

The Influence of Price Perception, Product Quality, and Café Atmosphere on Purchase Decisions at Teman Kami Space

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Abstract

The café industry in Indonesia is experiencing significant growth in line with changes in consumer behavior, especially young people who not only visit cafes to enjoy food and drinks, but also to work, socialize, and enjoy a comfortable atmosphere. This phenomenon creates a challenge for café business actors to not only focus on product quality and price, but also on creating an attractive atmosphere. Teman Kami Space, which is located in the coastal area of Karangpapak Beach, Garut, is a modern-classic concept café with an open feel that takes advantage of the beach view, but it is not empirically known what factors are the most dominant influencing consumers' purchasing decisions. This study aims to find out how much the effect and contribution of price perception, product quality, and café atmosphere in influencing consumer purchase decisions at Teman Kami Space cafes. The quantitative research used in this study is multiple linear regression analysis. To collect information, questionnaires were distributed to one hundred respondents who were selected by purposive sampling or price perception. The results showed that consumers' views on price and product quality did not have a significant effect on purchase decisions, while the variables of café atmosphere had a positive and significant influence. These findings indicate that consumers prioritize the comfort and atmosphere of the café or café atmosphere over price factors and product quality in making purchase decisions. Therefore, café management is advised to continue to optimize the atmosphere of the café by improving comfort, interior design, and service so that consumers are encouraged to linger and increase the possibility of making a purchase.

Keywords: Price perception, Product quality, Store atmosphere, Purchase decision.

INTRODUCTION

In the food and beverage business sector (food & beverage) in Indonesia is experiencing a growth in number every year. One of them is a café. Cafes are a promising type of business for all business owners, especially those who want to be engaged in the F&B sector, because of the phenomenon of changing people's habits in making food and beverage purchase decisions. Some people, especially young people, when visiting cafes are not always about enjoying food and drinks, but also doing various other activities, such as working, hanging out, studying, or enjoying the available facilities. This phenomenon is a challenge for café owners. Product quality and price affordability are not the only keys to attracting the attention of potential consumers in making purchasing decisions. Cafes are also required to provide more comfort and experience for young people, not just eating food and beverages (Harahap, 2024; Scott, 2019).

Teman Kami Space is a café that was established on December 2, 2024 in the coastal area of Karangpapak Beach, Cikelet Village, Garut Regency, West Java. The café is a growing business with a consumer segment aged 17-38 years, including locals and tourists. The concept is a combination of modern and classic styles with an open feel by utilizing the beach scenery to create comfort for visitors (Hidayatullah, 2024; Ismanto, 2023; Susminingsih, 2015). The menu options served are varied with a price range that is quite friendly to consumers, which is adjusted to the level and economic ability of the local community. Some of the factors that are considered to have the potential to influence consumer decisions in choosing this café include

price perception, the atmosphere of the place, and the quality of the product which plays an important role in creating comfort, satisfaction, and the potential for repeat visits.

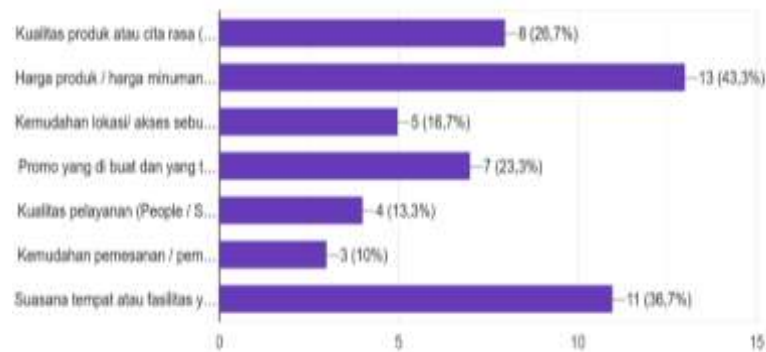


Figure 1. Marketing Mix Bar Chart 7P

Source: Primary data, 2025.

Based on figure 1, three dominant factors influence purchasing decisions at Kafe Teman Kami Space. First, the price of the product/beverage (Price) obtained the highest percentage of 43.3%, indicating that consumers consider affordability more before buying. Second, the atmosphere of the place or facilities (Physical Evidence) with a percentage of 36.7%, which confirms that comfort, design, and availability of facilities play a big role in attracting consumer interest. Third, the quality of the product or taste (Product) by 26.7%. Thus the researcher determines the Price, Physical Evidence and Product to proceed to further research processes, with the aim of measuring the extent of impact and significance on specific purchasing decisions (Anggraini & Saino, 2022; Fortuna, 2018; Ismail, 2024; Ramadan, Indriani, & Wuryanti, 2024).

