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The Influence Of Store Atmosphere, Product Quality, and Lifestyle on Consumers' Purchase Decisions at Loske Coffee Keprabon Surakarta

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Abstract

The urgency of this research lies in identifying how store atmosphere, product quality, and lifestyle influence consumers' purchase decisions, enabling Loske Coffee Keprabon Surakarta to better understand consumer behavior and strengthen its competitiveness. This study aims to analyze the influence of store atmosphere, product quality, and lifestyle on consumers' purchasing decisions at Loske Coffee Keprabon Surakarta. This research employed a quantitative research method with a survey approach. The population consisted of all consumers of Loske Coffee Keprabon Surakarta, while the sample was selected using a purposive sampling technique involving 125 respondents. Data were collected through questionnaires using a Likert scale. The data were analyzed using instrument testing (validity and reliability tests), classical assumption tests, multiple linear regression analysis, t-test, F-test, and the coefficient of determination (Adjusted R^2) with the assistance of IBM SPSS software. The results indicate that store atmosphere has no significant effect on purchasing decisions, with a significance value of 0.543 > 0.05. Product quality also has no significant effect on purchasing decisions, with a significance value of 0.596 > 0.05. Meanwhile, lifestyle has a positive and significant effect on purchasing decisions, with a significance value of 0.000 < 0.05. Simultaneously, store atmosphere, product quality, and lifestyle have a significant effect on purchasing decisions, as evidenced by the F-test result with a significance value of 0.000 < 0.05 and an F-value of 20.374. The Adjusted R Square value of 0.319 indicates that the independent variables explain 31.9% of the variation in purchasing decisions, while the remaining 68.1% is explained by other variables not included in this study.

Keywords: *Store Atmosphere, Product Quality, Lifestyle, Purchasing Decision.*

Introduction

Indonesia is one of the countries with a large consumer market, resulting in dynamic developments across various business sectors, including the food and beverage industry. The growth of economic activities, changes in consumption patterns, and increasing mobility have transformed the function of food and beverage establishments from merely serving basic needs into spaces where consumers seek experiences, engage in social interaction, work, study, and express their lifestyles. This transformation is increasingly evident in the development of coffee shops, which have expanded across various cities in Indonesia. Coffee shops no longer merely offer coffee as their primary product but also provide physical environments, product quality, services, and consumption experiences tailored to consumer characteristics. These changes have intensified competition because consumers have numerous alternatives and can easily compare the characteristics of different coffee shops. Research on coffee shop consumers in Indonesia indicates that the development of the coffee business is closely associated with changes in consumer characteristics, preferences,

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behavior, and lifestyles, particularly among younger generations who perceive visiting coffee shops as part of their social activities and everyday consumption patterns (Rahmah et al., 2018; Dewi & Thalib, 2026).

These changes further demonstrate that consumers' decisions to choose a coffee shop are not determined solely by their need for coffee products but may also be influenced by the characteristics of the establishment, the atmosphere provided, and the experiences obtained during consumption. Research involving millennial and Generation Z consumers has shown that purchasing decisions at coffee shops are influenced by demographic, behavioral, and psychographic characteristics that shape consumers' preferences for selecting products and places of consumption (Zamborita et al., 2024). This condition has become increasingly relevant as the growing number of coffee shops has expanded consumer choices while simultaneously intensifying competition among business operators. In Indonesia, this transformation is also reflected in consumer behavior, in which coffee shops have become part of social activities and contemporary lifestyles.

Consumers may choose a particular coffee shop because they consider the suitability of its atmosphere for their activities, the quality of its products, and its compatibility with the lifestyle and self-image they wish to express (Elhuria et al., 2026). Recent research conducted among coffee shop consumers in Denpasar also demonstrates that store atmosphere is one of the factors associated with the purchasing decision process through purchase intention (Permadi & Lestari, 2025). Therefore, the development of the coffee shop industry indicates that competition is no longer limited to price and product variety but increasingly involves the ability of businesses to create a combination of an attractive physical environment, high-quality products, and consumption experiences that correspond to consumers' lifestyles. This phenomenon provides an important basis for examining the factors influencing purchasing decisions among coffee shop consumers in a more contextual manner, particularly within the increasingly competitive coffee shop industry in Surakarta.

The increasingly dynamic competition among coffee shops highlights the importance of understanding the factors that shape consumer purchasing decisions. One factor that has received considerable attention is store atmosphere, which refers to the physical environment that can shape consumers' perceptions and responses while they are in a particular establishment. In the coffee shop industry, elements such as interior design, spatial arrangement, lighting, music, cleanliness, aroma, and overall comfort can become integral components of the consumer experience. Research conducted in coffee shops in Surabaya demonstrates that store atmosphere has a positive effect on purchasing decisions, indicating that the condition of the physical environment can become an important consideration when consumers make purchasing choices (Kamila et al., 2024). Similar findings have been reported in research on Haluna Koffie, which found that store atmosphere, together with other marketing factors, positively influences consumers' purchasing decisions (Salsabila & Madiawati, 2023).

Another study of coffee shops in Indonesia also indicates that store atmosphere can influence purchasing decisions, suggesting that creating an environment that corresponds to the characteristics of the target consumers is an important component of marketing strategy (Budiman & Radyan, 2021; Kamila et al., 2024). In addition to store atmosphere, product quality is a factor directly related to the consumption experience because consumers ultimately evaluate products based on their ability to meet expectations. In coffee shops, product quality can be reflected in taste, aroma, texture, presentation, consistency, ingredient

quality, and the extent to which the product meets consumer expectations. Research conducted on coffee shops in Mataram indicates that store atmosphere and product quality are relevant factors in explaining consumers' purchasing decisions, while also demonstrating the importance of balancing product quality with the environmental experience offered by coffee shops (Prawira & Baharuddin, 2025).

