

DETERMINANTS OF CONSUMER PURCHASE DECISIONS: THE ROLES OF SERVICE QUALITY, LOCATION, AND CAFÉ ATMOSPHERE AT HIDDEN KINO

Ni Made Ayu Dwi Putri^{1*}, Anak Agung Putu Agung², Ni Made Satya Utami³

^{1,2,3}Universitas Mahasaraswati Denpasar, Bali, Indonesia

*correspondence: ayudwiputri02@gmail.com

ABSTRACT

The era of increasingly fierce competition, driven by the large number of competitors in the vicinity of the café, requires café owners to pay attention to various factors that can influence consumers' purchasing decisions. This study aims to investigate the impact of service quality, location, and café atmosphere on purchasing decisions. A quantitative method was employed in this study. The selected population consists of consumers who have made more than one purchase at Hidden Kino and are at least 17 years old, with a sample size of 100 people. Data analysis techniques included validity testing, reliability testing, multiple linear regression analysis, classical assumption testing, F-tests, the coefficient of determination, and t-tests. The study findings indicate that service quality, location, and café atmosphere have a positive and significant impact on purchasing decisions.

Keywords: service quality, location, café atmosphere, purchasing decisions

© 2026 The Author(s). Published by EMAS. Licensed under CC BY-SA 4.0.

1. INTRODUCTION

Today, the culinary industry, particularly the coffee shop sector, faces extremely high levels of competition. Every business owner strives to increase market share and attract new customers in order to maintain their presence amidst increasingly fierce competition (Prasetyo & Santoso, 2023). Given that food and beverages are basic human needs that must be met, the coffee shop business has emerged as a rapidly growing trend in society, particularly among the younger generation.

In today's modern era, many people choose to spend time outside the home, whether to unwind or to carry out work-related activities. The presence of coffee shops has become a popular alternative because they not only provide drinks and food but also offer comfort and facilities that support visitors' activities (Sihombing et al., 2021). This leads visitors to frequently spend hours at cafes, whether simply to relax and gather with friends or family, or to hold business meetings with clients.

A coffee shop is an establishment that sells a variety of coffee-based and non-alcoholic food and beverages in a comfortable and relaxed atmosphere. These places are typically accompanied by music played through audio equipment or in the form of live performances, as well as additional amenities such as televisions, reading materials, unique interior design, friendly service, and wireless internet access in some locations (Putri et al., 2021). The concept of a modern coffee shop differs in market segmentation from that of a traditional coffee shop. While traditional coffee shops tend to target working-class individuals or laborers, coffee shops are more geared toward students or college students, as they are often used as hangout spots or for completing assignments.

In the context of the culinary industry, cafes no longer serve merely as places to enjoy food and drinks but have evolved into an integral part of contemporary lifestyles. This shift in function is influenced by various factors, such as increased purchasing power, changing consumption patterns, and the influence of social media, which encourages individuals to visit places with unique and aesthetic concepts as a way to meet increasingly diverse consumer preferences.

The purchase decision is the stage at which consumers form the intention to make a purchase after evaluating a number of available alternatives. This stage is closely related to the extent to which consumers feel committed to or have a preference for the options available to them (Kotler & Armstrong, 2016). According to Schiffman & Kanuk (2016), the purchase decision involves a series of processes encompassing emotional, cognitive, and behavioral aspects of consumers in determining, purchasing, using, evaluating, and eventually disposing of products or services to meet their needs and desires. Meanwhile, the purchase decision is the stage a buyer goes through before deciding to purchase a specific product (Kojongian et al, 2022).

This study was conducted at the Hidden Kinou coffee shop, located at Jalan Raya Padang Luwih No. 2, Dalung (behind Es Teh Indonesia), Kuta Utara District, Badung Regency, Bali. Hidden Kinou opened in 2020, coinciding with the early stages of the global COVID-19 pandemic. Its strategic location makes it easy for customers to reach the venue. Nevertheless, this coffee shop continues to face various dynamics and challenges in its operations. Hidden Kinou's sales data in 2024 showed significant fluctuations, with the lowest sales occurring in March and the highest in December.

Consumer purchasing decisions are influenced by a number of factors, one of which is service quality. Service quality is closely linked to a company's ability to meet customer needs and expectations. Good service is a key factor in achieving customer satisfaction. Tjiptono (2017) states that service quality can be understood through a comparison between the services provided by a company and the expectations held by customers. Meanwhile, Kotler & Armstrong (2016) explain that service quality is a criterion for a product or service that determines the extent to which that product or service can meet the needs and desires of consumers. Thus, service quality plays a crucial role that influences purchasing decisions. Service is considered high-quality if it meets or exceeds consumer expectations (Rizkyani & Anggraeni, 2022).

In addition to service aspects, location is also a crucial factor influencing consumer purchasing decisions. Location serves as a determinant of the potential profit a company can earn. Choosing a strategic location will increase the chances of optimally achieving sales targets. Conversely, a less-than-strategic location can hinder the achievement of predetermined sales goals (Triyono et al., 2021). According to Kotler & Armstrong (2018), location encompasses various company activities aimed at ensuring that products and services are easily accessible to the target market. Therefore, location is closely linked to distribution strategies and the delivery of products to consumers, and it is a key factor in determining the effectiveness of market reach.

