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The Influence of Store Atmosphere, Customer Experience, and Fomo on Coffee Shop Purchase Decisions

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Abstract

The urgency of this study lies in examining how store atmosphere, customer experience, and FOMO influence consumers' purchase decisions in the increasingly competitive coffee shop industry. This study aims to analyze the influence of store atmosphere, customer experience, and Fear of Missing Out (FOMO) on coffee shop purchase decisions at Minoa Coffee and Eatery Boyolali. This research is a quantitative study using primary data obtained through questionnaires. The sampling technique used was purposive sampling. The sample in this study consisted of 120 respondents who were consumers of Minoa Coffee and Eatery Boyolali. Data were collected through questionnaires and literature studies. The results of the validity and reliability tests indicate that all statement items on the variables of store atmosphere, customer experience, FOMO, and purchase decisions are valid and reliable. The classical assumption test results show that the data are normally distributed and free from multicollinearity, autocorrelation, and heteroscedasticity. The results of multiple linear regression analysis produced the regression equation $Y = 0.439 + 0.332X1 + 0.529X2 + 0.281X3 + e$. The regression coefficients indicate that store atmosphere, customer experience, and FOMO have a positive influence on purchase decisions. The t-test results show that store atmosphere, customer experience, and FOMO have a significant effect on purchase decisions. The F-test results indicate that store atmosphere, customer experience, and FOMO simultaneously have a significant effect on purchase decisions. The coefficient of determination test shows an Adjusted R Square value of 0.822, meaning that the variables of store atmosphere, customer experience, and FOMO are able to explain purchase decisions by 82.2%, while the remaining 17.8% is explained by other variables outside this study.

Keywords: *Store Atmosphere, Customer Experience, Fomo, Purchase Decision.*

Introduction

The culinary industry in Indonesia has experienced substantial growth alongside changes in consumer lifestyles, particularly among younger generations and urban communities. Food and beverage consumption is no longer limited to fulfilling basic physiological needs but has increasingly become associated with leisure, social interaction, lifestyle expression, and experiential consumption. This transformation is particularly visible in the development of coffee shops, which have evolved beyond conventional places for purchasing coffee and have become alternative public spaces for socializing, studying, working, relaxing, taking photographs, and engaging in contemporary lifestyle activities (Kurnianto et al., 2024).The increasing popularity of coffee shops has consequently intensified competition among culinary businesses and encouraged entrepreneurs to provide distinctive value beyond the functional benefits of food and beverages. In this competitive environment, consumers increasingly evaluate coffee shops through a combination of product-related and experiential attributes, including the physical environment, comfort, service, location, and overall experience. Previous research in Indonesia

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has demonstrated that store atmosphere represents an important factor in consumers' purchasing decisions (Putra et al., 2026).

Research conducted at Identic Coffee in Central Jakarta found that store atmosphere significantly influenced purchase decisions, indicating that the physical characteristics of a coffee shop can shape consumers' evaluations when selecting a place to purchase products (Cahya et al., 2021). Similar evidence was reported in research examining coffee shop consumers in South Jakarta, which demonstrated that shop atmosphere significantly influenced purchasing decisions and highlighted the importance of environmental characteristics in coffee shop consumption (Inanta et al., 2023). More recent research in the Surabaya Metropolitan District also confirmed that store atmosphere had a positive influence on purchase decisions. Consumers considered the distinctive design and atmosphere of the coffee shop to be important factors that contributed to their willingness to visit and purchase products (Kamila et al., 2024; Utama et al., 2026). These findings suggest that coffee shop competition cannot be understood solely from the perspective of product quality or price. Instead, businesses must also consider how their physical environment creates value and differentiates the establishment from competitors (Dewi & Thalib, 2026).

This issue is particularly relevant to Minoa Coffee and Eatery, a relatively new culinary business located on the edge of Waduk Cengklik, Boyolali. The establishment began operating in September 2024 and offers a variety of contemporary food and beverages while incorporating the natural characteristics of its location into its business concept. Minoa Coffee and Eatery provides views of Waduk Cengklik, mountain scenery, sunset landscapes, outdoor spaces, and recreational facilities, including a floating restaurant and speedboat activities. These characteristics allow the establishment to offer consumers more than food and beverage products because the surrounding environment itself becomes part of the consumption experience. The location also places Minoa Coffee and Eatery within a tourism-oriented culinary environment where consumers have several alternatives for eating, drinking, and spending leisure time. Consequently, understanding the factors that influence purchase decisions is important for maintaining the competitiveness and sustainability of the business. Within this context, store atmosphere becomes an important environmental stimulus because consumers may evaluate not only what they purchase but also where and how the consumption experience takes place.

Store atmosphere is particularly important in coffee shop businesses because consumers often use environmental cues to evaluate the comfort, attractiveness, and identity of a place before deciding to purchase (Ridiana et al., 2022). Store atmosphere encompasses physical and sensory elements such as exterior design, interior arrangement, lighting, cleanliness, color, furniture, music, aroma, temperature, and spatial layout. These elements may influence consumers' perceptions and emotional responses and consequently affect their behavioral intentions. Research involving coffee shop customers in Pekanbaru found that store atmosphere had a positive and significant influence on purchase decisions, demonstrating that an attractive and comfortable environment can encourage consumers to make purchasing decisions (Dandi et al., 2023). Research on coffee café customers has also shown that store atmosphere forms part of a broader set of factors, together with social media, location, and service quality, that influence purchase decisions (Aulia et al., 2023). This finding is consistent with research in the coffee shop market of the Surabaya Metropolitan District, which found that store atmosphere, service quality, and social media marketing positively influenced purchase decisions (Prawira & Baharuddin, 2025).