Research conducted in a café characterized by a classic atmosphere similarly found that product quality has a positive and significant effect on purchasing decisions, indicating that product quality remains an important consideration even when consumers are attracted by a unique concept and physical environment (Karnawati, 2025). Consistent findings have also been reported in research examining purchasing decisions for packaged coffee products, which demonstrated that product quality positively influences consumers' purchasing decisions (Lusiana & Sudarijati, 2023). The third factor is lifestyle. Lifestyle reflects individuals' patterns of activities, interests, and preferences and therefore can influence how they select products and places of consumption. Research involving consumers of XYZ Coffee found that consumer lifestyle characteristics are associated with purchasing decisions for coffee shop products, indicating that consumer decisions cannot be separated from their lifestyle patterns and psychographic characteristics (Rahmah & Satyaninggrat, 2023). Overall, previous studies demonstrate that store atmosphere, product quality, and lifestyle are associated with consumer behavior and purchasing decisions; however, the strength and nature of these relationships may vary depending on the characteristics of the research object, consumers, and research setting.

Although previous studies have provided evidence regarding the relationships between store atmosphere, product quality, lifestyle, and purchasing decisions, several research areas remain worthy of further investigation. First, previous findings concerning store atmosphere have not demonstrated a completely consistent pattern across different coffee shop contexts. Some studies have found that store atmosphere positively influences purchasing decisions, whereas other studies indicate that this effect may depend on additional factors, such as perceived value, brand image, and consumer characteristics. Research studies demonstrate that store atmosphere may influence purchasing decisions through brand image, suggesting that the physical environment does not always directly determine consumers' decisions (Yusup et al., 2025). Second, research on product quality also indicates that consumers do not always respond to product quality in the same manner because purchasing decisions may additionally be influenced by price, service, location, and consumer characteristics. Research on coffee shops in Denpasar found that product quality, atmosphere, price, and service are collectively associated with purchasing decisions, indicating that consumer decision-making in the coffee shop industry is multidimensional (Wicaksono et al., 2026). Third, studies concerning lifestyle demonstrate that changes in people's lifestyles have transformed coffee shops into spaces for social interaction and consumption; however, the influence of lifestyle may differ across consumer groups.

Research involving students who select coffee shops indicates that lifestyle and store atmosphere jointly explain variations in coffee shop selection decisions, with lifestyle demonstrating a stronger role than store atmosphere (Mubarok & Sari, 2025). These findings indicate that consumers may evaluate coffee shops not merely according to the functional value of their products but also based on the extent to which the establishment corresponds to their activities and social identities. Furthermore, research involving millennial and Generation Z consumers demonstrates that preferences for coffee shops are shaped by a combination of demographic, behavioral, and psychographic characteristics that vary across

consumer groups (Zamborita et al., 2024). These conditions indicate a research gap concerning the need to simultaneously examine the three variables within the context of a local coffee shop characterized by a distinctive business concept and specific consumer target.

Loske Coffee Surakarta provides a relevant setting for addressing this gap because it combines a vintage and industrial architectural concept, an open bar, an artistic atmosphere, diverse coffee products, supporting facilities, and a function as a social gathering and activity space. The research draft indicates that customer reviews also reveal appreciation for the uniqueness of the atmosphere, while some reviews contain criticism regarding comfort and certain aspects of product quality, indicating variations in consumer perceptions that warrant quantitative investigation. Therefore, this study does not merely replicate previous research but seeks to provide empirical evidence concerning how store atmosphere, product quality, and lifestyle, both individually and simultaneously, are associated with consumers' purchasing decisions in a local coffee shop in Surakarta.

Based on the empirical problems and research gaps described above, this study is directed toward answering three main research questions: whether store atmosphere significantly influences consumers' purchasing decisions at Loske Coffee, whether product quality significantly influences consumers' purchasing decisions at Loske Coffee, and whether lifestyle significantly influences consumers' purchasing decisions at Loske Coffee. These questions subsequently serve as the basis for the objectives of the study, namely to analyze the effects of store atmosphere, product quality, and lifestyle on consumers' purchasing decisions at Loske Coffee in Surakarta. The selection of Loske Coffee as the research setting is based on its characteristics as a coffee shop that combines product consumption experiences with a physical environment possessing a distinctive visual and social identity.

Loske Coffee offers a vintage architectural concept with an unfinished industrial design, an open bar, and an atmosphere intended to provide consumers with an interactive experience. These characteristics make store atmosphere an important aspect to examine because the physical environment may become part of consumers' considerations when selecting a place of consumption. At the same time, product quality needs to be examined because coffee products represent the core of the consumption experience, and consumers may evaluate them based on taste, aroma, texture, presentation, and consistency. Lifestyle is also important to investigate because visiting coffee shops has increasingly developed into an activity associated with social interaction, recreation, work, study, and self-expression. Previous research on coffee shop consumers' lifestyles demonstrates that changes in lifestyle patterns can shape purchasing decisions, indicating that psychographic aspects need to be considered when understanding consumer behavior (Rahmah et al., 2018).