Café ambience is the final factor examined in this study, serving as a key element in influencing potential customers' interest and driving future purchasing decisions. According to Sihombing et al. (2021), café ambience involves designing an environment that evokes specific emotional experiences in consumers, thereby influencing their purchasing decisions. This atmosphere encompasses various elements systematically arranged to shape consumers' perceptions and feelings while inside the café. Meanwhile, Kotler (2005:89) defines café atmosphere as a condition deliberately designed to align with the target market and effectively attract customer attention and satisfaction. Elements such as lighting, scenery, aroma, and sound are important components that contribute to the café's image in the eyes of consumers.

Based on various phenomena related to service quality, location, café atmosphere, and purchasing decisions, the author's interest in conducting a study titled "The Influence of Service Quality, Location, and Café Atmosphere on Purchasing Decisions at Hidden Kinou" was further piqued.

2. LITERATURE AND HYPOTHESIS

Purchase Decisions

According to Schiffman & Kanuk (2016) , the purchasing decision involves a series of processes that encompass emotional, cognitive, and behavioral aspects of consumers in determining, purchasing, using, evaluating, and even discontinuing the use of products or services to satisfy their needs and desires. Meanwhile, according to Tjiptono (2008) , explains that a purchase decision is the stage when the buyer becomes aware of a conflict, seeks information related to a specific product or brand, and evaluates various available alternatives to determine the best solution for their needs, ultimately leading to a purchase decision. Referring to Fajri et al. (2021) , there are four main indicators that influence the decision-making process in purchasing, namely: Decision to choose; Priority; Awareness of sacrifice; Liking the product.

Quality of Service

According to Tjiptono(2017) , service quality can be understood as a comparison between the level of service provided by a company and the expectations held by customers. (Kotler & Keller, 2016) states that service quality is part of the criteria for a product or service that plays a role in fulfilling the needs and desires of buyers. Furthermore, (Rizkyani et al., 2022)) emphasizes that a service can be considered high-quality if it meets customer expectations and needs. Referring to Tjiptono (2017) , service quality is measured through five key indicators: responsiveness, reliability, empathy, assurance, and tangible evidence.

Location

According to Triyono & Ariestanto (2021) , choosing a strategic location will increase the chances of optimally achieving sales targets. Conversely, if the location is in a less strategic area, this can hinder the achievement of established targets. Meanwhile, according to Kotler & Armstrong (2018) , it is stated that place encompasses a range of company activities aimed at ensuring that the products created or sold are accessible and available to their target market. According to Fandy (2016) , there are seven indicators used in determining a business location, namely: Visibility; Traffic; Availability of parking facilities; Expansion potential; Surrounding environmental conditions; Level of competition; Government regulations.

Cafe Atmosphere

According to , Sihombing et al., (2021), explain that a café's ambiance is an effort to design an environment capable of evoking specific emotional experiences for consumers, which can ultimately influence their purchasing decisions. This atmosphere encompasses various elements systematically designed to influence consumers' feelings while they are inside the café. Meanwhile, according to Berman (2020) , a café's atmosphere refers to specific physical characteristics possessed by the café and utilized to create a certain impression and attract customers' interest. According to Berman (2014:545) , there are several indicators within a café's atmosphere that influence consumer perception. These indicators include: interior display, general interior; store exterior; and store layout.

Hypothesis

The Effect of Service Quality on Purchase Decisions

Service quality is an important factor in shaping consumer purchase decisions. According to Kotler (2005), service refers to activities or actions provided by one party to another that are intangible and do not result in ownership of any physical object. In practice, service quality is generally assessed by comparing consumers' expectations with the actual services they receive. A service can be considered high quality when it is able to meet or exceed customer needs and expectations. Therefore, in the purchase decision-making process, service quality plays a crucial role because consumers tend to make purchasing decisions when they perceive that the service provided is reliable, responsive, and satisfying (Rizkyani & Anggraeni, 2022).

The relationship between service quality and purchase decisions has been supported by several previous studies. Hakim et al. (2021), Wicaksono and Sutanto (2022), Dhamayanti (2023), Almunaf and Tjiptodjojo (2024), Wahyudi et al. (2022), Ilmi and Adam (2025), and Revangga and Saputri (2024) found that service quality has a positive and significant effect on purchase decisions. However, not all research findings show consistent results, as Widjaja and Wildan (2023) reported a negative or non-significant effect. Based on the theoretical explanation and previous empirical findings, the following hypothesis is proposed:
H1: Service quality (X1) significantly and positively influences purchasing decisions (Y) at Hidden Kinou

The Influence of Location on Purchase Decisions

Location is also an essential factor that may influence consumer purchase decisions. Kotler and Armstrong (2018) define location as a set of company activities intended to make products or services accessible and available to the target market. In business practice, location is closely related to accessibility, visibility, convenience, and the strategic position of a business in reaching consumers. A strategic location can increase consumer interest and support business success, whereas an inappropriate location may reduce consumer willingness to visit and make purchases due to limited accessibility or lack of attractiveness (Permana & Adji, 2021).