The study further emphasized that a distinctive coffee shop design can become an important attraction for consumers, particularly younger consumers who value contemporary and visually appealing environments (Kamila et al., 2024). However, the importance of the physical environment does not mean that purchasing decisions are determined exclusively by store atmosphere. Contemporary coffee shop consumers increasingly seek experiences that involve emotional, sensory, and social dimensions. Customer experience therefore represents another important variable that may explain purchase decisions. Customer experience refers to consumers' perceptions and responses arising from interactions with a business before, during, and after consumption. A positive experience may develop when consumers perceive that a business provides satisfactory products, comfortable surroundings, responsive service, and memorable interactions.

Research examining customer experience in the context of café consumption has demonstrated that consumers' experiences can contribute to their purchase decisions because the consumption process involves more than the functional evaluation of products. In tourism and hospitality-related businesses, the experience provided by an establishment can become an important source of value because consumers frequently seek memorable activities rather than merely functional transactions. This is especially relevant to Minoa Coffee and Eatery because its value proposition combines food and beverage consumption with a scenic environment and recreational experience. Consumers can enjoy the view of Waduk Cengklik, observe the sunset, take photographs, socialize with companions, and use the surrounding facilities while consuming food and beverages. Such characteristics may generate sensory and emotional responses that contribute to the overall customer experience. Consequently, consumers may evaluate Minoa Coffee and Eatery based not only on the quality of its products but also on the total experience obtained during their visit. The combination of store atmosphere and customer experience is therefore important to investigate because the physical environment may function as an initial stimulus, while the resulting experience may influence how consumers evaluate the establishment and ultimately determine whether to purchase.

In addition to environmental and experiential factors, contemporary consumer behavior is increasingly influenced by social media and psychological motivations associated with social comparison. One phenomenon that has attracted considerable attention in consumer research is Fear of Missing Out (FOMO). FOMO refers to the feeling of anxiety or concern that other people are experiencing desirable activities, events, products, or social experiences without oneself. In a social-media environment, consumers are continuously exposed to photographs, videos, reviews, recommendations, and lifestyle content shared by other users. Such exposure can create perceptions that particular places or consumption experiences are currently popular and desirable. Consumers may subsequently develop a desire to participate in the experience so that they do not feel excluded from a trend or social activity. This mechanism is highly relevant to contemporary coffee shop consumption because coffee shops are frequently presented through visually attractive social-media content, particularly when they offer aesthetic interiors, scenic views, distinctive architectural concepts, and unique activities.

Minoa Coffee and Eatery possesses several characteristics that can potentially stimulate this phenomenon, including its lakeside location, sunset scenery, mountain views, aesthetic environment, and recreational facilities. When consumers repeatedly encounter such experiences through social media or online recommendations, they may perceive a visit to the coffee shop as an experience that should not be missed. FOMO may therefore function as a psychological mechanism that transforms social-media exposure into a purchasing response. International research has demonstrated that FOMO-related appeals can influence consumers'

purchase likelihood by generating psychological pressure associated with the possibility of missing desirable experiences (Good & Hyman, 2020). Further research has shown that FOMO can influence consumers' intentions to purchase products promoted by social-media influencers because consumers may perceive such products as trendy or socially desirable (Dinh & Lee, 2022).

More recent research has also demonstrated that FOMO is associated with consumer purchase intent within social-media environments, confirming the relevance of FOMO to contemporary purchasing behavior (Flecha Ortiz et al., 2024). In the Indonesian context, research concerning FOMO has also demonstrated that the phenomenon can be associated with consumer purchasing decisions, particularly when consumers are exposed to socially desirable products or consumption experiences. However, most existing studies concerning FOMO have focused on online shopping, influencer marketing, digital products, or promotional activities rather than physical coffee shops as tourism-oriented consumption destinations. This represents an important limitation because a coffee shop such as Minoa Coffee and Eatery provides an offline experience that consumers can observe and subsequently share online. Thus, the relationship between FOMO and purchase decisions may operate differently in this context. Consumers may not simply want to purchase a product; instead, they may want to experience a place that is perceived as popular, attractive, and socially relevant.

Research among Generation Z consumers in Indonesia found that FOMO has a significant positive effect on impulsive purchase decisions, indicating that social-media-related psychological motivations can encourage consumers to respond to perceived trends and socially relevant consumption opportunities (B et al., 2025). Accordingly, investigating FOMO in a physical coffee shop provides an opportunity to extend existing consumer behavior research beyond conventional online purchasing contexts. Although previous studies have examined store atmosphere, customer experience, and FOMO in relation to consumer behavior, several research gaps remain. First, previous research has established that store atmosphere can influence purchase decisions in coffee shop settings, but the strength and significance of this relationship may vary according to the characteristics of the business, location, consumer segment, and competitive environment. Research at Identic Coffee, coffee shops in South Jakarta, Rehat Coffee in Pekanbaru, and coffee shops in Surabaya demonstrates that environmental characteristics can contribute significantly to purchase decisions (Cahya et al., 2021; Inanta et al., 2023; Dandi et al., 2023; Kamila et al., 2024). Nevertheless, these studies generally examine conventional coffee shop environments and do not specifically focus on establishments that combine culinary consumption with tourism attractions. Second, although customer experience has become increasingly important in hospitality and culinary consumption, relatively limited research has simultaneously examined customer experience and store atmosphere in a coffee shop located within a tourism-oriented destination.

Minoa Coffee and Eatery provides a distinctive research setting because consumers can purchase food and beverages while simultaneously enjoying Waduk Cengklik, sunset scenery, mountain views, aesthetic spaces, and recreational facilities. Third, FOMO research has primarily focused on online purchasing environments, influencer marketing, social-media engagement, and digitally promoted products. International studies have confirmed that FOMO can affect purchase likelihood and purchase intention (Good & Hyman, 2020; Dinh & Lee, 2022; Flecha Ortiz et al., 2024), but there is still limited empirical evidence regarding FOMO in physical coffee shop environments where consumers can directly experience the destination being promoted through social media. Fourth, previous research has generally investigated store atmosphere, customer experience, and FOMO independently.

