-person media, either verbally or through electronic communication means connected to the internet, based on experience with a product or service."

One of the interesting phenomena in the cafe business world today is the important role of store atmosphere and word of mouth in influencing consumer purchasing decisions. In the midst of busy modern society, cafes that offer an aesthetic and comfortable atmosphere have succeeded in attracting the attention of consumers who are looking for a place to rest and relieve stress. Survey results show that the majority of consumers who frequently visit cafes are not only influenced by the quality of the coffee, but also by the attractive interior design and supportive atmosphere. Additionally, consumers' satisfaction with their experience at a cafe often encourages them to recommend the place to others, creating a strong word of mouth effect. This phenomenon shows that elements such as lighting, music and aroma, as well as positive reviews from other customers, can significantly increase the appeal and success of a cafe business.

LITERATURE REVIEW, FRAMEWORK AND HYPOTHESIS

Consumer behavior is the study of "why" and "what" consumers do in the process of selecting, purchasing and using goods and services. Kotler and Keller (2009) define consumer behavior as the way

individuals, groups and organizations select, purchase and use goods, services, ideas or experiences to satisfy their needs and desires. With diverse backgrounds such as age, culture, education and socio-economic conditions, understanding consumer behavior is important to identify the factors that influence it. According to Firmansyah (2018), consumer behavior includes the decision-making process in selecting and consuming products or services.

Store atmosphere plays a vital role in differentiating physical appearance and building an image that attracts customer interest (Berman and Evan). Alma (2013) states that store atmosphere includes elements such as layout, comfort, service, music and products that are attractive to consumers. Berman and Evan (2014) identified indicators of store atmosphere, including store exterior, general interior, store layout, and interior appearance. A well-planned store atmosphere can cause certain emotional effects that lead to consumer purchasing behavior.

Word of mouth is communication between individuals regarding opinions or reviews of products or services (Babin and Barry, 2014). Kotler and Keller (2016) define word of mouth as marketing activities based on product or service experiences delivered personally, either orally or through electronic media. Rangkuti (2009) added that word of mouth involves mutually beneficial exchange of information and ideas, and often discusses recommended products or places. Babin and Barry (2014) measure word of mouth with indicators of talking about products, recommending and encouraging others.

Purchasing decisions are an important step in the purchasing process where consumers decide to buy a product or service (Kotler and Keller, 2012). Buchori (2016) explains that purchasing decisions are influenced by various factors such as economics, technology, culture, price and advertising. Kotler (2016) added that purchasing decisions are part of consumer behavior which includes the process of selecting and using products or services to meet their needs and desires. Kotler and Armstrong (2012) measure purchasing decisions with indicators of product stability, purchasing habits, recommendations to others, and repeat purchases.

Alma (2013) states that store atmosphere, which includes elements such as layout, comfort and atmosphere, has a close relationship with purchasing decisions. A pleasant store atmosphere can evoke consumer emotions through visuals, sound, smell, touch and taste, such as color, music and lighting. If the store atmosphere is designed well, consumers will feel comfortable and be encouraged to make purchases and even repeat purchases. On the other hand, a bad atmosphere will make consumers reluctant to return. Rangkuti (2009) states that word of mouth is an interaction that involves the exchange of information and ideas. Mowen and Minor added that word of mouth that comes directly from other people's experiences is more trusted by consumers than advertising. Positive word of mouth can attract consumers and encourage them to make purchasing decisions and repeat purchases.

Based on the theoretical framework above, the hypothesis of this research is:

H1: Store atmosphere has a positive and significant influence on purchasing decisions at Fiksi Coffee.

H2: Word of mouth has a positive and significant influence on purchasing decisions at Fiksi Coffee.