According to Playing & Evans (2018), prices are not only viewed from a nominal perspective, but also how consumers assess the fairness, affordability, and suitability of prices with the benefits of the product obtained. Although a negative view of price may make people less interested in buying, a positive perception of price will motivate them to make larger purchases. Price perception has a big impact on consumer purchasing decisions, according to research by Syamsidar & Soliha (2019). Price perception has little influence on purchasing decisions, according to a number of previous studies (Yuliana & Maskur 2022). Kotler and Armstrong (2016) presented the following indicators, which were used to assess the variables of price perception in this study: (a) price accessibility; (b) the relevance of price to product quality; (c) price conformity with the utility of the product; and (d) price competitiveness.

Kotler & Keller (2012), said that product quality is a consumer's evaluation of the quality of products or services compared to existing alternatives. Consumer satisfaction is determined by the suitability of a product's performance with expectations, where lower performance leads to dissatisfaction, suitability results in satisfaction, and performance that exceeds expectations creates higher satisfaction. According to research findings conducted by Yuliana & Maskur (2022) and Nugraha, Yusuf, & Wufron (2024), product quality has been proven to have a significant and positive effect on consumer decisions in making purchases. On the other hand, different results are shown by the research of Winarsih, Mandey, and Wenas (2022) which found that product quality does have a positive effect on purchase decisions, but the effect is relatively small. This indicates that other factors only play a role in strengthening the quality of the product. The eight aspects of product quality include: (a) performance, (b) features, (c) reliability, (d) conformity with standards, (e) durability, (f) ease of repair, (g) aesthetics, and (h) quality perceived by customers.

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Kotler & Keller (2016) explained that the café atmosphere is one of the important elements in retail strategy, because in addition to reflecting the image of the retailer, it also affects consumer perception and comfort. Appropriately designed layout, design, lighting, color, and music can attract attention, create a positive emotional experience, make consumers feel at home, and increase the chances of a purchase. research conducted by Nurhasan, Wufron, Munawi, & Sabilulmumin (2025), shows that café atmosphere has a significant contribution to consumer tendencies in determining purchasing decisions. The results of the study are supported by Dewi & Hadisuwarno (2023), putro & augusto (2024), Fahimah, Fauzi, & hidayat (2015), Lestari & Suharyanto (2022), and Yulinda, Febriansyah, & Riani (2021), that the café atmosphere has a positive and significant effect on purchasing decisions. In previous studies, there were inverse results. In the midst of many different conditions, Wufron (2018) found that the atmosphere of the place of business did not have a positive and insignificant effect on the research decision. The indicators used to measure the atmospheric variables of a café refer to, which include: a) the interior or interior of the restaurant, b) the layout of the restaurant (resto layout), c) display of information in the room (interior display), and d) the exterior of the restaurant (outside).

After considering the various options available, consumers arrive at a purchase decision, which is the final stage of the decision-making process. This process is indicated through the following indicators: (a) brand selection, (b) product selection, (c) distributor or store selection, (d) purchase amount, (e) purchase time, and (f) payment method. Based on previous research, independent variables that have a positive and significant effect on purchasing decisions include price perception, store atmosphere, and product quality (Kusumawati & Hayuningtias, 2022).

Based on the description above, there is an inconsistency in the research results (research gap) regarding the influence of price perception, product quality, and café atmosphere on purchase decisions. Some studies showed a significant influence, while other studies found insignificant or even weak influences. This inconsistency raises questions about the factors that actually most dominate consumer purchase decisions, especially in the context of cafes that have unique characteristics such as Teman Kami Space which is located in a coastal tourist area with a specific market segment.

To provide a more detailed explanation, the framework of this research is described as follows:

H1: Price perception has a positive and significant effect on consumers' purchasing decisions at Kafe Teman Kami Space.

H2: Product quality has a positive and significant effect on consumers' purchasing decisions at Kafe Teman Kami Space.

H3: The atmosphere of the café has a positive and significant effect on consumers' purchasing decisions at the Teman Kami Space Cafe.