Such an approach may provide an incomplete explanation of contemporary coffee shop purchasing behavior because the three variables represent different but potentially interconnected dimensions of consumer decision-making. *Store atmosphere* represents the environmental stimuli created by the business, while *customer experience* reflects consumers' responses to their interactions with the business and the experiences obtained during their visits. Evidence from the Indonesian food and beverage sector indicates that *store atmosphere* and *customer experience* are relevant factors in shaping consumers' purchase decisions, demonstrating that purchasing behavior can be influenced by both environmental and experiential aspects of consumption (Lugu et al., 2025). In addition, FOMO represents an internal psychological motivation associated with consumers' responses to social engagement and digital marketing stimuli. Research among Indonesian social media users demonstrates the relevance of FOMO in the formation of purchase decisions, highlighting the role of psychological responses to digitally mediated social influences in contemporary consumer behavior (Mikaela et al., 2026).Integrating these variables into one analytical framework may therefore provide a more comprehensive understanding of the determinants of coffee shop purchase decisions. The present study addresses this gap by examining the influence of store atmosphere, customer experience, and FOMO on purchase decisions at Minoa Coffee and Eatery, Boyolali.

The novelty of this study lies in integrating environmental, experiential, and psychological dimensions within a single empirical model and applying the model to a coffee shop situated in a tourism-oriented environment. Unlike conventional coffee shop research, this study considers an establishment in which culinary consumption is closely connected with natural scenery, sunset experiences, social-media-worthy locations, and recreational activities. Therefore, this study aims to determine whether store atmosphere, customer experience, and FOMO significantly influence consumers' purchase decisions at Minoa Coffee and Eatery, both partially and simultaneously. The findings are expected to contribute to the development of consumer behavior and coffee shop marketing literature while providing practical insights for Minoa Coffee and Eatery in improving its physical environment, creating memorable customer experiences, and developing marketing strategies that appropriately address consumers' socially influenced purchasing motivations.

Method

Research Design

This study employed a quantitative research approach with a survey method to examine the influence of store atmosphere, customer experience, and Fear of Missing Out (FOMO) on consumers' purchasing decisions at Minoa Coffee and Eatery Waduk Cengklik Boyolali. The research focused on consumers' perceptions and purchasing behavior, with data collected through a structured questionnaire. The research object was selected based on the increasingly competitive coffee shop industry and the influence of trends and information disseminated through social media on consumer purchasing behavior. The selection of Minoa Coffee and Eatery Waduk Cengklik Boyolali also considered the availability of the required research data and the research permission obtained from the management.

The study used primary quantitative data collected directly from respondents through an online questionnaire. The questionnaire consisted of closed-ended statements designed according to the indicators of each research variable. Respondents' answers were measured using a five-point Likert scale, ranging from 1 = strongly disagree to 5 = strongly agree. Secondary information was also obtained through a literature review of relevant books and

previous research articles to support the development of the research framework and measurement instruments.

Population, Sample, and Data Collection

The population of this study comprised all consumers of Minoa Coffee and Eatery Waduk Cengklik Boyolali. The exact population size could not be determined because the number of consumers varied over time. Therefore, the study used a sampling procedure appropriate for an unknown population size. Non-probability sampling with a purposive sampling technique was employed to select respondents based on predetermined criteria. The respondents were required to be at least 17 years old and authorized to make purchasing decisions, to have purchased products at Minoa Coffee and Eatery Waduk Cengklik Boyolali at least once, and to have made a purchase within the previous six months.

Because the population size was unknown, the minimum sample size was determined using the Lemeshow formula:

$$n = \frac{z^2\, p\, (1-p)}{d^2}$$

where n = minimum sample size, z = z-score at a 95% confidence level = 1.96, p = maximum estimated proportion = 0.5, and d = sampling error = 10% = 0.1. Based on the calculation:

$$n = \frac{1{,}96^2\, .\, 0{,}5\, (1-0{,}5)}{0,1^2}$$

$$n = \frac{3{,}8416\, .\, 0{,}25}{0{,}01}$$

$$n = 96{,}04$$

The minimum sample size was 96.04 respondents. To facilitate data processing, the researcher initially determined a target sample of 100 respondents. However, the questionnaire distribution resulted in 120 completed responses, and all 120 responses were subsequently included in the data analysis.

The research instrument measured four variables: store atmosphere (X1), customer experience (X2), Fear of Missing Out (X3), and purchasing decision (Y). The questionnaire was developed using statements representing the indicators of each variable. The use of a structured questionnaire enabled the researchers to obtain standardized quantitative data from all respondents and facilitated subsequent statistical analysis.

Before the main analysis, the research instrument was evaluated through validity and reliability testing. Validity testing was conducted using the Pearson Product Moment correlation with the assistance of SPSS. An item was considered valid when its p-value was below 0.05, whereas an item with a p-value of 0.05 or higher was considered invalid. Reliability was assessed using Cronbach's Alpha. A research instrument was considered reliable when the Cronbach's Alpha coefficient exceeded 0.60.

Data Analysis

The collected data were analyzed using descriptive and inferential statistical techniques with the assistance of SPSS. Descriptive analysis was used to describe the characteristics of respondents and summarize their responses to the research variables. Respondent characteristics were presented based on gender, age, occupation, educational background,

income, and purchase frequency. The responses to the questionnaire were analyzed using the five-point Likert scale to obtain descriptive statistics, including minimum, maximum, mean, and standard deviation values. The mean score was calculated using the following formula:

$$\bar{X} = \frac{\sum X\, i}{n}$$

where $\bar{X}$ = mean score, Xi = individual observation, and n = number of observations. The class interval was subsequently calculated as follows:

$$I = \frac{4}{5} = 0{,}80$$

The resulting mean-score interpretation was 1.00–1.80 = strongly disagree/very poor, 1.80–2.60 = disagree/poor, 2.60–3.40 = neutral/fair, 3.40–4.20 = agree/good, and 4.20–5.00 = strongly agree/very good.