Previous studies have also confirmed the relationship between location and purchase decisions. Rifkifadillah and Talumantak (2022), Hidayat and Utamaningsih (2023), Sabila et al. (2023), Valencia and Farunik (2024), and Nadira and Saputro (2024) found that location has a positive and significant effect on purchase decisions. Nevertheless, several studies have produced different findings, such as Effendy and Putri (2022), who found that location had a negative or non-significant effect. Based on the theoretical foundation and empirical evidence, the following hypothesis is formulated:

H2: Location (X2) significantly and positively influences purchasing decisions (Y) at Hidden Kinou

The Effect of Café Atmosphere on Purchase Decisions

Café atmosphere is another factor that can influence consumer purchase decisions. According to Sihombing et al. (2021), café atmosphere refers to the design of a physical environment that creates certain emotional experiences for consumers and may influence their purchasing behavior. Café atmosphere includes various elements such as interior design, lighting, aroma, music, cleanliness, comfort, layout, and visual appeal. A well-designed atmosphere can create a pleasant experience, increase consumer comfort, and encourage customers to stay longer and make purchases. In addition, current consumer preferences, especially among younger consumers, show that cafés are often valued not only for their products but also for their aesthetic appeal and social media attractiveness, commonly referred to as “Instagram-worthy” spaces (Tondang et al., 2023).

The effect of café atmosphere on purchase decisions has been supported by several previous studies. Auliyanti et al. (2021), Indriani and Pramono (2023), Aulia et al. (2023), Rahmawati et al. (2023), Triana et al. (2024), Trisakti and Arnu (2024), Yuliyanti (2023), Setiawan et al. (2024), and Sinaga (2024) found that café atmosphere has a positive and significant effect on consumer purchase decisions. However, the findings are not entirely consistent, as Ilham (2016) reported a negative or non-significant effect. These mixed findings indicate that the influence of café atmosphere may depend on how consumers perceive the comfort, uniqueness, and attractiveness of the café environment. Based on the theoretical explanation and previous studies, the following hypothesis is proposed:

H3: The café atmosphere (X3) has a significant and positive effect on purchasing decisions (Y) at Hidden Kinou

3. RESEARCH METHODS

This study was conducted at Hidden Kinou, specifically at Jalan Raya Padang Luwih No. 2, Dalung (behind Es Teh Indonesia), Kuta Utara Subdistrict, Badung Regency, Bali Province. The study focused on the influence of location, brand image, and café atmosphere on consumer purchasing decisions at Hidden Kinou. The study’s population includes all consumers who have ever visited and made a purchase at

Hidden Kinou, although the exact number is unknown. The sample size was determined based on the number of survey questions used, which totaled 20. Following sample size guidelines, a sample size of 5 times the number of questions was required, resulting in 100 respondents who had made a purchase at Hidden Kinou. Observation, interviews, documentation, and the distribution of questionnaires are the methods used to collect data. The research data analysis includes instrument validation, descriptive statistical analysis, multiple linear regression, testing of classical assumptions, the F-test, hypothesis testing (t-test), and calculation of the coefficient of determination (Adjusted R^2).

4. RESULTS AND DISCUSSION

Research Instrument Validation

a. Validity Test

Table 1. Validity Test Results

Variable	Items Construct	Total-Item Correlation	Significance	Description
Purchase Decision (Y)	Y.1	0.866	0.000	Valid
	Y.2	0.903	0.000	Valid
	Y.3	0.897	0.000	Valid
	Y.4	0.933	0.000	Valid
Quality of Service (X1)	X1.1	0.909	0.000	Valid
	X1.2	0.901	0.000	Valid
	X1.3	0.855	0.000	Valid
	X1.4	0.905	0.000	Valid
	X1.5	0.888	0.000	Valid
Location (X2)	X2.1	0.861	0.000	Valid
	X2.2	0.900	0.000	Valid
	X2.3	0.889	0.000	Valid
	X2.4	0.869	0.000	Valid
	X2.5	0.888	0.000	Valid
	X2.6	0.841	0.000	Valid
	X2.7	0.879	0.000	Valid
Café Atmosphere (X3)	X3.1	0.894	0.000	Valid
	X3.2	0.896	0.000	Valid
	X3.3	0.891	0.000	Valid
	X3.4	0.920	0.000	Valid

Source: Processed data, 2025

Table 1 shows that all Pearson Correlation scores for the instruments are > 0.30 , and the significance scores are < 0.05 . This indicates that all instruments used in data collection via the questionnaire are proven to be valid.

b. Reliability Test

Table 2. Reliability Test Results

Variable	Cronbach's Alpha	Description
Purchase Decision (Y)	0.920	Reliable
Quality of Service (X1)	0.935	Reliable
Location (X2)	0.948	Reliable
Café Atmosphere (X3)	0.920	Reliable

Source: Processed data, 2025

Based on the results of the analysis presented in Table 2, the Cronbach's Alpha scores for each variable are > 0.60 . This indicates that the instrument used meets the reliability criteria, allowing the study to proceed to the next stage.