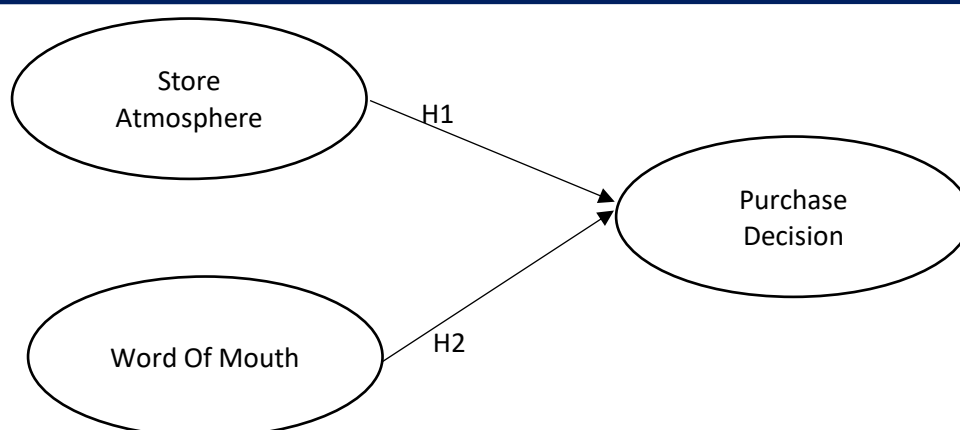


Figure 1. Research Paradigm

METHODS

This research uses quantitative methods with descriptive and verification approaches, collecting primary data through observation, interviews and questionnaires from 96 Fiksi Coffee consumers in Majalengka Regency using incidental sampling techniques. The independent variables are store atmosphere and word of mouth, while the dependent variable is purchasing decisions. Data analysis was carried out using classical assumption tests (normality, multicollinearity, autocorrelation, and heteroscedasticity), multiple linear regression, coefficient of determination, model feasibility test (F test), and hypothesis testing (t test) using SPSS version 26. Normality test results using Kolmogorov -Smirnov shows normal data distribution if the asymp.sign (2-tailed) value is > 0.05. Multicollinearity was tested with $VIF \leq 10$ and tolerance ≥ 0.1 . The autocorrelation test tests the error correlation between periods t and $t-1$, while the heteroscedasticity test tests the equality of residual variances. The multiple linear regression model is used to see the effect of the independent variable on the dependent with the equation $Y=a+b_1x_1+b_2x_2+e$. The coefficient of determination measures the influence of variable The t test tests individual hypotheses, with H_0 rejected and H_a accepted if t statistics $\geq t$ table, showing a positive and significant impact of the independent variable on the dependent variable..

RESULTS AND DISCUSSION

Result

Table 1. Normality Test

One-Sample Kolmogorov-Smirnov Test		
		Unstandardized Residual
N		96
Normal Parameters ^{a,b}	Mean	.0000000
	Std. Deviation	1.39772428
Most Extreme Differences	Absolute	.083
	Positive	.049
	Negative	-.083
Test Statistic		.083
Asymp. Sig. (2-tailed)		.096 ^c

a. Test distribution is Normal.

b. Calculated from data.

c. Lilliefors Significance Correction.

Source: SPSS output version 26, 2024

According to Table 1, it is known that the Asymp.Sig (2-tailed) value is 0.096, which indicates that the significance value is greater than $\alpha = 0.05$. Based on these results, it can be concluded that the data in this study is normally distributed, or in other words, the normality test is met. These results strengthen the validity of the data and allow further statistical analysis using methods that assume a normal distribution.

Table 2. Multiple Linear Regression Analysis Test

Coefficients ^a								
Model		Unstandardized Coefficients		Standardized Coefficients	T	Sig.	Collinearity Statistics	
		B	Std. Error	Beta			Tolerance	VIF
1	(Constant)	5.807	1.397		4.156	.000		
	Store Atmosphere	.291	.082	.332	3.544	.001	.903	1.107
	Word Of Mouth	.294	.092	.299	3.186	.002	.903	1.107

a. Dependent Variable: Purchase Decision

Source: SPSS output version 26, 2024

According to Table 2, the multiple linear regression equation obtained from this analysis is:

$$Y = 5.807 + 0.291X_1 + 0.294X_2 + e$$

The multiple linear regression constant value of 5,807 indicates that purchasing decisions have a value of 5,807 without any influence from the store atmosphere (X_1) and word of mouth (X_2) variables. The regression coefficient value for store atmosphere is 0.291, which means that if store atmosphere increases, purchasing decisions will also increase. Likewise, the regression coefficient value for word of mouth is 0.294, which shows that if word of mouth increases, purchasing decisions will also increase. Thus, both store atmosphere and word of mouth have a positive influence on purchasing decisions.