Before conducting multiple linear regression analysis, classical assumption tests were performed to ensure that the regression model met the required statistical assumptions. The tests consisted of multicollinearity, autocorrelation, heteroscedasticity, and normality tests. Multicollinearity was assessed using tolerance and the Variance Inflation Factor (VIF). A tolerance value greater than 0.10 and a VIF value below 10 indicated that multicollinearity was not present. Autocorrelation was examined using the Runs Test, with a p-value of at least 0.05 indicating that the residuals were not correlated. Heteroscedasticity was tested using the Glejser test by regressing the absolute residual values against the independent variables. A significance value of at least 0.05 indicated the absence of heteroscedasticity. Normality was assessed using the Kolmogorov–Smirnov test, with a p-value of at least 0.05 indicating that the residuals were normally distributed.

After the classical assumptions were examined, multiple linear regression analysis was conducted to determine the influence of store atmosphere, customer experience, and FOMO on purchasing decisions. The regression model was formulated as follows:

$$Y = a + \beta 1.X1 + \beta 2.X2 + \beta 3.X3 + e$$

Where Y = Purchasing Decision, a = Constant, β_1, β_2, β_3 = Multiple Linear Regression Coefficients, X_1 = Store Atmosphere, X_2 = Customer Experience, X_3 = FOMO, and e = Error Term.

Hypothesis testing was conducted using the partial t-test and simultaneous F-test at a 5% significance level. The t-test was used to determine the individual effect of store atmosphere, customer experience, and FOMO on purchasing decisions. The null hypothesis stated that the respective regression coefficient was equal to zero, indicating no significant effect, whereas the alternative hypothesis stated that the coefficient was not equal to zero, indicating a significant effect. The null hypothesis was rejected when the p-value was below 0.05.

The F-test was used to determine whether store atmosphere, customer experience, and FOMO simultaneously affected purchasing decisions and whether the regression model was statistically appropriate. The null hypothesis stated that the independent variables simultaneously had no significant effect on purchasing decisions, whereas the alternative hypothesis stated that the independent variables jointly had a significant effect. The null hypothesis was rejected when the p-value was below 0.05.

The coefficient of determination was assessed using Adjusted R^2 to determine the proportion of variation in purchasing decisions that could be explained by store atmosphere, customer experience, and FOMO. An Adjusted R^2 value closer to 1 indicates that the independent variables provide a greater contribution to explaining variation in purchasing decisions, whereas a value closer to 0 indicates more limited explanatory power and suggests that other variables outside the model account for a greater proportion of the variation.

Results

History of Minoa Coffee and Eatery

Minoa Coffee and Eatery is a culinary business that began operating on September 1, 2024. The business was established by Mr. Indra Prakoso Aji with the objective of providing a comfortable place where customers can relax while enjoying coffee and a variety of food options. Minoa Coffee and Eatery is located in the Cengklik area, Sobokerto, Ngemplak District, Boyolali Regency, Central Java 57375, specifically on the eastern side of Cengklik Reservoir. Minoa Coffee and Eatery adopts a Santorini-inspired concept based on the architectural design of Santorini Island, Greece. This concept is reflected in the dominant use of white on the buildings, blue-colored roofs, and a simple yet calming atmosphere. The concept is designed to create a comfortable, peaceful, and elegant environment that provides customers with a distinctive dining experience.

In addition to offering a Santorini-themed environment, Minoa Coffee and Eatery provides a variety of food and beverage options. The menu consists of various Indonesian and Asian dishes. These menu items are prepared using distinctive seasoning combinations that create appealing flavors and are intended to satisfy customers' preferences. The main strengths of Minoa Coffee and Eatery lie in its attractive spatial arrangement and the quality of its food, which is considered suitable for customers' preferences. In terms of service, Minoa Coffee and Eatery strives to provide fast, friendly, and responsive service to every customer. However, the multitasking work system implemented among staff members may occasionally result in delays in order preparation and customer responses. This condition represents one of the aspects that needs continuous improvement to ensure that customers' overall experiences remain optimal.

Consumers of Minoa Coffee and Eatery at Cengklik Reservoir, Boyolali, generally consist of individuals seeking a place to relax and take a break while enjoying coffee, conversing with friends, or capturing memorable moments. When choosing a place to visit, consumers typically consider several factors, including the comfort of the atmosphere, accessibility of the location, friendliness and responsiveness of the service, and the quality and taste of the food and beverages offered. In addition, an attractive view serves as an additional attraction that can enhance customers' satisfaction during their visit.

Respondent Characteristics

The study involved 120 respondents who had previously made purchases at Minoa Coffee and Eatery, Cengklik Reservoir, Boyolali. Respondents were classified according to gender, age, educational background, occupation, income, and purchase frequency during the previous six months. The distribution of respondents is presented in Table 1.

***Table 1**. Respondent Characteristics*

Characteristics	Category	Frequency	Percentage (%)
Gender	Male	50	41.7
	Female	70	58.3

Characteristics	Category	Frequency	Percentage (%)
Age	17–25 years	93	77.5
	26–35 years	14	11.7
	36–45 years	13	10.8
Educational Background	Senior High School/Vocational School	97	80.8
	Diploma	1	0.8
	Bachelor's Degree	20	16.7
	Master's/Doctoral Degree	2	1.7
Occupation	Private-sector employee	55	45.8
	Student	37	30.8
	Entrepreneur/Self-employed	19	15.8
	Others	9	7.5
Monthly Income	< IDR 2,000,000	40	33.3
	IDR 2,000,000–3,000,000	56	46.7
	> IDR 3,000,000	24	20.0
Purchase Frequency (last six months)	1 time	57	47.5
	2 times	39	32.5
	3 times	24	20.0
Total		120	100.0

Table 1 shows that female respondents constituted the largest proportion, with 70 respondents (58.3%), while male respondents accounted for 50 respondents (41.7%). This indicates that female consumers represented a larger proportion of the respondents who had made purchases at Minoa Coffee and Eatery. In terms of age, respondents aged 17–25 years dominated the sample, accounting for 93 respondents (77.5%). This finding indicates that the consumer base represented in this study was predominantly young.