Results of the Descriptive Analysis

a. Study Respondent Criteria by Gender

The gender distribution of respondents shows a predominance of male respondents, totaling 52 individuals (52%) of the total sample, while female respondents numbered 48, or 48%.

b. Study Respondent Criteria Based on Age

The age range of respondents in this study was most heavily represented by the 21–25 age group, with 51 participants, or 51%. The group aged 30 and older had the lowest representation, with 8 participants, or 8%.

c. Study Respondent Criteria Based on Residence

The distribution of respondents' residential areas shows that North Kuta had the highest number of respondents, with 24 people, or 24%. In contrast, the Petang area had the fewest respondents, with 7 people, or 7%.

d. Study Respondent Criteria Based on Highest Level of Education

High school graduates accounted for the largest share of respondents' highest level of education, as shown in Table 5.6, with 47 individuals, or 47%. Meanwhile, junior high school graduates and other categories were each represented by only one person, or about 1%, making them the smallest groups.

e. Study Respondent Criteria Based on Occupation

The type of employment among respondents indicates that the status of student is the most common category, comprising 33 individuals or 33%. Other occupational groups are recorded as the categories with the fewest respondents, totaling 3 individuals or 3%.

Classical Assumption Test

a. Normality Test

Table 3. Normality Test Results		
One-Sample Kolmogorov-Smirnov Test		
		Unstandardized Residual
N		100
Normal Parameters ^{a,b}	Mean	0.0000000
	Std. Deviation	1.96199578
Most Extreme Differences	Absolute	0.087
	Positive	0.087
	Negative	-0.076
Test Statistic		0.087
Asymp. Sig. (2-tailed)		0.061 ^c

Source: Data analysis, 2025

Based on the normality test results shown in Table 3, the Asymp. Sig. (2-tailed) score is 0.061. This value is > 0.05 (significance threshold), indicating that the data used is normally distributed. Thus, it can be concluded that this study's model satisfies the normality assumption.

b. Multicollinearity Test

Table 4. Multicollinearity Test Results

		Coefficients ^a					
Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig	Collinearity Statistics
		B	Std. Error	Beta			Tolerance VIF
1	(Constant)	1.236	0.924		1.337	0.184	
	Quality of Service (X1)	0.226	0.064	0.301	3.551	0.001	0.422 2.368
	Location (X2)	0.185	0.047	0.323	3.911	0.000	0.444 2.253
	Café Atmosphere (X3)	0.329	0.073	0.337	4.526	0.000	0.547 1.829

Source: Data analysis, 2025

Referring to Table 4, it can be seen that the Tolerance scores for each variable are > 0.10, while the VIF scores are < 10. This indicates that the regression model used does not suffer from multicollinearity among the independent variables.

c. Autocorrelation Test

Table 5. Autocorrelation Test Results

Model Summary ^b					
Model	R	R Square	Adjusted Square	Std. Error of the Estimate	Durbin-Watson
1	0.842 ^a	0.709	0.700	1.992	2.12

Source: Data analysis, 2025

The Durbin-Watson statistic is 2.120, as shown in Table 5. The test was conducted at a 5% significance level, with a sample size of 100 ($n = 100$) and three independent variables ($k = 3$), so the upper limit score (du) in the Durbin-Watson table was set at 1.736. Since the DW value obtained is greater than this upper limit and still below the value of 4 minus du , namely 2.264 ($4 - 1.736$), this means that the regression model used is not affected by autocorrelation.

d. Heteroscedasticity Test

Table 6. Heteroscedasticity Test

		Coefficients ^a				
Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig
		B	Std. Error	Beta		
1	(Constant)	2.262	0.610		3.710	0.000
	Quality of Service (X1)	0.017	0.042	0.064	0.413	0.681
	Location (X2)	0.002	0.031	0.008	0.054	0.957
	Café Atmosphere (X3)	-0.076	0.048	-0.216	-1.590	0.115

Source: Data analysis, 2025

Based on the data presented in Table 6, it can be seen that each model has a significance score of > 0.05. This indicates that in these regression models, no differentiation in residual variance was found between one observation and another; in other words, these regression models are free from heteroscedasticity.

Data Analysis Results

Table 7. Summary of Multiple Linear Regression Analysis Results

Coefficients^a

Model	Unstandardized Coefficients		Standardized Coefficients	t	Sig.
	B	Std. Error	Beta		
1 (Constant)	1.236	0.924		1.337	0.184
Quality of Service (X1)	0.226	0.064	0.301	3.551	0.001
Location (X2)	0.185	0.047	0.323	3.911	0.000
Café Atmosphere (X3)	0.329	0.073	0.337	4.526	0.000

Source: Data processing, 2025

a. Results of Multiple Linear Regression Analysis

Referring to the data presented in Table 7, the multiple linear regression equation is formulated as follows:

$$Y = 1.236 + 0.226X_1 + 0.185X_2 + 0.329X_3$$

Based on the multiple linear regression equation, the regression line equation indicates that:

