



The Influence of Store Atmosphere and Location on Purchasing Decisions at Tuanjana Coffee Shop, Bandar Lampung

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Abstract: This research examines the effect of Store Atmosphere and Location on purchasing decisions at Tuanjana Coffee Shop in Bandar Lampung. The study adopts a quantitative approach with a descriptive method. 92 respondents were selected as the sample, and the data were analyzed using multiple linear regression analysis. The t-test results reveal that the Store Atmosphere variable significantly influences purchasing decisions at Tuanjana Coffee Shop in Bandar Lampung. Furthermore, the Location variable also significantly affects purchasing decisions at the coffee shop. Based on the coefficient of determination test, the R square value of 0.761 indicates that Store Atmosphere and Location collectively account for 76.1% of the variance in purchasing decisions. The remaining 23.9% is attributed to other factors not covered in this study.

Keywords: Store Atmosphere, Location, Purchasing Decision.

Introduction

The coffee industry in Indonesia has experienced consistent growth, with coffee consumption becoming an integral part of urban culture. Coffee shops have evolved from simple beverage outlets into multifunctional spaces that foster socialization, work, and relaxation. Their appeal lies in providing unique atmospheres and a sense of community, a trend that aligns with the observations of Kotler and Armstrong (2023), who highlight the importance of experiential factors in influencing consumer behavior.

As one of the world's largest coffee producers, Indonesia is renowned for its robusta and arabica coffee varieties. From 2020 to 2024, coffee production in the country increased by 1.36% annually, presenting significant opportunities for entrepreneurs to establish competitive coffee shops (Tambunan, 2023). Bandar Lampung, a prominent hub in the Indonesian coffee sector, has seen rapid growth in coffee shop businesses. However, this expansion has intensified competition, urging businesses to innovate continuously to retain customer loyalty and maintain profitability (Tjiptono, 2023).

Tuanjana Coffee Shop, a local establishment in Bandar Lampung, serves as a case study for examining the influence of Store Atmosphere and Location on purchasing decisions. Initially located in a highly accessible and visible area, Tuanjana experienced a sharp revenue decline after relocating to a residential neighborhood with limited foot traffic. This outcome underscores the importance of strategic location and the creation of an engaging store atmosphere (Kotler, 2023).

Research underscores the significance of Store Atmosphere, which includes elements such as lighting, interior design, aroma, and music, in shaping customer satisfaction and purchasing behavior. A well-designed atmosphere can evoke positive emotional responses, encouraging customers to spend more time and money in the establishment (Rinova & Meilani, 2018). Additionally, location accessibility and visibility are critical factors for attracting new customers and retaining loyal patrons. According to Lupiyoadi (2023), businesses situated in strategic areas with high foot traffic and convenient parking facilities are more likely to achieve sustainable success.

This study investigates the extent to which Store Atmosphere and Location influence purchasing decisions at Tuanjana Coffee Shop. The findings aim to provide actionable recommendations for small and medium-sized enterprises (SMEs) in the coffee shop industry, enabling them to develop competitive strategies in an increasingly saturated market. Furthermore, the research contributes to the body of knowledge on consumer behavior in Indonesia's coffee shop industry, with a particular focus on Bandar Lampung.

Research Method

This research adopts a quantitative approach with a descriptive method to analyze the influence of Store Atmosphere and Location on purchasing decisions at Tuanjana Coffee Shop in Bandar Lampung. The study aims to identify patterns and relationships between the key variables by collecting and examining numerical data.

Research Design

The descriptive method was employed to systematically capture and explain the characteristics of the variables and their interactions in shaping consumer purchasing decisions. This method ensures that the findings are grounded in measurable data and analyzed using statistical techniques.

Population and Sample

The population for this study includes all customers who have visited Tuanjana Coffee Shop after its relocation. Using the Slovin formula, a sample size of 92 respondents was calculated, with a margin of error of 10%. The purposive sampling technique was used to select participants based on the following criteria:

1. Visit Frequency: Respondents must have visited Tuanjana Coffee Shop at least once in the past six months.

2. Purchase Activity: Respondents must have made at least one purchase during their visit.

$$N = \frac{N}{1 + N(e)^2}$$

where :

n = Sample

N = Population

e = Margin Of Error (*error tolerance*)

Variables

This study categorizes its variables as follows:

1. Independent Variables:

- a. Store Atmosphere (X1): Measured using indicators such as interior design, lighting, aroma, and music.
- b. Location (X2): Measured using indicators such as accessibility, visibility, and parking facilities.