In terms of educational background, respondents with a senior high school or vocational school education represented the largest group, comprising 97 respondents (80.8%). Regarding occupation, private-sector employees constituted the largest category, with 55 respondents (45.8%), followed by students with 37 respondents (30.8%). In terms of income, respondents earning IDR 2,000,000–3,000,000 per month constituted the largest group, with 56 respondents (46.7%). Meanwhile, based on purchase frequency during the previous six months, most respondents had made one purchase, accounting for 57 respondents (47.5%).

Overall, the respondent characteristics indicate that the sample was predominantly female, aged 17–25 years, educated at the senior high school/vocational school level, employed in the private sector, and had a monthly income of IDR 2,000,000–3,000,000. Most respondents had made one purchase during the previous six months. These characteristics provide an overview of the consumer profile represented in this study.

Instrument Testing

Validity and Reliability Tests

The validity test was conducted using Pearson Product-Moment correlation to determine whether each questionnaire item appropriately measured the intended construct. An item was considered valid when its significance value was below 0.05. The reliability test employed Cronbach's Alpha to assess the internal consistency of the instrument, with a coefficient greater than 0.60 indicating acceptable reliability.

Table 2. *Validity Test Results*

Variable	Item	p-value	Criterion	Result
Store Atmosphere (X1)	X1.1–X1.5	0.000	< 0.05	Valid
Customer Experience (X2)	X2.1–X2.5	0.000	< 0.05	Valid

Variable	Item	p-value	Criterion	Result
FOMO (X3)	X3.1–X3.6	0.000	< 0.05	Valid
Purchase Decision (Y)	Y1–Y6	0.000	< 0.05	Valid

As presented in Table 2, all questionnaire items for the four research variables obtained a significance value of 0.000, which is lower than 0.05. Therefore, all items measuring Store Atmosphere, Customer Experience, FOMO, and Purchase Decision were declared valid and appropriate for further analysis.

Table 3. *Reliability Test Results*

Variable	Cronbach's Alpha	Number of Items	Criterion	Result
Store Atmosphere (X1)	0.677	5	> 0.60	Reliable
Customer Experience (X2)	0.666	5	> 0.60	Reliable
FOMO (X3)	0.720	6	> 0.60	Reliable
Purchase Decision (Y)	0.749	6	> 0.60	Reliable

Table 3 shows that all variables obtained Cronbach's Alpha coefficients greater than 0.60. Store Atmosphere obtained a coefficient of 0.677, Customer Experience 0.666, FOMO 0.720, and Purchase Decision 0.749. Thus, all instruments demonstrated acceptable internal consistency and were considered reliable for use in the subsequent analysis.

Classical Assumption Tests

Classical assumption tests were conducted before multiple linear regression analysis to ensure that the regression model met the required statistical assumptions.

Table 4*. Classical Assumption Test Results*

Test	Variable/Indicator	Result	Criterion	Conclusion
Multicollinearity	Store Atmosphere	Tolerance = 0.394; VIF = 2.537	Tolerance > 0.10; VIF < 10	No multicollinearity
	Customer Experience	Tolerance = 0.332; VIF = 3.010	Tolerance > 0.10; VIF < 10	No multicollinearity
	FOMO	Tolerance = 0.477; VIF = 2.097	Tolerance > 0.10; VIF < 10	No multicollinearity
Autocorrelation	Runs Test	Sig. = 0.714	> 0.05	No autocorrelation
Heteroscedasticity	Store Atmosphere	Sig. = 0.280	> 0.05	No heteroscedasticity
	Customer Experience	Sig. = 0.247	> 0.05	No heteroscedasticity
	FOMO	Sig. = 0.064	> 0.05	No heteroscedasticity
Normality	Kolmogorov–Smirnov	Sig. = 0.071	> 0.05	Normally distributed

Table 4 indicates that the regression model satisfied the classical assumptions. The multicollinearity test shows that all independent variables had tolerance values above 0.10 and VIF values below 10. Therefore, no indication of multicollinearity was found among Store Atmosphere, Customer Experience, and FOMO. The Runs Test produced a significance value of 0.714, which exceeds 0.05, indicating that the residuals were free from autocorrelation. The Glejser test also showed significance values of 0.280 for Store Atmosphere, 0.247 for Customer Experience, and 0.064 for FOMO. Since all values exceeded 0.05, the regression model did not exhibit heteroscedasticity. Furthermore, the Kolmogorov–Smirnov test produced a significance value of 0.071, which is greater than 0.05. Therefore, the residuals were normally distributed. Overall, the regression model fulfilled the classical assumptions and was suitable for further regression analysis.

Descriptive Analysis

Descriptive analysis was conducted to describe respondents' perceptions of each research variable. The analysis used the mean score of respondents' answers to each questionnaire item.