- 1) The constant term is 1.236; if service quality X_1 , location X_2 , and café atmosphere X_3 are all zero, the purchase decision (Y) will still increase.
- 2) Service Quality (X_1) - $\beta_1 = 0.226$
The regression coefficient of 0.226 indicates that service quality has a positive impact on purchasing decisions. This suggests that improvements in service quality—which include employee friendliness, speed of service, and the accuracy of service provided to customers—will encourage customers to make purchases, including repeat purchases. In other words, if service quality improves, while other independent variables are held constant, purchasing decisions (Y) will also increase.
- 3) Location (X_2) - $\beta_2 = 0.185$
The regression coefficient for location is 0.185, indicating a positive influence of location on purchasing decisions. A strategic, easily accessible, and convenient location makes it easier for buyers to visit and make purchases. Therefore, improving the quality of the location—assuming other independent variables remain constant—can have a positive impact on purchasing decisions (Y).
- 4) Cafe Atmosphere (X_3) - $\beta_3 = 0.329$
A regression coefficient of 0.329 indicates that the café atmosphere has a positive impact on purchasing decisions. An atmosphere that is comfortable, attractive, and clean, supported by harmonious interior design and music, will make customers feel comfortable spending time at the cafe. This comfort then increases customers' interest in making a purchase and recommending the place to others. This means that improving the cafe atmosphere, with other independent variables held constant, will increase the purchase decision (Y).

b. Results of the F-Test

Table 8. F-Test Results

ANOVA ^a					
Model	Sum of Squares	df	Mean Square	F	Sig.
1 Regression	930.217	3	310.072	78.109	0.000 ^b
Residual	381.093	96	3.97		
Total	1311.310	99			

Source: Data analysis, 2025

The validity of the research model is demonstrated by the results of the analysis in Table 8, where the calculated F-score is 78.109—exceeding the critical F-value of 2.70—with a significance level of $0.000 < 0.05$. These results indicate a significant simultaneous effect of the variables service quality (X_1), location (X_2), and café atmosphere (X_3) on the purchase decision (Y). Therefore, this research model is deemed to meet the test validity criteria, allowing the hypothesis testing to proceed.

c. Results of the t-Test

Table 9. t-Test Results

Coefficients ^a					
Model	Unstandardized Coefficients		Standardized Coefficients	t	Sig
	B	Std. Error	Beta		
1 (Constant)	1.236	0.924		1.337	0.184
Quality of Service (X1)	0.226	0.064	0.301	3.551	0.001
Location (X2)	0.185	0.047	0.323	3.911	0.000
Café Atmosphere (X3)	0.329	0.073	0.337	4.526	0.000

Source: Data analysis, 2025

Based on the data analysis results, the following is a breakdown of the t-test presented in Table 9:

- 1) The effect of service quality (X_1) on purchase decisions (Y). The regression coefficient was 0.226, the calculated t-score was $3.551 >$ the critical t-value of 1.660, and the significance level was $0.001 < 0.05$ for the service quality variable. The findings indicate that service quality has a significant positive effect on purchasing decisions. Therefore, H_0 is rejected while H_1 is accepted.
- 2) The effect of location (x_2) on purchasing decisions (Y). The regression coefficient is 0.185, the calculated t-score is $3.911 >$ the critical t-value of 1.660, and the significance level is $0.000 < 0.05$ for the location variable. The findings indicate that location has a significant positive effect on purchasing decisions. Therefore, H_0 is rejected while H_1 is accepted.
- 3) The effect of café atmosphere (X_3) on purchase decision (Y). The regression coefficient is 0.329, the calculated t-score is $4.526 >$ the critical t-value of 1.660, and the significance level is $0.000 < 0.05$ for café atmosphere. The findings indicate that the café atmosphere has a significant positive effect on purchasing decisions. Therefore, H_0 is rejected while H_1 is accepted.

d. Coefficient of Determination (R^2)

Table 10. Results of the Coefficient of Determination Analysis

Model Summary ^b				
Model	R	R Square	Adjusted Square	Std. Error of the Estimate
1	0.842 ^a	0.709	0.700	1.992

Source: Data analysis, 2025

Based on the results presented in Table 10, the Adjusted R-Square value is 0.700. This means that the three independent variables—service quality, location, and café atmosphere—can explain approximately 70% of the variation in purchasing decisions. Meanwhile, the remaining 30% of the variation is influenced by a number of other factors not examined in this study, such as product quality, price, and promotional strategies.

Discussion

The Influence of Service Quality on Purchase Decisions

The results of this study show that service quality has a positive and significant effect on purchase decisions at Hidden Kinou, as indicated by a regression coefficient of 0.226, a t-value of 3.551, and a significance level of 0.001. This finding suggests that the better the quality of service perceived by consumers, the stronger their tendency to make purchase decisions at Hidden Kinou. In this context, service quality becomes an important part of the consumer experience because customers do not only evaluate the products offered, but also how they are treated during the purchasing process. Kotler (2005) explains that service refers to intangible activities or actions provided by one party to another without resulting in ownership of a physical product. Conceptually, service quality is assessed by comparing customer expectations with the actual service received. In relation to purchase decisions, service quality

plays an essential role because consumers are more likely to make purchases when the service provided is able to meet their needs and expectations (Rizkyani & Anggraeni, 2022). Therefore, the positive effect found in this study indicates that responsive, reliable, and satisfying service can strengthen consumers' confidence and willingness to purchase. This finding is consistent with previous studies by Hakim et al. (2021), Wicaksono and Sutanto (2022), Dhamayanti (2023), Almunaf and Tjiptodjojo (2024), Wahyudi et al. (2022), Ilmi and Adam (2025), and Revangga and Saputri (2024), which found that service quality has a positive and significant influence on purchase decisions.