2. Dependent Variable:

- a. Purchasing Decision (Y): Evaluated using purchase frequency, product preference, and customer loyalty indicators.

Data Collection Method

Primary data for this study was gathered through a structured questionnaire distributed both in-person and online. The questionnaire consisted of closed-ended questions with a five-point Likert scale (1 = strongly disagree, 5 = strongly agree). It included sections on:

- a. Respondent Demographics: Information about age, gender, occupation, and frequency of visits to the coffee shop.
- b. Store Atmosphere: Questions about interior design, layout, ambience, and related factors.
- c. Location: Questions on accessibility, proximity, and parking facilities.
- d. Purchasing Decisions: Questions regarding purchase frequency, satisfaction, and customer loyalty.

Data Analysis Techniques

The collected data was analyzed using SPSS version 24 with the following steps:

- Descriptive Analysis: Summarizing the demographic characteristics and response distributions.
- Validity and Reliability Testing:
 - a. Validity: Ensuring that the items in the questionnaire accurately measure the intended constructs.

- b. Reliability: Using Cronbach's Alpha (threshold > 0.70) to assess the internal consistency of the questionnaire.
- Classical Assumption Tests:
 - a. Normality Test: Checking for customarily distributed residuals using the Kolmogorov-Smirnov test ($p > 0.05$).
 - b. Multicollinearity Test: Verifying the absence of high correlations among independent variables by ensuring the Variance Inflation Factor (VIF) is < 10.

Multiple Linear Regression Analysis.

To evaluate the influence of Store Atmosphere and Location on Purchasing Decisions, Multiple Linear Regression will be applied using the following regression equation:

$$Y = \alpha + \beta X_1 + \beta X_2 + e$$

Where:

- Y: Purchasing Decision
- α : Constant ($X = 0$)
- β : Regression coefficients
- X_1 : Store Atmosphere
- X_2 : Location
- e: Error Term

Hypothesis Testing

The following statistical tests will be used to evaluate the impact of Store Atmosphere and Location on Purchasing Decisions:

- a. t-Test – This Test will determine the individual impact of each independent variable (Store Atmosphere and Location) on purchasing decisions. P-values will assess statistical significance:
 - $p < 0.05$ indicates a significant relationship.
 - $p < 0.01$ indicates a very significant relationship..
- b. F-Test—The F-test will assess the simultaneous effect of all independent variables (Store Atmosphere and Location) on purchasing decisions. It will help determine if the combined independent variables significantly impact the dependent variable.
- c. Coefficient of Determination (R^2)—This value measures the proportion of variance in purchasing decisions that the independent variables can explain. A higher R^2 value indicates a stronger relationship between the independent variables and purchasing decisions.

Ethical Considerations

The study followed strict ethical guidelines to ensure that participants' rights were protected throughout the research process:

1. Informed Consent: All respondents were fully informed about the study's purpose and procedures and voluntarily agreed to participate.

2. Anonymity and Confidentiality: Respondents' identities and responses were kept anonymous and confidential to protect their privacy.
3. Ethical Guidelines: The study adhered to ethical standards in conducting research and handling data, ensuring transparency, honesty, and fairness in the entire process.

By following these ethical guidelines, the study aimed to uphold the research's integrity and ensure all participants well-being.

Result and Discussion

Result

Descriptive Statistics

The descriptive statistics analysis was conducted to gain insights into respondents' perceptions of the Store Atmosphere, Location, and Purchase Decision variables. This analysis provides a summary of the key characteristics of the data, including measures of central tendency and dispersion.

Table 1. Descriptive Statistics of Variables

Variable	N	Min	Max	Mean	Std. Deviation
Store Atmosphere (X1)	92	1	5	4.12	0.76
Location (X2)	92	1	5	4.25	0.81
Purchase Decision (Y)	92	1	5	4.08	0.79

Source: Processed research data (2024)

The mean scores suggest that respondents view the Store Atmosphere (4.12) and location (4.25) positively in influencing their Purchase Decision (4.08). The standard deviation indicates moderate variability, reflecting consistent opinions among respondents.