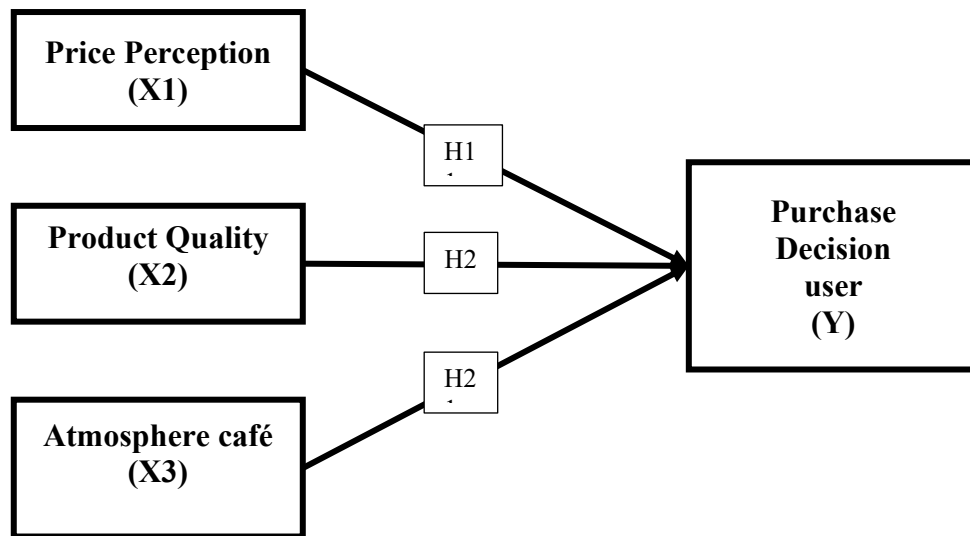


Figure 2. Conceptual structure of research

Source: Conceptualization of researchers based on literature review (2025)

Based on the previous explanation, the purchase decision was measured through three aspects, namely price perception, product quality, and café atmosphere. Previous research has shown that there are differences and findings that are the same, so there is a gap in results that need to be investigated further. This condition prompted this study to test whether the results obtained would be in line with or different from the findings in the previous study or with the results of the pre-research survey.

Based on the findings of previous research, this study was compiled by focusing on three main objectives, namely whether consumers' views on prices have an influence on consumer decisions in purchasing products at Kafe Teman Kami Space, whether product quality has an impact on consumer decisions in purchasing products at Kafe Teman Kami Space and whether the atmosphere of the café affects consumer decisions in purchasing products at Kafe Teman Kami Space, and whether the atmosphere of the café affects consumers' decisions in purchasing products at Kafe Teman Kami Space.

METHOD

This research combines inductive strategies with quantitative approaches. By emphasizing the combination of price perception, product quality, and atmosphere of Kafe Teman Kami Space, it shows that the research method begins with collecting data and phenomena seen in the field, then elaborated into a hypothesis. According to Sugiyono (2013:80), a population is a set of objects or individuals that have certain characteristics that are set by researchers to be researched and drawn conclusions. The population in this study is consumers who have visited the Teman Kami Space Cafe. Meanwhile, the sample is interpreted as part of the number and characteristics possessed by the population (Sugiyono, 2013:81). The sampling technique used is purposive sampling, which is the determination of samples based on certain criteria or considerations that have been set (Hermawan & Hariyanto, 2022:73).

The determination of the sample in this study is based on certain criteria that have been formulated by the researcher as a reference in the data acquisition process. The criteria include:

1. Individuals who have purchased products or visited the Teman Kami Space café, at least more than once.
2. At least 17 years old and have made purchases and visited the Teman Kami Space café.

In determining the number of samples using Lemeshow (1990) because the number of the population is not known exactly, the sample size is calculated as follows:

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$$n = \frac{Z\alpha^2 \times P \times Q}{L^2}$$

Information:

N = minimum number of samples required

Z α = the normal distribution raw value at the significance level of $\alpha = 5\%$, which is 1.96.

P = proportion or prevalence of events; Since actual data is not yet available, an assumption of 50% is used.

Q = complement of P, i.e. $1 - P$

L = fault tolerance limit or set level of precision of 10%.

$$n = \frac{(1.96)^2 \times 0.5 \times 0.5}{(0.1)^2} = 96.4 \approx 100$$

Although the initial estimate showed that 96 respondents were needed, it was rounded up to as many as 100 respondents. Because the main purpose of this study is to measure the relationship between population variables using numerical values that represent the magnitude of each variable, quantitative data is used. The data source used comes from primary data.

According to Luck David J. (1993, in Hermawan & Hariyanto, 2022:70), the measuring tool used in this study is the Likert scale, where respondents are asked to indicate the extent to which they agree or disagree with each statement regarding the item being evaluated. Basically, the likert scale consists of scores of one to five, ranging from strongly disagree (1), to strongly agree (5). However, some researchers have expanded it into six categories with more detailed classifications.