The Influence of Location on Purchasing Decisions

The findings also indicate that location has a positive and significant effect on purchase decisions at Hidden Kinou, as reflected in a regression coefficient of 0.185, a t-value of 3.911, and a significance level of 0.000. This means that the more strategic and accessible the business location is, the greater the likelihood that consumers will decide to make a purchase. Location is not merely a physical point where business activities take place; it is also related to consumer convenience, accessibility, visibility, and the ease with which customers can reach the products or services offered. Kotler and Armstrong (2018) define location as a set of company activities intended to ensure that products or services are available and accessible to the target market. In this regard, location reflects how a business delivers its products or services to consumers and how it positions itself within the market. A strategic location can support business success by making it easier for consumers to visit and purchase, whereas a less appropriate location may reduce consumer interest due to limited accessibility and lower attractiveness (Permana & Adji, 2021). Thus, the positive effect found in this study shows that Hidden Kinou's location contributes to consumers' purchasing considerations. This result is in line with the findings of Rifkifadillah and Talumantak (2022), Hidayat and Utamaningsih (2023), Sabila et al. (2023), Valencia and Farunik (2024), Nadira and Saputro (2024), Rifkifadillah and Talumantak (2022), and Hidayat and Utamaningsih (2023), which found that location has a positive and significant effect on purchase decisions.

The Influence of a Café's Atmosphere on Purchasing Decisions

The results further show that café atmosphere has a positive and significant effect on purchase decisions at Hidden Kinou, as indicated by a regression coefficient of 0.329, a t-value of 4.526, which is higher than the t-table value of 1.660, and a significance level of 0.000. This finding indicates that improvements in café atmosphere can encourage stronger consumer purchase decisions. Café atmosphere is closely related to how consumers feel while spending time in a café. A pleasant, comfortable, and visually appealing environment can create positive emotional experiences that make consumers more willing to stay, enjoy the products, and make purchases. Sihombing et al. (2021) state that café atmosphere refers to an effort to design an environment that creates certain emotional experiences for visitors, which may influence their purchase decisions. Café atmosphere includes various elements intentionally arranged to shape consumers' feelings while they are inside the café. Furthermore, café atmosphere can be understood as all forms of spatial arrangement created by the food provider or owner to establish a comfortable indoor condition. Current café trends also emphasize consumer comfort, especially among millennials, encouraging many café owners to create an atmosphere that supports social media activities, often referred to as an "Instagrammable" concept (Tondang et al., 2023). Therefore, the findings of this study suggest that the atmosphere created by Hidden Kinou is not only a supporting element, but also an important factor that shapes consumer interest and purchase decisions. This finding is consistent with previous studies by Auliyanti et al. (2021), Indriani and Pramono (2023), Aulia et al. (2023), Rahmawati et al. (2023), Triana et al. (2024), Trisakti and Arnu (2024), Yuliyanti (2023), Setiawan et al. (2024), and Sinaga (2024), which found that café atmosphere has a positive and significant influence on purchase decisions.

5. CONCLUSIONS AND LIMITATIONS

Based on the results of the data analysis, this study concludes that service quality, location, and café atmosphere have significant effects on purchasing decisions at Hidden Kinou. Service quality has a positive and significant influence on purchasing decisions, indicating that better service quality can

encourage consumers to make purchases. Location also shows a positive and significant effect, suggesting that a strategic location and ease of access can increase consumers' willingness to visit and purchase at Hidden Kinou. Furthermore, café atmosphere has a positive and significant influence on purchasing decisions, showing that a more comfortable, attractive, and well-designed café environment can strengthen consumers' interest in making purchases. However, the findings related to café atmosphere still require further examination to better understand how consumers perceive and respond to the café environment in shaping their purchasing decisions.

This study has several limitations that should be considered in future research. First, the scope of the study remains limited, so future studies may expand or modify the research subjects and include additional variables to obtain broader and more varied findings. Second, this study was conducted using a cross-sectional approach within a specific period of time, which means that it does not fully capture changes in consumer behavior and business conditions over time. Therefore, future research is recommended to apply a more comprehensive approach, involve different research settings, and consider longitudinal analysis to better understand the dynamics of purchasing decisions in the café industry.