The novelty of this study lies in the simultaneous examination of three complementary dimensions: the physical environment represented by store atmosphere, the core product attributes represented by product quality, and consumer characteristics represented by lifestyle, all in relation to purchasing decisions within a single local coffee shop in Surakarta. This approach differs from previous studies that have examined only one or two factors as determinants of purchasing decisions while also providing a more specific empirical context for Loske Coffee. Furthermore, this study extends previous research by examining whether findings concerning store atmosphere, product quality, and lifestyle obtained from other coffee shops or culinary businesses can be applied to the characteristics of Loske Coffee consumers.

Method

Research Design

This study employed a quantitative research approach with a survey design to examine the influence of store atmosphere, product quality, and lifestyle on consumers' purchasing decisions at Loske Coffee Surakarta. The quantitative approach was selected because the research variables were measured numerically through structured questionnaire responses and subsequently analyzed using statistical procedures. The survey was conducted among consumers of Loske Coffee, with the research object 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 Loske Coffee also considered the availability of the required research data and permission to conduct the study at the research site.

Population, Sample, and Data Collection

The study used primary quantitative data obtained directly from respondents through an online questionnaire. The population comprised consumers who had purchased products at Loske Coffee. Because the number of consumers could not be determined precisely and continued to change over time, the population was classified as an infinite population. The study employed non-probability sampling with a purposive sampling technique. Respondents were selected based on specific criteria relevant to the research objectives, namely consumers who had made a purchase at Loske Coffee within the previous six months, were at least 17 years old, and were familiar with the products offered by Loske Coffee. This approach was intended to ensure that respondents had sufficient experience with the store atmosphere, product quality, and lifestyle-related purchasing context examined in the study.

Because the population size was unknown, the minimum sample size was determined using the Lemeshow formula. The calculation used a 95% confidence level, a maximum estimated proportion of 0.5, and a sampling error of 10%. The calculation produced a minimum sample size of 96.04 respondents; therefore, the study used 100 respondents. The questionnaire consisted of closed-ended statements and employed a five-point Likert scale, with scores ranging from 1 for strongly disagree to 5 for strongly agree. This scale was used to quantify respondents' perceptions of the research variables and generate numerical data suitable for statistical analysis.

The research instrument measured four variables: store atmosphere (X1), product quality (X2), lifestyle (X3), and purchasing decision (Y). The indicators used to measure store atmosphere included exterior, general interior, store layout, and interior display. The available draft identifies purchasing decision as the dependent variable and specifies indicators related to product choice, product form, and purchasing or sales decisions. All research variables were measured using the Likert scale. The questionnaire was preceded by instrument testing to ensure that the measurement items were appropriate. Validity was assessed using Pearson Product Moment correlation by correlating each item score with the total variable score. An item was considered valid when its significance value was below 0.05. Reliability was evaluated using Cronbach's Alpha, with a coefficient greater than 0.60 indicating that the questionnaire was reliable.

Data Analysis

The data collected were analyzed using statistical procedures consisting of descriptive analysis, classical assumption testing, multiple linear regression, and hypothesis testing. Descriptive analysis was used to present the characteristics of respondents and summarize their responses to the research variables. Respondent characteristics were described based on gender, age, occupation, income, and origin. The responses to the questionnaire were summarized to provide an overview of respondents' perceptions of the variables examined in the study.

Before performing regression analysis, classical assumption tests were conducted to evaluate the suitability of the regression model. The tests consisted of multicollinearity, autocorrelation, heteroscedasticity, and normality testing. Multicollinearity was assessed using tolerance and the Variance Inflation Factor (VIF), with a tolerance value of at least 0.10 and a VIF value of no more than 10 indicating that multicollinearity was not present. Autocorrelation was examined using the Runs Test, where a p-value of at least 0.05 indicated that the residuals were not correlated. Heteroscedasticity was examined using the Spearman Rho test, while normality was assessed using the Kolmogorov–Smirnov test. Residuals were considered normally distributed when the significance value exceeded 0.05.

After the required assumptions were examined, multiple linear regression analysis was conducted to determine the influence of store atmosphere, product quality, and lifestyle on purchasing decisions. The regression model was formulated as follows:

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

Description:

Y = Purchasing Decision

α = Constant

β_1, β_2, β_3 = Multiple Linear Regression Coefficients

X_1 = Store Atmosphere

X_2 = Product Quality

X_3 = Lifestyle

e = Error Term

The partial t-test was used to determine whether each independent variable individually had a significant effect on purchasing decisions. Hypothesis testing was performed at a 5% significance level, with a p-value below 0.05 indicating a statistically significant partial effect. The simultaneous F-test was used to determine whether store atmosphere, product quality, and lifestyle jointly had a significant effect on purchasing decisions. The model was considered statistically significant when the p-value was below 0.05.

Finally, the coefficient of determination (R2) was used to assess the explanatory power of the regression model. The study used the Adjusted R2 value to determine the proportion of variation in purchasing decisions explained by store atmosphere, product quality, and lifestyle. A value closer to 1 indicates greater explanatory power, whereas a value closer to 0 indicates that the independent variables provide a more limited explanation of variation in purchasing decisions.