Studies involving one or more variables are tested using multiple linear regression. In this study, the bound variable was the purchase decision (Y), while the independent variable included price perception (X_1), product quality (X_2), and café atmosphere (X_3). To find out the direction of the relationship between X_1 , X_2 , X_3 , and Y, the multiple linear regression equation is derived as follows:

$$Y = \beta_1.X_1 + \beta_2.X_2 + \beta_3.X_3 + e$$

Information:

Y : Purchase Decision Variables

B1, B2, B3 : Independent Variable Regression Coefficient

X_1 : Price Perception

X_2 : Product Quality

X_3 : Atmosfer Store

E : Error

RESULTS AND DISCUSSION

Questionnaires are made electronically (Google Form). Then the questionnaire was handed over to each respondent by distributing a questionnaire link in the form of a bar-code, when the person concerned made a purchase at the Teman Kami Space café, and as a form of appreciation for the respondents who had filled out the questionnaire, the respondents got one type of drink for free from the Teman Kami Sapce Cafe.

The description of the respondents in this study includes: Gender, Education, origin of the respondent, profession, income, and frequency of purchase, purpose of purchase. After that, the reliability test obtained the following results:

Table 1. Characteristics and Criteria of Respondents

Characteristics	Criterion	Sum
Age	<17 – 23	33
	24 – 30	50
	31 – 38	13
	>38	4
	Total	100
Gender	Man	56
	Woman	44
	Total	100
Education	SM(First) / SM(Top)	55
	Diploma	13
	Bachelor	28
	Postgraduate	4
	Total	100
Work	Students	34
	Employee	56
	State Employees	3
	Other	7
	Total	100
Purchase Intensity	1 Time	25
	2-3 times	29
	>3 times	23
	Weekly Routine	23
	Total	100

Source: Respondent Characteristics and Criteria Data, G-form (2025)

According to table 1, it can be seen that the majority of the ages of the participants in this study are 18 to 30 years old. Furthermore, based on gender, most of the respondents were male with a total of 56 respondents, but relatively balanced with the number of female respondents which amounted to 44 respondents. Meanwhile, based on work, it is dominated by careers with 56 respondents, and students or students with 34 respondents. 75 respondents have answered, that most of them have made more than 1 purchase.

The results of data processing showed that all indicators on the variables of price perception, product quality, and café atmosphere related to the purchase decision were declared valid. When following the results of the validity test, it can be seen that each variable has a KMO value of > 0.5 which indicates that the sample size is adequate. In addition, a Loading Factor value greater than 0.4 proves that the variable indicator is valid. Thus, the questionnaire used is suitable as a research instrument, and the sample size determined is appropriate.

The following are the results of the reliability test:

Table 2. Reliability Test Results

No	Variabel	Cronbach Alpha	Grade Standards	Information
1.	Price perception	0,800	0,7	Consistent
2.	Product quality	0,654	0,7	in question
3.	Atmosphere café	0,884	0,7	Consistent
4.	Purchase decision	0,883	0,7	Consistent

Source: Data, Reliability Test Results, SPSS 2022 (2025)

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Referring to Table 2, Product Quality, Price Perception, Café Atmosphere, and Purchase Decision are considered consistent because Cronbach's Alpha values are more than 0.7 each. Although the consistency of the Product Quality variable is doubtful, the variable tested can still be considered consistent if the Cronbach's Alpha value exceeds 0.6. Thus, the questionnaire instrument is categorized as consistent if the responses given are stable from time to time, resulting in credible and non-contradictory data.

a. Multiple Linear Regression Test Results

The analysis of the determination coefficient (R^2) was carried out first before calculating the influence of the free variable on the bound variable. This study aims to explain the bound variable, namely the purchase decision by identifying several significant influences of independent variables, including price perception, product quality, and café atmosphere. The R^2 and Adjusted R^2 values provide information about the proportion of variations in purchasing decisions that can be explained by the model. Meanwhile, the remaining proportion is in other variables beyond the scope of this study. The details of the determination coefficient calculation results are shown in Table 5.