REFERENCES

- Almunaf, D. I., & Tjiptodjojo, K. I. (2024). Pengaruh kualitas pelayanan dan kualitas produk terhadap keputusan pembelian. *JMBI UNSRAT (Jurnal Ilmiah Manajemen Bisnis dan Inovasi Universitas Sam Ratulangi)*, 11(3), 2014–2020.
- Aulia, M. R., Rudy, R., Ismail, A., Indriyani, S., & Arief, I. (2023). The influence of social media, location, service quality and store atmosphere on purchase decision of coffee café customers. *Innovative: Journal of Social Science Research*, 3(3), 11111–11118. <https://j-innovative.org/index.php/Innovative/article/view/3470>
- Auliyanti, R., Wulandari, J., & Aprilia, H. D. (2021). Analisis suasana toko, kelompok referensi, dan gaya hidup terhadap keputusan pembelian konsumen Starbucks Coffee di Kota Bandar Lampung. *Jurnal Kompetitif Bisnis*, 1(5), 222–234.
- Berman, B., & Evans, J. R. (2014). *Retail management: A strategic approach* (12th ed.). Prentice Hall International.
- Berman, K. (2020). *The role of search engine optimization in digital marketing*. [Penerbit tidak tersedia].
- Dhamayanti, S. K. (2023). Pengaruh kualitas pelayanan, saluran distribusi dan promosi terhadap keputusan pembelian logam mulia pada PT. Pegadaian di Jakarta. *Jurnal Manajemen dan Bisnis*, 2(1), 87–100. <https://doi.org/10.70704/jpjm.v2i1.147>
- Effendy, J. A., & Putri, N. B. (2022). Analisa pengaruh product, price, place, dan promotion terhadap keputusan pembelian di Rumah Makan Ayam Goreng Echo. *PERFORMA: Jurnal Manajemen dan Start-Up Bisnis*, 7(5), 576–588.
- Fajri, I., Rizkyanfi, M., & Smaya, R. (2021). The effect of social media marketing on purchase decisions with brand awareness as an intervening variables in Praketa Coffee Shop Purwokerto. *The Journal Gastronomy Tourism*, 8(2), 97–110.
- Fandy, T. (2016). *Service, quality & satisfaction*. Andi.
- Hakim, M. N., Suharto, A., & Rahayu, J. (2021). Analisis kualitas produk, harga, lokasi, promosi, dan kualitas pelayanan terhadap keputusan pembelian (Studi kasus pada Rumah Makan Tulang Lunak Cak Sani Jember). *Bisnis-Net Jurnal Ekonomi dan Bisnis*, 4(2), 91–106.
- Hidayat, M. R., & Utamaningsih, A. (2023). Pengaruh kualitas produk, harga dan lokasi terhadap keputusan pembelian di Rumah Makan Cak Kodir Lumajang. *Jurnal Aplikasi Bisnis*, 9(1), 38–43. <https://doi.org/10.33795/jab.v9i1.542>
- Ilham, I. (2016). Pengaruh store atmosphere, lokasi toko, dan keragaman produk terhadap keputusan pembelian pada Eramart Timbau di Tenggarong. *Jurnal Ekonomi & Manajemen Indonesia*, 16(2), 60–[halaman akhir tidak tersedia].
- Ilmi, N. R., & Adam, A. A. (2025). Analisis kualitas layanan, suasana toko (store atmosphere), dan fasilitas terhadap keputusan pembelian pada Floc Coffee & Eatery Cabang Medan Petisah. [Nama jurnal