Validity and Reliability Test

Table 2. Reliability and Validity Result

Variable	Statement	r Calculated	r Table (0.205)	Sig	Validity Remark	Cronbach's Alpha	Reliability Remark
Store Atmosphere (X1)	X1.1	0.678	0.205	0.001	Valid	0.831	Reliable
	X1.2	0.671	0.205	0.001	Valid		
	X1.3	0.639	0.205	0.001	Valid		
	X1.4	0.721	0.205	0.001	Valid		

Variable	Statement	r Calculated	r Table (0.205)	Sig	Validity Remark	Cronbach's Alpha	Reliability Remark
Location (X2)	X2.1	0.540	0.205	0.001	Valid	0.847	Reliable
	X2.2	0.594	0.205	0.001	Valid		
	X2.3	0.620	0.205	0.001	Valid		
Purchase Decision (Y)	Y1.1	0.621	0.205	0.001	Valid	0.819	Reliable
	Y1.2	0.609	0.205	0.001	Valid		
	Y1.3	0.713	0.205	0.001	Valid		

Source: Processed research data (2024)

- Validity Test: All calculated R-values are more significant than 0.205, indicating that all questionnaire items are valid. The p-value is less than 0.05, confirming statistical significance.
- Reliability Test: All Cronbach's Alpha values are above 0.70, demonstrating that the instrument is highly reliable and ensures consistency in the data.

Normality Test

The normality test aims to assess whether the residuals follow a normal distribution. The one-sample Kolmogorov-Smirnov test is applied to determine this. A significance threshold of 0.05 is used to conclude the normality of the residuals.

- If the significance value exceeds 0.05, the residuals are considered to follow a normal distribution.
- The residuals do not follow a normal distribution if the significance value is less than 0.05.

The results of the test are as follows:

Table 3. Normality Test One-Sample Kolmogorov-Smirnov Test

One-Sample Kolmogorov-Smirnov Test			Unstandardize d Residual
N			92
Normal Parameters ^{a,b}	Mean		.0000000
	Std. Deviation		3.79378361
Most Extreme Differences	Absolute		.073
	Positive		.073
	Negative		-.057
Test Statistic			.073
Asymp. Sig. (2-tailed) ^c			.200 ^d
Monte Carlo Sig. (2-tailed) ^e	Sig.		.256
	99% Confidence Interval	Lower Bound	.245
		Upper Bound	.267

a. Test distribution is Normal.

Sumber: Hasil Pengelohan Data Primer SPSSv27, 2024

The significance value for the one-sample Kolmogorov-Smirnov test is 0.200, which is greater than 0.05. This indicates that the residuals follow a normal distribution.

Multicollinearity Test

This test checks whether the independent variables in the regression model are highly correlated. The Variance Inflation Factor (VIF) is used to assess this. If the VIF value is below 10, it is concluded that there is no multicollinearity among the independent variables.

The results of the multicollinearity test are shown in the table below:

Table 4. Multicollinearity Test

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.	Collinearity Statistics	
		B	Std. Error	Beta			Tolerance	VIF
1	(Constant)	16.974	2.977		5.701	.000		
	Store	.385	.115	.313	3.336	.001	.594	1.683
	Atmosphere							
	Lokasi	.469	.089	.492	5.247	.000	.594	1.683

Sumber : Hasil Pengelohan Data Primer SPSSv27, 2024

Since the VIF values for all variables are below 10, it can be concluded that there is no multicollinearity among the independent variables in this study.

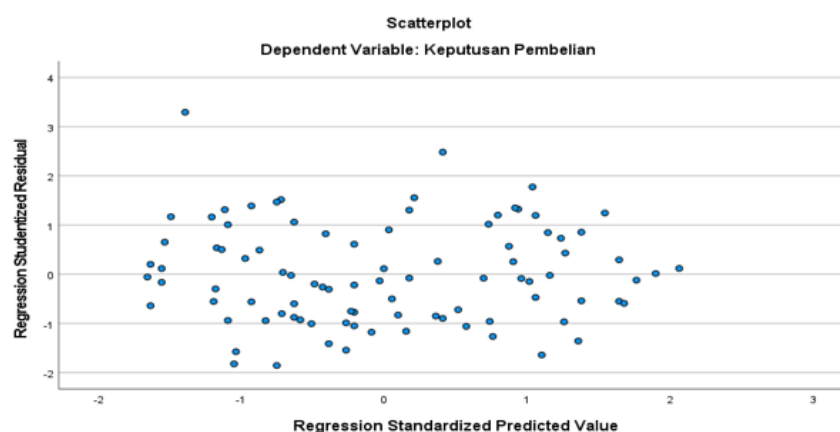
Heteroscedasticity Test

This test aims to identify whether there is variability in the residuals. The underlying criteria are:

- A scatter plot indicating heteroscedasticity will display patterns such as waves, expansion, or contraction.
- If the scatter plot shows that the points are randomly distributed around zero without any discernible pattern, it indicates no heteroscedasticity.