Results

General Overview of Socrates Vegan Medan

Socrates Vegan Medan is a vegan restaurant located in Medan, North Sumatra, at Jl. Airlangga No. 14C, Petisah Tengah, Medan. The restaurant was established in 2005 by Benny Marjitus, who adopted a healthy lifestyle through vegetarianism. Since its establishment, Socrates Vegan has developed a plant-based culinary concept that emphasizes healthy food without monosodium glutamate (MSG). The name "Socrates Vegan" was inspired by the ancient Greek philosopher Socrates, who was associated with a vegetarian lifestyle. Initially, the restaurant still served certain animal-based products, including dairy milk. However, since 2006, these products have been completely removed from the menu, making Socrates Vegan a fully plant-based restaurant. The restaurant applies an anti-violence concept by ensuring that the food served does not contain animal-derived ingredients, including meat, dairy, and honey. This concept reflects the restaurant's commitment to promoting a healthy and environmentally conscious lifestyle through plant-based food.

In addition to providing vegan food, Socrates Vegan offers an integrated dining and intellectual experience through the concept of *"eat, read, think."* This concept combines culinary activities with opportunities for reading, reflection, and discussion. The restaurant provides a library containing more than one thousand books covering philosophy, psychology, spirituality, and other fields of knowledge. The availability of books allows visitors to engage in reading activities while enjoying their meals. The restaurant also incorporates artistic and educational elements through its interior design, including a gallery, piano area, and various collections of books and artworks.

Socrates Vegan's vision is to become a recognized vegan restaurant in Medan by providing healthy and high-quality food while creating a comfortable space for learning, reading, and sharing inspiration. To achieve this vision, the restaurant focuses on providing healthy, delicious, and high-quality vegan food; delivering friendly and satisfying customer service; creating a comfortable and aesthetically pleasing atmosphere that supports reading and discussion; encouraging the community to adopt a healthier lifestyle through plant-based food consumption; and maintaining product and service quality continuously. This combination of culinary, educational, and artistic elements distinguishes Socrates Vegan from conventional restaurants and provides a relevant context for examining the influence of *cafe atmosphere* and digital marketing on customers' visit decisions.

Respondent Characteristics

Before statistical analysis, respondent demographics were examined to describe the sample composition. Characteristics included age, gender, education, and visit frequency, providing contextual information for interpreting the effects of *cafe atmosphere*, digital marketing, and visit decisions.

Table 1. *Respondents by Age*

Age	Frequency	Percentage (%)	Valid Percentage (%)	Cumulative Percentage (%)
15–20 years	8	8.6	8.6	8.6
21–25 years	65	69.9	69.9	78.5
26–30 years	15	16.1	16.1	94.6
31–35 years	4	4.3	4.3	98.9
36–40 years	1	1.1	1.1	100.0
Total	93	100.0	100.0	

Table 1 shows that the largest proportion of respondents was aged 21–25 years, consisting of 65 respondents or 69.9% of the total sample. Respondents aged 26–30 years accounted for 15 people (16.1%), followed by those aged 15–20 years with 8 people (8.6%). Meanwhile, respondents aged 31–35 years accounted for 4 people (4.3%), and only 1 respondent (1.1%) was aged 36–40 years. Thus, the respondent profile was predominantly composed of young adults aged 21–25 years.

Table 2. *Respondents by Gender*

Gender	Frequency	Percentage (%)	Valid Percentage (%)	Cumulative Percentage (%)
Male	40	43.0	43.0	43.0
Female	53	57.0	57.0	100.0
Total	93	100.0	100.0	

Table 2 indicates that female respondents constituted the majority of the sample. Of the 93 respondents, 53 were female, representing 57.0% of the total respondents, while 40 respondents were male, representing 43.0%. The distribution shows that both gender groups were represented in the study, although female respondents accounted for a slightly larger proportion. This composition provides a demographic description of the consumers included in the analysis of visit decisions at Socrates Vegan Medan.

Table 3. *Respondents by Educational Background*

Educational Background	Frequency	Percentage (%)	Valid Percentage (%)	Cumulative Percentage (%)
Senior High School/Vocational School or Equivalent	54	58.1	58.1	58.1
Diploma (D3)	4	4.3	4.3	62.4
Bachelor's Degree (S1)	35	37.6	37.6	100.0
Total	93	100.0	100.0	

Table 3 shows that most respondents had completed senior high school or an equivalent level of education, totaling 54 respondents or 58.1%. Respondents with a Bachelor's degree accounted for 35 people (37.6%), while those with a Diploma (D3) represented the smallest group, with 4 respondents (4.3%). Therefore, the educational composition of the sample was dominated by respondents with a senior high school or equivalent educational background. The distribution indicates that the study included respondents with different levels of formal education.

Table 4. *Respondents by Visit Frequency*

Visit Frequency	Frequency	Percentage (%)	Valid Percentage (%)	Cumulative Percentage (%)
1 time	35	37.6	37.6	37.6
2–3 times	38	40.9	40.9	78.5
4–5 times	13	14.0	14.0	92.5
>5 times	7	7.5	7.5	100.0
Total	93	100.0	100.0	

Table 4 demonstrates that respondents who had visited Socrates Vegan 2–3 times represented the largest group, with 38 respondents or 40.9%. This was followed by respondents who had visited once, totaling 35 people (37.6%). Meanwhile, 13 respondents (14.0%) had visited 4–5 times, and 7 respondents (7.5%) had visited more than five times. The distribution indicates that most respondents had previous experience visiting Socrates Vegan, providing an appropriate basis for assessing their perceptions of the restaurant's atmosphere, digital marketing activities, and visit decisions.