Table 3. Results of Partial Determination Coefficient Analysis

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Coefficients ^a									
		Unstandardized Coefficients		Standardized Coefficients			Correlations		
		B	Std. Error	Beta			Zero-order	Partial	Part
1	(Constant)	5.807	1.397		4.156	.000			
	Store Atmosphere	.291	.082	.332	3.544	.001	.425	.345	.316
	Word Of Mouth	.294	.092	.299	3.186	.002	.402	.314	.284
a. Dependent Variable: Purchase Decision									

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Source: SPSS output version 26, 2024

Based on Table 5, it is known that the zero order value in the store atmosphere variable is 0.425, which indicates that the percentage contribution of store atmosphere to purchasing decisions is 18.06%. For the word of mouth variable, the zero order value is 0.402, with a contribution percentage of 16.16%. The t test results show that the significance value for the store atmosphere variable is 3.544, and for the word of mouth variable is 3.186. These two values are greater than the t table value, which means that these two variables have a significant influence on purchasing decisions.

Table 4. Results of Simultaneous Determination Coefficient Analysis

Model Summary ^b					
Model	R	R Square	Adjusted R Square	Std. Error of the Estimate	Durbin-Watson
1	.511 ^a	.261	.245	1.41267	1.778
a. Predictors: (Constant), Word Of Mouth, Store Atmosphere					
b. Dependent Variable: Keputusan Pembelian					

Source: SPSS output version 26, 2024

Based on Table 4, it is known that store atmosphere and word of mouth together influence purchasing decisions by 26.11%. Meanwhile, the remaining 73.89% is influenced by other variables that are unknown or not included in this research model. This shows that although store atmosphere and word of mouth have a significant contribution, there are still other factors that play a role in influencing purchasing decisions that need to be identified and analyzed further.

Table 5. Goodness of Fit

ANOVA ^a						
Model		Sum of Squares	Df	Mean Square	F	Sig.
1	Regression	65.674	2	32.837	16.454	.000 ^b
	Residual	185.595	93	1.996		
	Total	251.269	95			
a. Dependent Variable: Keputusan Pembelian						
b. Predictors: (Constant), Word Of Mouth, Store Atmosphere						

Sumber : Output SPSS versi 26, 2024

Based on Table 5, the calculated F value is 16.454 at a significance level of 5% with a probability value (sig) = 0.000. Meanwhile, the Ftable value is 3.09, which means that Fcount (16.454) > Ftable (3.09) and the significance value (0.000) < 0.05. So it can be concluded that the model used in this research is feasible or fit to predict purchasing decisions for Fiksi Coffee consumers in Majalengka Regency.

Discussion

The Effect of Store Atmosphere on Purchasing Decisions at Fiksi Coffee in Majalengka Regency

This research aims to identify and analyze the influence of store atmosphere on consumer purchasing decisions at Fiksi Coffee, a cafe located in Majalengka Regency. Based on the results of the verification analysis, it can be concluded that store atmosphere has a positive and significant influence on purchasing decisions. This means that the better the store atmosphere, the higher the likelihood that consumers will make a purchase.

These results confirm the importance of store atmosphere in attracting consumer interest. Store atmosphere includes various elements such as lighting, layout, aroma, music, and decoration that collectively create a pleasant shopping experience and influence consumer perception and behavior. In the context of Fiksi Coffee, a comfortable and aesthetic atmosphere not only attracts visitors to enjoy coffee, but also makes them want to come back again. A comfortable and visually attractive place is also a special attraction for pupils and students, who often take advantage of the atmosphere to take photos and share on social media, thereby increasing the cafe's popularity.

This research is relevant to previous studies by Aulia Rahma and Ai Lili Yuliati (2019) who also found that store atmosphere had a positive and significant effect on purchasing decisions. Their study, which focused on consumers at Matahari Department Store, showed that a good store atmosphere can improve consumer purchasing decisions. The consistency of these findings strengthens the argument that store atmosphere is a key factor in marketing strategy and can increase customer satisfaction and loyalty.

In addition, from a theoretical point of view, this research confirms theories which state that the physical environment of a store can influence consumer behavior. The S-O-R (Stimulus-Organism-Response) model, for example, explains that environmental stimuli (in this case, store atmosphere) can influence consumers' emotional and cognitive responses, which ultimately influence their behavior, such as purchasing decisions.

From a practical perspective, the results of this research have several important implications for the management of Fiksi Coffee and other retail businesses: Improving the Store Atmosphere: Management should focus on improving the elements that make up the store atmosphere. This can include selecting appropriate music, warm lighting, pleasant aromas, and visually appealing decorations. Visual Marketing Strategy: The use of social media by consumers, especially pupils and students, can be used as an effective marketing tool. Photogenic venues will encourage consumers to share their experiences online, thereby increasing the visibility and appeal of the cafe. Customer Experience: Providing a comfortable and inviting environment can improve the overall customer experience, which in turn can increase customer loyalty and frequency of visits. Product and Service Customization: Tailoring products and services to the preferences and needs of the target market (in this case students and students) can further increase the cafe's appeal.