Table 5. *Descriptive Statistics of Research Variables*

Variable	Item with Highest Mean	Mean	Item with Lowest Mean	Mean	Overall Mean
Store Atmosphere (X1)	Lighting and cleanliness create a more comfortable atmosphere	4.13	Exterior appearance is attractive and recognizable	3.84	4.00
Customer Experience (X2)	The atmosphere provides a pleasant experience	4.05	Service provides a pleasant experience	3.78	3.94
FOMO (X3)	Consumers are curious about others' experiences	3.97	Consumers fear missing popular trends	3.86	3.91
Purchase Decision (Y)	Payment methods facilitate transactions	4.13	Available food and beverages meet consumers' needs and preferences	3.84	4.02

Table 5 shows that Store Atmosphere obtained an overall mean score of 4.00. The highest mean score was 4.13 for the statement concerning lighting and cleanliness, indicating that these aspects were particularly well perceived by respondents. Meanwhile, the lowest score was 3.84 for the attractiveness and recognizability of the exterior appearance. Overall, the findings indicate that respondents tended to agree that Minoa Coffee and Eatery provides a favorable store atmosphere. Customer Experience obtained an overall mean score of 3.94. The highest mean score was 4.05 for the statement that the atmosphere provides a pleasant experience, while the lowest score was 3.78 for the service experience. This indicates that the physical atmosphere contributed positively to consumers' experiences, although the service interaction still had room for improvement.

FOMO obtained an overall mean score of 3.91. The highest mean score was 3.97 for consumers' curiosity about the experiences of others at Minoa Coffee and Eatery. The lowest score was 3.86 for the fear of missing popular trends. These results indicate that social trends and other consumers' experiences were relevant factors in consumers' perceptions of Minoa Coffee and Eatery. Purchase Decision obtained an overall mean score of 4.02. The highest mean score was 4.13 for the ease of payment methods, while the lowest score was 3.84 for the suitability of available menus with consumers' needs and preferences. This indicates that respondents generally expressed agreement with the purchase decision indicators, particularly regarding transaction convenience.

Multiple Linear Regression Analysis

Multiple linear regression analysis was conducted to determine the effect of Store Atmosphere, Customer Experience, and FOMO on Purchase Decision. The results are presented in Table 6.

Table 6. *Multiple Linear Regression Analysis*

Model	B	Std. Error	Beta	t	Sig.
Constant	0.439	1.026	—	0.428	0.670
Store Atmosphere (X1)	0.332	0.074	0.275	4.468	0.000
Customer Experience (X2)	0.529	0.080	0.445	6.640	0.000
FOMO (X3)	0.281	0.055	0.287	5.132	0.000

Based on Table 6, the multiple linear regression equation is:

$$Y = 0.439 + 0.332X_1 + 0.529X_2 + 0.281X_3 + e$$

The constant of 0.439 indicates that when Store Atmosphere, Customer Experience, and FOMO are assumed to remain constant, the predicted value of Purchase Decision is 0.439. The regression coefficient for Store Atmosphere is 0.332, indicating a positive relationship with Purchase Decision. Thus, an increase in Store Atmosphere is associated with an increase in Purchase Decision, assuming Customer Experience and FOMO remain constant.

The regression coefficient for Customer Experience is 0.529, indicating a positive relationship with Purchase Decision. Therefore, an improvement in Customer Experience is associated with an increase in Purchase Decision, assuming Store Atmosphere and FOMO remain constant. The regression coefficient for FOMO is 0.281, indicating a positive relationship with Purchase Decision. Thus, an increase in FOMO is associated with an increase in Purchase Decision, assuming Store Atmosphere and Customer Experience remain constant. Among the three independent variables, Customer Experience has the largest standardized regression coefficient (β = 0.445), indicating that it has the strongest relative contribution to Purchase Decision in the regression model.

Hypothesis Testing

Partial Significance Test (t-Test)

The t-test was conducted to examine the partial effect of Store Atmosphere, Customer Experience, and FOMO on Purchase Decision at a significance level of 5%.

Table 7. *Partial Significance Test Results*

Hypothesis	Independent Variable	t-value	Sig.	Decision
H1	Store Atmosphere → Purchase Decision	4.468	0.000	Supported
H2	Customer Experience → Purchase Decision	6.640	0.000	Supported
H3	FOMO → Purchase Decision	5.132	0.000	Supported

Table 7 shows that Store Atmosphere has a significance value of 0.000, which is below 0.05, with a t-value of 4.468. Therefore, H0 is rejected and H1 is supported. This means that Store Atmosphere has a positive and significant effect on Purchase Decision at Minoa Coffee and Eatery, Cengklik Reservoir, Boyolali. Customer Experience has a significance value of 0.000, which is below 0.05, with a t-value of 6.640. Therefore, H0 is rejected and H2 is supported. This indicates that Customer Experience has a positive and significant effect on Purchase Decision. FOMO also has a significance value of 0.000, which is below 0.05, with a t-value of 5.132. Therefore, H0 is rejected and H3 is supported. This indicates that FOMO has a positive and significant effect on Purchase Decision. Thus, all three hypotheses proposed in this study are supported.

Simultaneous Significance Test (F-Test)

The F-test was conducted to determine whether Store Atmosphere, Customer Experience, and FOMO jointly contribute to the prediction of Purchase Decision.

Table 8. *Simultaneous Significance Test Results*

Model	Sum of Squares	df	Mean Square	F	Sig.
Regression	1,171.746	3	390.582	184.293	0.000
Residual	245.846	116	2.119	—	—
Total	1,417.592	119	—	—	—

Table 8 shows that the regression model obtained an F-value of 184.293 with a significance value of 0.000. Since the significance value is below 0.05, H0 is rejected and Ha is accepted. Therefore, Store Atmosphere, Customer Experience, and FOMO simultaneously have a significant effect on Purchase Decision. The result also indicates that the regression model is

statistically appropriate for explaining the relationship between the three independent variables and Purchase Decision.

Coefficient of Determination

The coefficient of determination was examined to determine the proportion of variation in Purchase Decision that can be explained by Store Atmosphere, Customer Experience, and FOMO.

***Table 9**. Coefficient of Determination*

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	0.909	0.827	0.822	1.456

Table 9 shows that the model has an R value of 0.909, indicating a strong overall relationship between the independent variables and Purchase Decision. The R Square value of 0.827 indicates that 82.7% of the variation in Purchase Decision can be explained jointly by Store Atmosphere, Customer Experience, and FOMO. Meanwhile, the Adjusted R Square value of 0.822 indicates that, after adjusting for the number of predictors included in the model, 82.2% of the variation in Purchase Decision is explained by the three independent variables. The remaining 17.8% is attributable to other factors outside the model that were not examined in this study, such as price, product quality, promotion, brand image, service quality, business location, reference-group influence, income, and lifestyle.