Instrument Quality Testing

Validity Test

The validity test was conducted to determine whether each questionnaire item adequately measured the intended research variable. The test used the Pearson Product Moment correlation approach, with the calculated correlation coefficient (*r* count) compared with the *r* table value of 0.204. An item was considered valid when *r* count exceeded *r* table. Conversely, an item was considered invalid when *r* count was lower than *r* table. The results for each research variable are presented below.

Table 5. *Validity Test of the Cafe Atmosphere Variable (X1)*

Item	r Count	r Table	Description
X1.1	0.725	0.204	Valid
X1.2	0.756	0.204	Valid
X1.3	0.695	0.204	Valid
X1.4	0.711	0.204	Valid
X1.5	0.695	0.204	Valid
X1.6	0.712	0.204	Valid
X1.7	0.667	0.204	Valid
X1.8	0.683	0.204	Valid

Table 5 shows that all eight questionnaire items measuring *cafe atmosphere* had calculated correlation coefficients greater than the *r* table value of 0.204. The calculated values ranged from 0.667 to 0.756, indicating that every item met the established validity criterion. Therefore, all items used to measure *cafe atmosphere* were considered valid and suitable for further statistical analysis.

Table 6. *Validity Test of the Digital Marketing Variable (X2)*

Item	r Count	r Table	Description
X2.1	0.778	0.204	Valid
X2.2	0.759	0.204	Valid
X2.3	0.797	0.204	Valid
X2.4	0.759	0.204	Valid
X2.5	0.791	0.204	Valid
X2.6	0.793	0.204	Valid

Table 6 demonstrates that all six items measuring digital marketing were valid. The calculated correlation coefficients ranged from 0.759 to 0.797, which were substantially higher than the critical value of 0.204. These findings indicate that each questionnaire item had an adequate correlation with the overall variable and therefore appropriately represented the digital marketing construct. Accordingly, all digital marketing items were retained for subsequent analysis.

Table 7. *Validity Test of the Visit Decision Variable (Y)*

Item	r Count	r Table	Description
Y1	0.773	0.204	Valid
Y2	0.741	0.204	Valid
Y3	0.758	0.204	Valid
Y4	0.824	0.204	Valid
Y5	0.723	0.204	Valid
Y6	0.708	0.204	Valid

Table 7 indicates that all six questionnaire items measuring visit decisions met the validity requirement. The calculated correlation coefficients ranged from 0.708 to 0.824, exceeding the *r* table value of 0.204. The results confirm that each item had an adequate relationship with

the measured construct. Therefore, all items for the visit decision variable were considered valid and could be used in the subsequent statistical analysis.

Reliability Test

After the validity test, a reliability test was conducted to assess the internal consistency of the questionnaire items for each research variable. Reliability was measured using Cronbach's Alpha, with a coefficient above 0.60 considered to indicate acceptable reliability. The results are presented in Table 8.

Table 8. *Reliability Test Results*

Variable	Cronbach's Alpha	Number of Items	Cut-off	Description
Cafe Atmosphere	0.856	8	0.60	Reliable
Digital Marketing	0.871	6	0.60	Reliable
Visit Decision	0.849	6	0.60	Reliable

Table 8 shows that all research variables obtained Cronbach's Alpha values above the established cut-off value of 0.60. The *cafe atmosphere* variable obtained a coefficient of 0.856, digital marketing obtained 0.871, and visit decision obtained 0.849. These results demonstrate that all measurement instruments satisfied the established reliability criterion. Therefore, the questionnaire items showed adequate internal consistency and were considered reliable for measuring the respective variables in the subsequent statistical analysis.

Classical Assumption Tests

Normality Test

The normality test was conducted using the One-Sample Kolmogorov–Smirnov test at a significance level of 0.05. The residuals were considered normally distributed when the significance value exceeded 0.05.

Table 9. *Normality Test Results*

Test	Value
N	93
Mean	0.0000000
Standard Deviation	405.979.826
Absolute Difference	0.057
Positive Difference	0.036
Negative Difference	-0.057
Test Statistic	0.057
Asymp. Sig. (2-tailed)	0.200

Table 9 shows that the One-Sample Kolmogorov–Smirnov test produced an Asymp. Sig. (2-tailed) value of 0.200. This value is greater than the significance level of 0.05, indicating that the residuals were normally distributed. Therefore, the normality assumption was satisfied, suggesting that the residual distribution of the regression model was adequate for further statistical analysis.

Multicollinearity Test

The multicollinearity test was conducted to assess whether a strong linear relationship existed among the independent variables. A regression model is considered free from multicollinearity when the Tolerance value exceeds 0.10 and the VIF value is below 10. These criteria indicate that the independent variables do not exhibit problematic correlations.

Table 10. *Multicollinearity Test Results*

Variable	Tolerance	VIF
Cafe Atmosphere	0.981	1.020
Digital Marketing	0.981	1.020

Table 10 indicates that both independent variables had identical Tolerance and VIF values. *Cafe atmosphere* and digital marketing each had a Tolerance value of 0.981 and a VIF value of 1.020. The Tolerance values were substantially above 0.10, while the VIF values were far below 10. Therefore, the regression model did not exhibit multicollinearity, indicating that the independent variables could be simultaneously included in the regression model.

Heteroscedasticity Test

The heteroscedasticity test was conducted using a scatterplot to examine whether the residual variance remained consistent across predicted values. A regression model is considered free from heteroscedasticity when the residual points are randomly distributed above and below zero without forming a clear systematic pattern. The scatterplot results show that the residual points were distributed randomly above and below the zero value on the Y-axis. The points did not form a specific pattern, such as a wave, funnel, or systematic expansion and contraction. The random distribution indicates that the residual variance tended to remain constant across the predicted values. Therefore, the regression model did not demonstrate an apparent heteroscedasticity problem. Based on these findings, the heteroscedasticity assumption was considered satisfied. Consequently, the regression model was appropriate for further analysis of the effects of *cafe atmosphere* and digital marketing on visit decisions at Socrates Vegan Medan.