This research concludes that store atmosphere has a significant influence on purchasing decisions at Fiksi Coffee in Majalengka Regency. These findings are consistent with previous research and confirm the importance of creating a good store atmosphere to attract and retain customers. Therefore, retail businesses, especially cafes and restaurants, must pay special attention to the elements that make up the store atmosphere to increase the attractiveness and performance of their business.

The Effect of Word of Mouth on Purchasing Decisions at Fiksi Coffee in Majalengka Regency

This research also examines the influence of word of mouth (WOM) on consumer purchasing decisions at Fiksi Coffee, Majalengka Regency. The results of the verification analysis show that the WOM variable has a positive and significant impact on purchasing decisions. This means that the more often consumers talk about Fiksi Coffee, the more likely other consumers are to make purchases there.

Word of Mouth is a highly effective form of communication between consumers, especially in the food and beverage industry where customer experiences are often shared through personal conversations or social media. In the context of Fiksi Coffee, WOM includes not only positive recommendations but also reviews, experience stories, and testimonials that consumers share with their friends, family, and communities. This factor is very influential because consumers tend to trust recommendations from people they know more than traditional advertising.

This research found that female customers more often exchange information about new cafes. Empirical data shows that female customers dominate purchases at Fiksi Coffee. This is in line with Yuliana

Kurniawan and Mashariono's (2021) research entitled "The Influence of Word of Mouth, Product Quality and Price on Zahra Catering Purchasing Decisions". Their research also shows that WOM has a positive and significant effect on purchasing decisions, which is consistent with the findings of this study. Theoretically, the WOM effect can be explained through several concepts:

Diffusion of Innovation Theory: States that innovation and new information spread through various communication channels within a community. In this case, WOM acts as a channel that accelerates the dissemination of information regarding the quality and experience at Fiksi Coffee.

Hierarchy of Effects Model: Indicates that WOM can influence the awareness, interest, evaluation, trial, and adoption stages in the purchasing decision process. When consumers hear recommendations from trustworthy sources, they are more likely to try the product.

The results of this research have several important implications for the management of Fiksi Coffee and other businesses; **Reputation Management:** Managing your online and offline reputation is very important. Ensuring that customers have a positive experience that they can share is crucial. A quick and kind response to negative reviews can also reduce the negative impact of WOM. **Promotion Through Customers:** Leveraging satisfied customers as brand ambassadors can be very effective. Loyalty programs or incentives for positive reviews and recommendations can increase the amount of positive WOM.

Focus on Market Segmentation: Given that female customers talk about Fiksi Coffee more often, marketing strategies targeted at this demographic, such as special events or promotions that appeal to women, can increase WOM. **Social and Community Activities:** Hosting community events or activities that engage consumers can create opportunities for WOM. For example, a coffee workshop or art event can attract more customers and generate positive discussions about the cafe.

This research confirms that WOM has a significant influence on purchasing decisions at Fiksi Coffee in Majalengka Regency. These findings are consistent with previous research and indicate that WOM is a powerful marketing tool that can improve purchasing decisions. Therefore, strategies to increase positive WOM must be an integral part of the marketing plan for Fiksi Coffee and other similar businesses.

CONCLUSION

This research reveals that both store atmosphere and word of mouth (WOM) have a significant influence on purchasing decisions at Fiksi Coffee, Majalengka Regency. A fun and engaging store atmosphere not only increases purchasing opportunities but also creates a positive experience for consumers. On the other hand, WOM became a very effective communication channel, accelerating the spread of positive information about the cafe among the community.

The results of this research also show that customers, especially women, play an important role in sharing information about Fiksi Coffee. With the support of theories such as the Diffusion of Innovation Theory and the Hierarchy of Effects Model, we see that these positive influences not only increase awareness and interest, but also encourage positive evaluations and ultimately product adoption.

Thus, the management of Fiksi Coffee and similar businesses is advised to focus on managing and improving store atmosphere, as well as utilizing the potential of word of mouth as an effective marketing strategy. By strengthening these elements, they can increase the cafe's appeal, expand their customer base and improve overall business performance in an increasingly competitive market.

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