Table 5. Test R Square Determination Coefficient

Model	R	R Square	Adjusted R Square	Standard Error Estimation
1	.775a	.600	.588	4.312
a. Predictor: (Constant), café atmosphere, product quality, price				
b. Dependent variables: Purchase decision				

Source : Data of R Square Determination Coefficient Test Results, SPSS 2022 (2025)

According to table 5, the value of the Adjusted R^2 is 0.588 or 58.8%. This means that the purchase decision variable can be explained by the perception of price, product quality, and café atmosphere by 58.8%, while 41.2% or the rest are influenced by external factors of this research model. Therefore, more than half of the changes in consumer purchasing decisions are influenced by these three independent variables.

Meanwhile, the remaining 41.2% was influenced by other factors other than the variables used in this research model. External factors that may play a role in influencing purchasing decisions include promotions, brand image, consumer confidence levels, service quality, and psychological aspects and social conditions of consumers. Thus, these results show that although the research model is already quite robust, there is still an opportunity to expand the model by adding other relevant variables in order to improve the model on purchasing decisions.

In addition, the perception of price, product quality, and café atmosphere as well as purchasing decisions have a good correlation, as shown by the R value of 0.775. This is in line with research that shows that consumers are more likely to make purchases when they have a positive view of price, product quality, and store atmosphere. In practical terms, these results imply that product quality improvement strategies, price management that matches consumer perception, and the creation of a comfortable store atmosphere can be the main focus of management in improving consumer purchasing decisions. However, considering that the contribution of independent variables is only 58.8%, managers also need to pay attention to other causes that are not included in this study, such as digital promotion programs or the quality of salesperson service.

Table 4. F Test Results

ANOVA						
Model		Sum of Squares	Df	Mean Square	F	Sig.
1	Regression	2682.263	3	894.088	48.082	.000b
	Residual	1785.141	96	18.595		
	Total	4467.404	99			
a. Dependent variable: Purchase decision						
b. Predictors: (constant), Cafe atmosphere, Pordh quality, Price perception						

Source: Data F Test Results, SPSS 2022 (2025)

Based on table 4, the significance level is 0.000, the F-statistic value is 48.082. This can be interpreted as the regression model used in this study meets or is appropriate to conduct further analysis, because output is well below the significance criterion of 5% ($\alpha = 0.05$). These findings indicate that the purchase decision variable (Y), is significantly influenced by independent variables which include price perception, product quality, and café atmosphere.

The conclusion of this study shows that the three independent variables in this model are able to simultaneously explain variations in consumer purchasing decisions. This goes hand in hand with the value of the determinant coefficient (R^2), which indicates that changes in purchasing decisions are significantly influenced by a combination of independent factors.

From a managerial point of view, these findings imply that consumers are not limited to being influenced by a single factor, but are caused by a combination of appropriate price perceptions, adequate product quality, and supportive store atmosphere. This means that the strategy to improve purchasing decisions will be more effective if management pays attention to and manages these three aspects simultaneously, rather than just focusing on one factor.

Table 6. Test Results t

Coefficients ^a						
Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(konstanta)	20.334	5.542		3.669	.000
	Price perception	.227	.142	.192	1.601	.113
	Porduk quality	-.205	.147	-.150	-1.396	.166
	Atmosphere café	.658	.105	.724	6.296	.000
a. Dependent Variables: Purchasing decisions						

Source :Data Results of the t-test, SPSS 2022 (2025)

The regression equation is obtained as follows:

$$Y = 0,192X_1 - 0,150X_2 + 0,724X_3 + e$$

Information:

- Y : Purchase Decision
B1, B2, B3 : Coefisien Regresi Variabel Bebas.
X₁ : Price Perception
X₂ : Product Quality
X₃ : Atmosphere Cafe
E_i : Errors

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From these equations, it can be concluded:

1. The value of the Price Perception coefficient (X1) is 0.192, which indicates the existence of positivity but has a very small influence. Meanwhile, the significance value is 0.113. These results show that price perceptions have little positivity and are quite helpful in creating purchasing decisions. Thus, the first hypothesis (H1) is acceptable. This means that any improvement in Product Quality tends to encourage consumers to make a purchase decision.
2. The value of the Product Quality coefficient (X2) is -0.150 with a significance level of 0.166. These findings show that the quality of a product does not have a special power to be able to influence consumers in making purchasing decisions, so the second hypothesis (H2) is rejected. This means that improving Product Quality does not necessarily affect consumers' tendency to make purchase decisions.
3. With a significance level of 0.000, the café atmosphere (X3) has a positive value of 0.724. Based on the researchers' findings, the café atmosphere has a significant effect and has a positive impact on shaping purchasing decisions on consumers, thus supporting the third hypothesis (H3). This indicates that consumers tend to be more motivated to make purchases if a better retail atmosphere can be created.