Multiple Linear Regression Analysis

Multiple linear regression analysis was conducted to determine the direction and magnitude of the effects of *cafe atmosphere* and digital marketing on visit decisions. The analysis was performed using SPSS Version 25, and the resulting coefficients are presented in Table 11.

Table 11. *Multiple Linear Regression Results*

Variable	B	Std. Error	Beta	t	Sig.	Tolerance	VIF
Constant	5.789	2.358	—	2.454	0.016	—	—
Cafe Atmosphere	0.252	0.073	0.314	3.454	0.001	0.981	1.020
Digital Marketing	0.360	0.088	0.372	4.084	0.000	0.981	1.020

Table 11 shows that the regression model produced a constant of 5.789, a regression coefficient of 0.252 for *cafe atmosphere*, and a coefficient of 0.360 for digital marketing. Both independent variables had positive coefficients, indicating a positive relationship with visit decisions. The digital marketing variable had a higher standardized Beta coefficient (0.372) than *cafe atmosphere* (0.314), indicating a relatively stronger contribution to visit decisions within the model.

The resulting multiple linear regression equation is:

$$Y = 5.789 + 0.252X_1 + 0.360X_2 + e$$

The constant of 5.789 indicates that when *cafe atmosphere* and digital marketing are assumed to remain at zero, the predicted value of visit decisions is 5.789, holding other factors constant. The regression coefficient for *cafe atmosphere* of 0.252 indicates that a one-unit increase in *cafe atmosphere* is associated with a 0.252-unit increase in visit decisions,

assuming digital marketing remains constant. Meanwhile, the coefficient of 0.360 for digital marketing indicates that a one-unit increase in digital marketing is associated with a 0.360-unit increase in visit decisions, assuming *cafe atmosphere* remains constant.

Hypothesis Testing

Partial Test (*t*-Test)

The partial *t*-test was used to determine whether each independent variable had a statistically significant effect on the dependent variable. An independent variable was considered statistically significant when its significance value was below 0.05. The results are presented in Table 12.

Table 12. Partial Test Results

Variable	B	Std. Error	Beta	t	Sig.
Constant	5.789	2.358	—	2.454	0.016
Cafe Atmosphere	0.252	0.073	0.314	3.454	0.001
Digital Marketing	0.360	0.088	0.372	4.084	0.000

Table 12 shows that *cafe atmosphere* had a *t*-value of 3.454 and a significance value of 0.001. Because the significance value was below 0.05, *cafe atmosphere* had a positive and statistically significant effect on visit decisions. This finding indicates that improvements in the atmosphere experienced by customers, including comfort, aesthetics, and the overall dining environment, were associated with higher visit decisions. Therefore, the hypothesis proposing a positive and significant effect of *cafe atmosphere* on visit decisions was supported.

Digital marketing obtained a *t*-value of 4.084 with a significance value of 0.000. Since the significance value was below 0.05, digital marketing had a positive and statistically significant effect on visit decisions. This finding indicates that more effective digital marketing activities, particularly the delivery of attractive, informative, and accessible content through digital media, were associated with stronger customer decisions to visit Socrates Vegan. Therefore, the hypothesis proposing a positive and significant effect of digital marketing on visit decisions was supported.

Furthermore, the standardized Beta coefficients show that *cafe atmosphere* had a Beta value of 0.314, whereas digital marketing had a Beta value of 0.372. Thus, digital marketing had the stronger relative influence on visit decisions compared with *cafe atmosphere* in the regression model.

Simultaneous Test (*F*-Test)

The simultaneous *F*-test was used to determine whether *cafe atmosphere* and digital marketing jointly affected visit decisions. The test was conducted at a 5% significance level.

***Table 13**. Simultaneous Test Results*

Model	Sum of Squares	df	Mean Square	F	Sig.
Regression	558.563	2	279.281	16.576	0.000
Residual	1,516.340	90	16.848	—	—
Total	2,074.903	92	—	—	—

Table 13 shows that the regression model produced an *F*-value of 16.576 with a significance value of 0.000. The calculated *F*-value exceeded the reported critical *F*-value of 3.10, while the significance value was below 0.05. These results indicate that *cafe atmosphere* and digital marketing jointly had a statistically significant effect on visit decisions. Therefore,

the simultaneous hypothesis was supported, confirming that both independent variables contributed collectively to explaining visit decisions at Socrates Vegan Medan.

Coefficient of Determination

The coefficient of determination was used to assess the proportion of variation in visit decisions that could be explained by *cafe atmosphere* and digital marketing. The results are presented in Table 14.

Table 14. *Coefficient of Determination*

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	0.519	0.269	0.253	410.466

Table 14 shows an Adjusted R Square value of 0.253, indicating that *cafe atmosphere* and digital marketing jointly explained 25.3% of the variation in visit decisions. Meanwhile, the remaining 74.7% of the variation was attributable to other factors outside the variables examined in this study. These factors may include price, product quality, service quality, location, promotional activities, customer preferences, or other considerations that were not incorporated into the present regression model.