The results of the heteroscedasticity test are presented in the table below.

Table 5. Heteroscedasticity Test



Sumber: Hasil Pengelohan Data Primer SPSSv27, 2024

The image above indicates that the data in this study do not contain heteroscedasticity. The points are randomly distributed above and below zero, with no identifiable pattern.

Multiple Linear Regression

The multiple linear regression analysis assesses how Store Atmosphere and Location influence purchasing decisions. Below are the findings from the regression analysis

Table 6. Multiple Linear Regression Result

Model		Coefficients ^a		Standardized Coefficients Beta	T	Sig.
		Unstandardized Coefficients B	Std. Error			
1	(Constant)	11.220	3.137		3.577	.001
	Store Atmosphere X1	.423	.122	.310	3.476	.001
	Lokasi X2	.553	.094	.524	5.875	.000

Sumber :Hasil Pengelohan Data Primer SPSSv27, 2024

The following regression equation is derived from the results of the multiple linear regression test:

$$y = a + \beta_1 X_1 + \beta_2 X_2 + e$$

$$y = 11.220 + 0,423(X_1) + 0,553 (X_2) + 3,137$$

Where:

Y = Purchasing Decision

a = Constant

e = Standard Error

b = Regression Coefficient for Each Independent Variable

X₁ = Store Atmosphere

X₂ = Location

Based on the previously mentioned regression equation, the interpretation of each variable is as follows:

1. Constant (11.220): This indicates that if both Store Atmosphere (X₁) and Location (X₂) are held constant, the Purchasing Decision (Y) will remain at 11.220.
2. Store Atmosphere (X₁) Coefficient (0.423): For every 1% increase in the Store Atmosphere, the Purchasing Decision will increase by 42.3%. If the Store Atmosphere decreases, the Purchasing Decision will decrease, assuming other factors remain constant.

3. Location (X2) Coefficient (0.553): For every 1% increase in the Location variable, the Purchasing Decision will increase by 55.3%. A decrease in the Location variable will likely lead to a decrease in Purchasing Decision, assuming other variables are unchanged.
4. Relative Contribution: Location substantially influences the two independent variables, contributing 55.3% to the variation in Purchasing Decisions.

Partial Test (t-Test) Results

Tabel 7. Partial Test (t-Test)

Model		Coefficients ^a		t	Sig.
		Unstandardized Coefficients	Standardized Coefficients		
		B	Std. Error	Beta	
1	(Constant)	11.220	3.137		3.577
	Total X1	.423	.122	.310	3.476
	Total X2	.553	.094	.524	5.875

Sumber : Hasil Pengelohan Data Primer SPSSv27, 2024

The test decision is determined as follows:

- a. The alternative hypothesis (H_a) is accepted if the t-statistic exceeds the t-table value at a 5% significance level.
- b. The alternative hypothesis (H_a) is rejected if the t-statistic is lower than the t-table value.

For the probability:

- a. H_a is rejected if the probability is more significant than 0.05.
- b. H_a is accepted if the probability is less than 0.05.

The results indicate that both Store Atmosphere and Location have significance values below 0.05 and t-statistics that exceed the t-table value of 1.662.

Impact of Store Atmosphere (X1) on Purchasing Decision (Y):

1. H_a : There is a positive and significant relationship between the Store Atmosphere and purchasing decisions at Tuanjana Coffee Shop, Bandar Lampung.
2. The t-statistic for Store Atmosphere is 3.476, more significant than the t-table value of 1.662. The significance value is 0.001, less than 0.05. Thus, H_a is accepted, indicating that the Store Atmosphere significantly impacts purchasing decisions at Tuanjana Coffee Shop.

Impact of Location (X2) on Purchasing Decision (Y):

1. H_a : A positive and significant relationship exists between Location and purchasing decisions at Tuanjana Coffee Shop, Bandar Lampung.

The t-statistic for location is 5.875, which is greater than 1.662. The significance value is 0.000, which is smaller than 0.05. Thus, H_a is accepted, indicating that location significantly impacts purchasing decisions at Tuanjana Coffee Shop.