Based on the test results, the first hypothesis proved to be acceptable. This shows that Price Perception does not have a significant effect even though it has a positive direction on consumers' tendency to make purchasing decisions and visit Kafe Teman Kami Space. Thus, it can be concluded that customers do not prioritize price as the most powerful thing that can influence purchasing decisions. Although the prices offered are relatively affordable, it does not directly guarantee that consumers will make a purchase, as there are other factors that are more considered. Therefore, price is only seen as a supporting factor, not the main determinant in the decision to visit or make a purchase.

The quality of the product temporarily has no significant effect and does not produce any impact. So the average consumer of Kafe Teman Kami Space in buying a product is not solely because of quality. Although consumers enjoy the available products, consumers consider other aspects outside of product quality in making their decisions. This does not mean that the café ignores quality, but must pay attention to other aspects and not focus on taste. The third hypothesis is proven, which means that the atmosphere of the café has an important role as well as has a strong attraction in influencing the purchase decisions of consumers who have visited the Teman Kami Space Cafe. These findings show that a cozy café atmosphere is able to encourage customers to make purchasing decisions. The café's unique and attractive environment creates a sense of home for consumers to stay longer, thus contributing to the increased likelihood of purchasing products.

The findings of the t-test show that Price Perception (X1) has a positive effect on consumer purchasing decisions (Y). However, this influence is not significant. Conceptually, these findings are in line with the theory of consumer behavior, that price has an important role as an indicator in assessing the value of a product, but not a dominant factor when consumers prioritize experience or emotional factors (Kotler & Keller, 2018). This indicates that although price can provide a perception of affordability, the purchase decision of the majority of consumers is not entirely influenced by the price of a product. Meanwhile, Product Quality (X2) does not produce a positive effect and is not significant. These findings are not entirely in line with the theory of product quality which is usually a key factor in consumer decisions (Garvin, 1984). However, this condition can be understood if consumers place more emphasis on non-functional factors such as café atmosphere or social experience rather than just product quality. As such, the product aspect is not the only driver of purchasing decisions in the context of a café.

On the other hand, the atmosphere of the café (X3) has a positive and significant effect on consumers' decisions in making purchases. This strengthens the atmospherics hypothesis put forward by Kotler (2018), which states that the physical environment of a place can affect consumer perception, even influencing their purchasing decisions. A friendly, attractive, and distinctive atmosphere is able to arouse strong emotions in consumers, thus encouraging them to linger and ultimately make purchases with higher intensity. The findings of this study provide a number of practical implications for the management of Kafe Teman Kami Space. First, even though the price does not have a significant effect, the management still needs to keep the price at a competitive level so that consumers still view the products offered in accordance with the value received. However, price does not need to be the main focus in marketing strategies, as other factors are more dominant. Second, product quality, even if it is not proven to be significant, must still be maintained at a certain standard. This is because consumers can tolerate the quality of the product as long as other factors, especially the atmosphere of the café, provide greater added value. Nevertheless, maintaining flavor consistency and quality remains essential to maintain long-term loyalty. Third, the café atmosphere proved to be the most significant factor in driving purchase decisions. Therefore, café management should invest in creating an atmosphere that is comfortable, aesthetic, and in accordance with the tastes of young consumers, such as instagrammable interior design, lighting that supports a warm atmosphere, appropriate music, and friendly service. This will create a significant customer experience and make consumers make repeat purchases.

CONCLUSION

This study found that the atmosphere of the café was the only factor that had a significant influence on the purchase decision at the Teman Kami Space Cafe ($\beta = 0.724$; sig. = 0.000), while price perception ($\beta = 0.192$; sig. = 0.113) and product quality ($\beta = -0.150$; sig. = 0.166) had no significant effect. All three independent variables were able to explain 58.8% of the variation in purchasing decisions (Adjusted $R^2 = 0.588$). These findings confirm that consumers prioritize comfort and emotional experience over price or product quality factors. Therefore, café management is advised to prioritize the development of the atmosphere through interior design innovations, lighting, and friendly service, while maintaining product quality and price as supporting factors. The application of experiential marketing is also recommended to build loyalty and trigger electronic word of mouth as an organic marketing strategy. The limitations of the study include a focus on a single research object, a cross-sectional period, the reliability of product quality variables that need improvement, and the presence of 41.2% of other factors that have not been explored. Future research is suggested to expand the research object, use longitudinal methods, and add variables such as service quality, experiential marketing, and electronic word of mouth for a more comprehensive model.

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