- tidak tersedia], 4(3), 6137–6148. <https://doi.org/10.31004/riggs.v4i3.2894>
- Indriani, C. R. A., & Pramono, C. (2023). Pengaruh store atmosphere dan harga terhadap minat beli pengunjung Meuligoe Kupa Atjeh Binjai. *MANEGGIO: Jurnal Ilmiah Magister Manajemen*, 6(2), 182–192.
- Kojongian, A. S. C., Tumbel, T. M., & Walangitan, O. F. C. (2022). Pengaruh variasi produk dan promosi terhadap keputusan pembelian Careofyou.id pada media sosial Instagram. *Productivity*, 3(2), 157–161.
- Kotler, P. (2005). *Manajemen pemasaran* (Jilid 1 dan 2). PT Indeks Kelompok Gramedia.
- Kotler, P., & Armstrong, G. (2018). *Principles of marketing*. Pearson Education Limited.
- Kotler, P., & Keller, K. L. (2016). *Prinsip-prinsip pemasaran* (Edisi 1). Erlangga.
- Nadira, S., Akbar, R. R., & Saputro, A. H. (2024). Pengaruh lokasi dan harga terhadap keputusan pembelian pada Kopi Toko Tua Cabang Lengkong Kota Bandung. *JEMSI (Jurnal Ekonomi, Manajemen, dan Akuntansi)*, 10(4), 2630–2639. <https://doi.org/10.35870/jemsi.v10i4.2868>
- Parasuraman, A., Zeithaml, V. A., & Berry, L. L. (1988). SERVQUAL: A multiple-item scale for measuring consumer perceptions of service quality. *Journal of Retailing*, 64(1), 12–35.
- Permana, J., & Adji, W. H. (2021). Pengaruh lokasi dan harga terhadap keputusan pembelian di Khanza Barokah Minimarket. *Jurnal Ilmiah MEA (Manajemen Ekonomi dan Akuntansi)*, 5(2), 1692–1701.
- Prasetyo, A. I., & Santoso, B. H. (2023). Pengaruh kualitas pelayanan, harga dan lokasi terhadap keputusan pembelian Cafe Kala Seduh. *Jurnal Ilmu dan Riset Manajemen*, 12([volume tidak tersedia]), 1–17. <https://jurnalmahasiswa.stiesia.ac.id/index.php/jirm/article/view/5300>
- Purnomo, M., Yuliati, Y., Shinta, A., & Riana, F. D. (2021). Developing coffee culture among Indonesia's middle-class: A case study in a coffee-producing country. *Cogent Social Sciences*, 7(1), 1–12.
- Putri, A., Hasnah, H., Paloma, C., & Yusmarni, Y. (2021). Perilaku konsumen dalam membeli kopi di masa pandemi COVID-19 pada coffee shop Kota Padang. *Jurnal Ekonomi Pertanian dan Agribisnis (JEPA)*, 5(4), 195–222.
- Rahmawati, W., Putri, Y., Zein, M., & Games, D. (2023). The influence of store layout and atmosphere on consumer purchase decisions on Rili Swalayan, Padang. In *Atlantis Press International BV*.
- Restiani Widjaja, Y., & W. (2023). Pengaruh inovasi produk, promosi, dan kualitas pelayanan terhadap keputusan pembelian sepeda motor. *Jurnal Sains Manajemen*, 5(1), 1–13.
- Revangga, E., & Saputri, M. E. (2024). Pengaruh kualitas pelayanan dan harga terhadap keputusan pembelian pada Brix Coffee and Kitchen Klaten. *E-Proceeding of Management*, 11(6), 5322–5327.
- Rifkifadillah, M. A., & Talumantak, R. (2022). Pengaruh kualitas produk, lokasi, dan persepsi harga terhadap keputusan pembelian di Warunk Upnormal Kemang Pratama. *AKSELERASI: Jurnal Ilmiah Nasional*, 4(2), 127–138.
- Rizkyani, M. A., & Anggraeni, N. (2022). Pengaruh kualitas produk, harga, kualitas pelayanan, promosi, kemasan, dan store atmosphere terhadap keputusan pembelian Hokben. *Jurnal Mirai Management*, 7(3), 482–487.
- Sabila, U. L., Basalamah, M. R., & Normaladewi, A. (2023). Pengaruh lokasi, store atmosphere dan brand image terhadap keputusan pembelian pelanggan pada Tomoro Coffee Cabang Dinoyo. *Elektronik Jurnal Riset Manajemen (E-JRM)*, 13(1), 1699–1709.
- Schiffman, L. G., & Kanuk, L. L. (2016). *Consumer behavior* (11th ed.). Prentice Hall.
- Setiawan, A., Purnama, I., & M. (2024). Pengaruh store atmosphere, kualitas pelayanan, social media marketing dan lokasi terhadap keputusan pembelian pada Teras Kopi Kota Bima. *Journal Transformation of Mandalika*, 5(9), 472–488.
- Sihombing, M. M., Arifin, M. H., & Maryono, M. (2021). Pengaruh varian menu, harga, dan suasana cafe terhadap kepuasan konsumen Cafe Miltie Garden Mulawarman Banjarmasin. *Smart Business Journal*, 1(1), 26–33.
- Sinaga, H. D. E. (2024). Pengaruh store atmosfer, lokasi, dan gaya hidup terhadap keputusan pembelian di Sosmed Cafe. *Senashtek*, 2(1), 313–320.
- Tjiptono, F. (2008). *Service management: Mewujudkan layanan prima*. Yogyakarta: CV Andi Offset.
- Tjiptono, F. (2017). *Service management: Mewujudkan layanan prima*. Yogyakarta: CV Andi Offset.
- Tondang, G. A., Nasution, M. L. I., & Dharma, B. (2023). Pengaruh suasana cafe, harga, variasi menu

- terhadap minat kunjungan konsumen (Studi kasus: Dbest Cafe Tuamang). *Jurnal Rumpun Ekonomi Syariah*, 6(1), 15–26.
- Triana, D., Sukoco, H., Farisi, H., & Safitri, A. (2024). Pengaruh suasana cafe, gaya hidup, kepuasan konsumen terhadap keputusan pembelian pada konsumen cafe. *Jurnal Intelek dan Cendekiawan Nusantara*, 1(5), 6492–6501.
- Trisakti, M. N., & Arnu, A. P. (2024). Pengaruh suasana kafe dan promosi terhadap keputusan pembelian: Ajudan Kopi Karawang. *Religion Education Social Laa Roiba Journal*, 6(3), 950–963.
- Triyono, T., Dasmadi, D., & Ariestanto TNK, A. F. (2021). Pengaruh promosi, biaya, fasilitas, akreditasi, dan lokasi Universitas Boyolali terhadap minat calon mahasiswa baru. *EKOBIS: Jurnal Ilmu Manajemen dan Akuntansi*, 9(2), 220–229.
- Valencia, P., & Farunik, C. G. (2024). Pengaruh lokasi, store atmosphere, dan promosi terhadap keputusan pembelian (Studi kasus pada Cafe Lampion Teluknaga). *Jurnal Ekonomi & Bisnis*, 3(1), 1–10.
- Wahyudi, I., Hadi, S. P., & Dewi, R. S. (2022). Pengaruh kualitas pelayanan dan lokasi terhadap keputusan pembelian (Studi kasus pada Tombo Coffee di Kabupaten Batang). *Jurnal Ilmu Administrasi Bisnis*, 11(2), 127–133.
- Wicaksono, N. J. S., & Sutanto, J. E. (2022). The impact of product variation, product quality, and service quality on purchase decision of Ko-Kopian products. *International Journal of Economics, Business and Accounting Research*, 6(1), 573–580.
- Yuliyanti, R. (2023). Pengaruh store atmosphere, harga produk, kualitas produk dan kualitas layanan terhadap keputusan pembelian anak muda pada coffee shop di Banjarmasin. *Jurnal Ilmiah Ekonomi Bisnis*, 9(3), 263–270.