Hypothesis Summary

***Table 10**. Summary of Hypothesis Testing*

Hypothesis	Statement	Coefficient (B)	t-value	Sig.	Conclusion
H1	Store Atmosphere has a positive and significant effect on Purchase Decision	0.332	4.468	0.000	Supported
H2	Customer Experience has a positive and significant effect on Purchase Decision	0.529	6.640	0.000	Supported
H3	FOMO has a positive and significant effect on Purchase Decision	0.281	5.132	0.000	Supported

Table 10 summarizes the hypothesis testing results. H1 is supported because Store Atmosphere has a positive regression coefficient of 0.332 and a significance value of 0.000. H2 is supported because Customer Experience has a positive regression coefficient of 0.529 and a significance value of 0.000. H3 is also supported because FOMO has a positive regression coefficient of 0.281 and a significance value of 0.000.

Overall, the findings demonstrate that Store Atmosphere, Customer Experience, and FOMO each have a positive and significant partial effect on Purchase Decision. Furthermore, the three variables simultaneously have a significant effect on Purchase Decision. Customer Experience demonstrates the strongest relative contribution among the three predictors based on its standardized beta coefficient of 0.445.

Discussion

The Effect of Store Atmosphere on Purchasing Decisions

The regression analysis shows that *store atmosphere* has a regression coefficient of 0.332, indicating a positive effect on purchasing decisions. This means that the better the *store atmosphere* at Minoa Coffee and Eatery Waduk Cengklik Boyolali, the higher the consumers' purchasing decisions. The hypothesis testing resulted in a p-value of 0.000 < 0.05. Therefore, H0 is rejected and Ha is accepted, indicating that *store atmosphere* has a positive and significant

effect on purchasing decisions at Minoa Coffee and Eatery Waduk Cengklik Boyolali. This finding is consistent with the view that *store atmosphere* encompasses the overall physical and emotional impression created through elements such as interior design, spatial arrangement, lighting, and decoration. A comfortable and attractive atmosphere can create a positive consumer experience and encourage purchasing decisions. Previous research in the coffee shop industry also found that *store atmosphere* has a positive effect on purchasing decisions, indicating that the physical environment of a coffee shop can contribute to consumers' purchasing behavior (Kamila et al., 2024).

The finding is also supported by previous research conducted at Kae Kopi in Lamongan, which found that *store atmosphere* has a positive and significant effect on purchasing decisions. This indicates that the atmosphere provided by a coffee shop can become an important component of the consumer experience and contribute to purchasing behavior (Agustin & Badi'ah, 2025). The descriptive analysis shows that the *store atmosphere* variable obtained an average score of 4.00, indicating that respondents gave a high assessment of the atmosphere at Minoa Coffee and Eatery. The variable was measured through four indicators: *exterior, general interior, store layout,* and *interior display*. The highest average score of 4.13 was obtained for the *general interior* indicator, particularly the statement, "The lighting and cleanliness at Minoa Coffee and Eatery make the atmosphere more comfortable." Meanwhile, the lowest average score of 3.84 was obtained for the *exterior* indicator, particularly the statement, "The exterior appearance of Minoa Coffee and Eatery is attractive and easy to recognize."

These findings indicate that lighting and cleanliness are the aspects of *store atmosphere* most strongly perceived by consumers in supporting their purchasing decisions. A clean environment and comfortable lighting can create a pleasant atmosphere, making consumers feel comfortable and encouraging them to stay and make purchases. However, the exterior appearance received the lowest assessment, indicating that the visual appeal of the coffee shop's exterior still needs improvement to make the establishment more recognizable and attractive to potential consumers. Therefore, Minoa Coffee and Eatery Waduk Cengklik Boyolali should maintain the quality of lighting and cleanliness while improving the exterior through a more attractive design, a more visible signboard, and a more aesthetic arrangement of the front area. These improvements can strengthen the visual appeal of the coffee shop and potentially attract consumers to visit and make purchasing decisions.

The Effect of Customer Experience on Purchasing Decisions

The regression analysis shows that *customer experience* has a regression coefficient of 0.529, indicating a positive effect on purchasing decisions. This means that the better the experience perceived by consumers during their visits to Minoa Coffee and Eatery Waduk Cengklik Boyolali, the higher their tendency to make purchasing decisions. The hypothesis testing resulted in a significance value of 0.000 < 0.05. Therefore, H0 is rejected and Ha is accepted, indicating that *customer experience* has a positive and significant effect on purchasing decisions at Minoa Coffee and Eatery Waduk Cengklik Boyolali. This finding indicates that consumers' purchasing decisions are influenced not only by the products offered but also by the experiences they obtain during their interactions with the coffee shop. Customer experience encompasses consumers' cognitive, emotional, social, and physical responses arising from their interactions with a business and its consumption environment. In the context of Indonesian coffee products, sensory attributes such as flavour and aroma were found to be important contributors to positive customer experiences, while personal interaction and the physical environment also constitute important dimensions of the coffee consumption experience

(Chaldun et al., 2024). Positive experiences can create favorable perceptions and emotional responses, which may strengthen consumers' confidence in choosing and purchasing products. Previous research conducted in the coffee shop industry found that *customer experience* has a positive and significant effect on purchasing decisions, demonstrating that customer experience plays an important role in shaping consumer responses and purchasing behavior (Agustin & Badi'ah, 2025).