Discussion

The Effect of Store Atmosphere on Purchase Decisions

Based on the results of the hypothesis testing, store atmosphere does not have a significant effect on the purchase decisions of Loske Coffee consumers in Surakarta. This is indicated by a significance value greater than 0.05; therefore, the first hypothesis (H1) is rejected. These findings indicate that the store atmosphere, which includes the exterior, general interior, store layout, and interior display, has not become a primary consideration for consumers when deciding to make a purchase at Loske Coffee. Thus, although the atmosphere remains an important component of the consumer experience, the existing atmosphere is not sufficiently influential to serve as a direct stimulus for purchase decisions. This condition may be explained by the possibility that Loske Coffee consumers already perceive a pleasant atmosphere as an essential characteristic that a coffee shop should provide. When aspects such as the exterior, interior, layout, lighting, comfort, and decoration have reached an adequate level, these elements may no longer be perceived as distinctive advantages that specifically determine purchase decisions.

Consumers may perceive that various coffee shops in Surakarta offer relatively similar atmospheric concepts, thereby limiting the ability of store atmosphere to differentiate one establishment from another. This explanation is supported by research involving coffee shop consumers in Jepara, which found that store atmosphere had a negative and insignificant direct effect on purchase decisions, although it had a positive and significant effect on brand image. In the context of Loske Coffee, this condition is particularly relevant because consumers no longer visit coffee shops solely to consume products or experience the atmosphere. Coffee shops have increasingly developed into multifunctional spaces where consumers can meet friends, work, study, engage in discussions, perform digital activities, or simply spend their leisure time. Consequently, purchase decisions may be shaped by a combination of functional, social, and psychological needs that cannot be fully explained by store atmosphere alone. The findings also indicate that the insignificant effect of store atmosphere does not necessarily mean that consumers dislike the atmosphere at Loske

Coffee. Rather, it suggests that the atmosphere has not become a sufficiently strong differentiating factor in the decision-making process.

Recent research on a local coffee shop in Bandar Lampung similarly found that café atmosphere did not have a significant partial effect on purchase decisions, whereas product quality and service quality had positive and significant effects. This finding indicates that experiential attributes such as atmosphere may function as supporting factors, while functional attributes may have greater influence in determining consumers' decisions (Putri et al., 2026). Therefore, the findings of the present study suggest that an atmosphere that is already perceived as good by consumers does not necessarily become the primary reason for making a purchase. Consumers may instead be more strongly influenced by the suitability of the establishment with their lifestyle, social needs, price considerations, service quality, product variety, and previous experiences. These findings also suggest that Loske Coffee management should not focus exclusively on improving the aesthetic aspects of the establishment as a strategy for increasing purchase decisions. Instead, the atmosphere should be integrated with other factors that are more closely related to consumers' needs and behaviors. Accordingly, store atmosphere should be maintained at a comfortable and attractive level, but its development should be directed toward supporting the overall consumer experience and strengthening brand image rather than serving as the sole strategy for encouraging purchase decisions.

The Effect of Product Quality on Purchase Decisions

Based on the results of the hypothesis testing, product quality does not have a significant effect on the purchase decisions of Loske Coffee consumers in Surakarta. This is indicated by a significance value greater than 0.05; therefore, the second hypothesis (H2) is rejected. These findings indicate that product quality, which encompasses product performance, features, durability, consistency, and design, has not become a factor that directly determines consumers' decisions to purchase products at Loske Coffee. This finding does not imply that consumers consider product quality unimportant. Rather, it indicates that the quality offered by Loske Coffee has not created a sufficiently strong difference in consumer perceptions to influence their purchase decisions. In an increasingly competitive coffee shop industry, consumers are faced with numerous alternatives offering products with relatively similar characteristics, such as milk-based coffee, espresso-based beverages, non coffee drinks, snacks, and various complementary menu items. This condition causes product quality to function more as a basic standard expected by consumers than as a primary differentiating factor. When consumers perceive that the taste, aroma, appearance, portion size, and consistency of products have already met their reasonable expectations, improvements in quality at a certain level may not necessarily result in changes in purchase decisions.

The present findings are empirically supported by research conducted at Tamelo Roof Café, which found that product quality had a positive but insignificant effect on purchase decisions. This result indicates that although consumers may have positive perceptions of product quality, such quality is not sufficiently influential to become a primary determinant of purchase decisions when other factors are more dominant (Lestari et al., 2022). This condition may explain the phenomenon observed at Loske Coffee. Consumers may already believe that products offered by coffee shops generally meet the quality standards they expect. Consequently, they may no longer use product quality as the primary basis for comparing Loske Coffee with alternative establishments. Purchase decisions may instead be influenced more strongly by situational and psychological factors, such as the need to socialize, location,

comfort, price, service, recommendations from friends, promotional activities, and compatibility with their lifestyle. In this context, product quality remains important for maintaining consumer satisfaction and the overall consumer experience, but its direct influence on purchase decisions may be relatively weak. The findings also indicate that product quality should not be understood solely in terms of the technical characteristics of a product but also in terms of how consumers perceive the value they receive in relation to the costs they incur.

When a product is already perceived as having an acceptable level of quality and no significant problems are identified, consumers may shift their attention toward other factors when selecting an establishment. Thus, product quality may function as a hygiene factor, meaning that it must meet consumers' expectations to prevent dissatisfaction, but it does not necessarily become the primary reason consumers choose a particular coffee shop. This explanation also demonstrates that the insignificant effect of product quality in the present study is context-dependent and may differ across research settings. In certain contexts, product quality may become a primary factor when consumers have high involvement with the product or when there are clear differences in quality among competing sellers.