Simultaneous Test (F Test)

Table 8. Simultaneous Test (F Test)

		ANOVA ^a				
Model		Sum of Squares	Df	Mean Square	F	Sig.
1	Regression	1797.908	2	898.954	61.086	.000 ^b
	Residual	1309.744	89	14.716		
	Total	3107.652	91			

Sumber : Hasil Pengolahan Data Primer SPSSv27, 2024

The table above shows that the calculated F value is 61.086, more significant than the F table value of 2.707, and the significance value is 0.000, smaller than 0.050. Therefore, the alternative hypothesis (H_a) is accepted, indicating that store atmosphere and location simultaneously positively and significantly influence purchasing decisions (Fahlevi, 2023).

Coefficient of Determination

This analysis aims to evaluate the contribution level of the independent variables (Store Atmosphere and Location) in explaining the variation in the dependent variable (purchasing decisions). Below are the results of the test:

Table 9. Coefficient Of Determination

Model Summary				
Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.761 ^a	.579	.569	3.836

a. Predictors: (Constant), Lokasi, Store Atmosphere

Sumber : Hasil Pengolahan Data Primer SPSSv27, 2024

According to the results of the coefficient of determination shown in the table, the R Square value of 0.761 indicates that 76.1% of the dependent variable (purchasing decisions) variance can be explained by the independent variables, namely Store Atmosphere and Location. The remaining 23.9% is influenced by other factors not included in the study (Kusumaradya, 2021).

Discussion

The Impact of Store Atmosphere on Purchasing Decisions: Store Atmosphere significantly influences purchasing decisions at Tuanjana Coffee Shop in Bandar Lampung. Based on the t-test (partial), the calculated t-value of 3.476 exceeds the t-table

value of 1.662, supporting the acceptance of the alternative hypothesis (H_a). This means a positive and significant relationship exists between the Store Atmosphere and purchasing decisions.

This finding aligns with the research by Purnama and Wardhani (2023), who concluded that Store Atmosphere positively influences purchasing decisions. Similarly, a study by Rina, Guesteti, et al. (2023) supports this conclusion, showing that a favourable Store Atmosphere attracts customers and encourages them to purchase (Giang, 2022).

The Impact of Location on Purchasing Decisions: The Location variable also significantly affects purchasing decisions. Using the t-test (partial), the calculated t-value of 5.875 is greater than the t-table value of 1.662, indicating that location significantly influences purchasing decisions.

This result corroborates Agustini Tanjung's (2020) and Vivi Febri Kumalasari Masreviastuti's (2022) findings, concluding that location is a critical factor in purchasing decisions. A strategic and accessible location helps attract customers and facilitates their purchasing decisions.

The Impact of Store Atmosphere and Location on Purchasing Decisions: Both Store Atmosphere and Location jointly influence purchasing decisions at Tuanjana Coffee Shop in Bandar Lampung. The F-test (simultaneous) results indicate that the calculated F value of 61.086 is greater than the F-table value of 2.706, confirming that both factors significantly affect consumer decision-making.

This finding highlights the importance of combining a favourable atmosphere with a well-chosen location to enhance customer satisfaction and drive purchasing behaviour (Grossman, 2024).

Conclusion

The study concludes that Store Atmosphere and Location significantly influence Purchasing Decisions at Tuanjana Coffee Shop in Bandar Lampung. Based on multiple linear regression analysis, both factors were found to have a positive and significant impact on purchasing behaviour. The t-test results show that Store Atmosphere has a t-statistic of 3.476, exceeding the t-table value of 1.662, with a significance value of 0.001 (<0.05), confirming its significant effect. Similarly, the Location variable has a t-statistic of 5.875 and a significance value of 0.000, indicating a strong positive relationship with purchasing decisions. The coefficient of determination (R^2) value of 0.761 suggests that 76.1% of the purchasing decisions can be explained by Store Atmosphere and Location, with the remaining 23.9% influenced by other factors. The F-test result ($61.086 > 2.707$) further affirms that both variables significantly impact purchasing decisions.

These results suggest that coffee shop owners should focus on improving the Atmosphere by enhancing ambience, lighting, interior design, and music while selecting a strategically located, easily accessible site to attract more customers and increase sales. Future research could explore additional factors such as brand perception, promotional strategies, or service quality to provide further insights into what drives purchasing

behaviour. This study offers valuable recommendations for business owners, marketers, and researchers in the coffee shop industry, particularly within Indonesia (Boehme, 2022).

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