The descriptive analysis indicates that the *customer experience* variable obtained an average score of 3.94, showing that respondents gave a relatively favorable assessment of their experiences at Minoa Coffee and Eatery. This variable was measured through *interaction quality, ease and convenience, emotional experience, perceived experiential value,* and *overall experience evaluation*. The highest average score of 4.05 was found for the *emotional experience* indicator, particularly the statement that the atmosphere at Minoa Coffee and Eatery provides a pleasant experience. In contrast, the lowest average score of 3.78 was found for the *interaction quality* indicator, specifically the statement that the service at Minoa Coffee and Eatery provides a pleasant experience for consumers.

These findings indicate that emotional experience is the strongest aspect shaping consumers' *customer experience*. A comfortable and pleasant atmosphere can create positive impressions, allowing consumers to feel more satisfied and encouraging them to make purchases. Conversely, interaction quality remains an aspect that requires greater attention because it received the lowest assessment among the indicators. This suggests that although consumers generally perceive their experiences positively, the quality of interactions between employees and customers can still be improved. Therefore, Minoa Coffee and Eatery Waduk Cengklik Boyolali should maintain its comfortable and pleasant atmosphere as one of its strengths while improving service quality through friendly, responsive, and attentive employee behavior. Employees should also be able to respond effectively to customers' needs and provide appropriate assistance during their visits. Improving these interactions can strengthen the overall *customer experience* and subsequently support consumers' purchasing decisions.

The Effect of Fear of Missing Out (FOMO) on Purchasing Decisions

Based on the regression analysis, the *Fear of Missing Out* (FOMO) variable has a regression coefficient of 0.281, indicating a positive effect on purchasing decisions. This means that the higher the level of FOMO experienced by consumers, the higher their tendency to make purchasing decisions at Minoa Coffee and Eatery Waduk Cengklik Boyolali. The hypothesis testing resulted in a significance value of 0.000 < 0.05. Therefore, H0 is rejected and Ha is accepted, indicating that FOMO has a positive and significant effect on purchasing decisions at Minoa Coffee and Eatery Waduk Cengklik Boyolali. This finding indicates that consumers' psychological responses to trends, social influences, and experiences shared by others can encourage them to make purchasing decisions. FOMO may function as a psychological mechanism through which social interactions and exposure to influential content stimulate consumers' desire to participate in popular experiences and subsequently encourage purchasing behavior (Mikaela et al., 2026). FOMO may arise when consumers feel concerned about missing information, experiences, or trends that are perceived as popular or relevant. In the context of digital consumer behavior, such feelings can encourage individuals to participate in popular trends or purchase products and services to avoid feeling left behind. Previous research among TikTok Shop users in Indonesia also found that FOMO significantly influences purchase decisions, indicating that consumers' responses to social trends and digital content can contribute to their purchasing behavior (Alfarisi & Sukaris, 2024).

The descriptive analysis shows that the FOMO variable obtained an average score of 3.91, indicating that consumers' level of FOMO toward Minoa Coffee and Eatery was relatively high. This variable was measured through three main indicators, namely *fear, concern,* and *anxiety*. The highest average score of 3.97 was found for the *anxiety* indicator, particularly the statement that consumers feel curious about the experiences of other people at Minoa Coffee and Eatery. Meanwhile, the lowest average score of 3.86 was found for the *fear* indicator, specifically the statement that consumers are afraid of missing out on trends that are currently popular at Minoa Coffee and Eatery. These findings indicate that curiosity about the experiences obtained by other people represents the most dominant form of FOMO experienced by consumers. This condition suggests that consumers may be interested in visiting and making purchases because they want to experience something similar to what they have seen or learned from other people, particularly through social media. Meanwhile, the lower score for the *fear* indicator indicates that consumers' purchasing decisions are not solely driven by the fear of missing out on popular trends. Instead, consumers may also be motivated by curiosity and the desire to obtain new and interesting experiences.

Based on these findings, Minoa Coffee and Eatery Waduk Cengklik Boyolali can utilize social media as a more effective promotional medium by presenting customer experiences, testimonials, activity documentation, and information about menu items that are currently popular among consumers. Such strategies can increase consumer curiosity and encourage them to participate in experiences that are perceived as relevant and attractive. By presenting authentic and engaging content through social media, Minoa Coffee and Eatery can strengthen consumers' interest and FOMO-related motivation, which may ultimately encourage purchasing decisions.

Conclusion

Based on the results of the data analysis and discussion, this study concludes that *store atmosphere*, *customer experience*, and *Fear of Missing Out* (FOMO) each have a significant effect on consumers' purchasing decisions at Minoa Coffee and Eatery Waduk Cengklik Boyolali. These findings indicate that purchasing decisions in the coffee shop context are shaped not only by physical environmental factors but also by consumers' experiential and psychological responses. Thus, this study contributes to the understanding of consumer purchasing behavior by demonstrating the relevance of environmental, experiential, and psychological factors within a local coffee shop setting. For Minoa Coffee and Eatery, the findings imply that improvements should focus on the exterior appearance of the coffee shop to make it more attractive and recognizable, while maintaining the comfortable atmosphere that consumers already perceive positively. Service quality should also be improved to provide more enjoyable customer experiences. In addition, social media and engaging promotional content can be optimized to stimulate consumer curiosity and FOMO, thereby encouraging visits and purchasing decisions.

This study has several limitations, the research only examined *store atmosphere*, *customer experience*, and FOMO as explanatory variables, while other factors may also influence purchasing decisions. Furthermore, the research was conducted exclusively among consumers of Minoa Coffee and Eatery Waduk Cengklik Boyolali; therefore, the findings should not be generalized to other coffee shops or consumer populations without considering differences in characteristics and contexts. Data were also collected through questionnaires, meaning that responses depended on participants' perceptions and understanding of the statements provided. Future research is therefore recommended to incorporate other relevant variables,

such as price, product quality, promotion, service quality, brand image, and location. Researchers may also consider using larger samples and different coffee shop settings to provide broader evidence and improve the generalizability of the findings.

Acknowledgment

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