Conversely, in markets where similar products are offered with relatively homogeneous quality, consumers are more likely to rely on other factors as the basis for their decisions. Therefore, the findings at Loske Coffee indicate that strategies for increasing purchase decisions should not rely solely on improving product quality. Management should maintain consistent product quality while simultaneously strengthening other aspects, including service, price, consumer experience, promotion, brand identity, and compatibility with consumers' lifestyles. Such a strategy is important because good product quality without clear differentiation may not necessarily generate higher purchase decisions. Therefore, this study confirms that product quality is an important element in maintaining the standard of the consumer experience; however, in the context of Loske Coffee, it has not become a factor that directly and significantly determines purchase decisions.

The Effect of Lifestyle on Purchase Decisions

Based on the results of the hypothesis testing, lifestyle has a positive and significant effect on the purchase decisions of Loske Coffee consumers in Surakarta. This is indicated by a significance value lower than 0.05; therefore, the third hypothesis (H3) is accepted. These findings indicate that lifestyle, as reflected through activities, interests, and opinions, is a factor capable of encouraging consumers to make purchase decisions. The stronger the compatibility between consumers' lifestyles and the experience and concept offered by Loske Coffee, the greater their tendency to make a purchase. This finding demonstrates that consumers' decisions when choosing a coffee shop are not solely based on the need to consume coffee or food but are also associated with how the establishment can fulfill their social, recreational, productivity-related, and self-expression needs. In modern society, particularly among consumers of productive age, coffee shops can become part of daily routines and activities.

Consumers may visit coffee shops to meet friends, engage in discussions, complete assignments, work flexibly, access the internet, enjoy leisure time, or create experiences that correspond to their personal identities. Therefore, when a coffee shop is able to provide an environment that accommodates consumers' activities and interests, the establishment becomes more relevant to their daily lives and has a greater likelihood of being chosen. This finding is consistent with research conducted among consumers of Excelso Coffee SunCity

Mall Sidoarjo, which found that lifestyle influences purchase decisions. The study demonstrated that lifestyle is one of the factors that can shape consumer choices when purchasing products in a coffee shop environment, along with brand image and brand equity (Nurwanto & Indayani, 2023). More recent research also indicates that lifestyle is an important factor in explaining purchase decisions among coffee shop consumers.

Research involving coffee shop consumers found that lifestyle, the physical environment, and electronic payment were among the factors associated with purchase decisions, reflecting the increasing role of coffee shops as lifestyle spaces where young consumers can socialize, work, and express their personal identities (Saputra & Komaladewi, 2025). These findings strengthen the argument that Loske Coffee consumers may perceive visiting a coffee shop as part of their lifestyle rather than merely as an act of product consumption. When Loske Coffee is able to provide an experience that corresponds to consumers' activities, interests, and opinions, purchase decisions may emerge as a consequence of this compatibility. Consumers with active lifestyles who require places for social interaction, work, study, or leisure are more likely to choose coffee shops that can accommodate these activities. Similarly, consumers who are interested in coffee shop trends, culinary experiences, aesthetic environments, and social activities are likely to develop stronger preferences for establishments that correspond to their interests.

The positive effect of lifestyle identified in this study indicates that purchase decisions at Loske Coffee are more closely related to the compatibility between consumer characteristics and the experiential value offered by the establishment than to product attributes or store atmosphere alone. This finding may also explain why lifestyle is the strongest variable compared with store atmosphere and product quality in the present study. Store atmosphere and product quality can provide functional and experiential benefits, but lifestyle determines whether these benefits are relevant to consumers' patterns of life. In other words, consumers do not only consider whether a product is of good quality or whether a place is comfortable; they also consider whether Loske Coffee fits their daily activities, interests, and the image and values they wish to express. Therefore, Loske Coffee management should maintain lifestyle-oriented strategies by providing spaces that accommodate various activities, developing experiences that are relevant to younger consumers, and implementing marketing communications that position Loske Coffee as part of consumers' everyday lives. Such strategies can strengthen the relationship between consumer identity and brand identity, allowing purchase decisions to arise not only from immediate needs but also from the psychological compatibility between consumers and the coffee shop.

Conclusion

Based on the findings, store atmosphere and product quality do not significantly affect consumers’ purchasing decisions at Loske Coffee in Surakarta, with significance values of 0.543 and 0.596, respectively. In contrast, lifestyle has a significant effect, with a significance value of 0.000. This indicates that purchasing decisions are more strongly associated with how well the coffee shop aligns with consumers’ lifestyles, including social interaction, relaxation, trends, work, and self-actualization. Simultaneously, store atmosphere, product quality, and lifestyle significantly influence purchasing decisions, as indicated by an F-value of 20.374 and a significance value of 0.000. The Adjusted R Square of 0.319 indicates that the model explains 31.9% of the variation in purchasing decisions, while 68.1% is explained by other factors outside the model.

This study highlights the importance of psychographic characteristics in coffee shop purchasing behavior. However, it is limited to Loske Coffee consumers, three independent variables, questionnaire-based data, and a quantitative approach. Loske Coffee is therefore encouraged to develop lifestyle-oriented strategies through community activities, live music, workshops, and creative events while maintaining comfort and product quality. Future research should consider price, service quality, promotion, brand image, customer experience, location, and satisfaction, while expanding geographical coverage and using qualitative or mixed-method approaches.

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