

THE EFFECT OF STORE ATMOSPHERE AND SERVICE QUALITY ON PURCHASE DECISIONS WITH PURCHASE INTEREST AS AN INTERVENING VARIABLE

Risandi Indra Sarneo¹⁾, Dian Citaningtyas Ari Kadi²⁾, Hendra Setiawan³⁾.

¹Management, Faculty of Economics and Business, PGRI Madiun University
email: risandiindra1903@gmail.com

²Management, Faculty of Economics and Business, PGRI Madiun University
email: dian.citaningtyas@unipma.ac.id

³Management, Faculty of Economics and Business, PGRI Madiun University
email: hendrasetiawan@unipma.ac.id

Abstrak

Tujuan dari penelitian ini untuk mengetahui adanya. Pengaruh Store Atmosphere dan Kualitas Pelayanan Terhadap Keputusan Pembelian dengan Minat Beli Sebagai Variable Inrvening (Studi Empiris Konsumen Rumah Makan Srasadesa Kota Madiun). Penelitian ini merupakan penelitian kuantitatif dengan jumlah sampel sebanyak 384 responden. Teknik pengambilan sampel dalam penelitian ini menggunakan teknik Purposive Sampling. Teknik analisis data menggunakan alat uji berupa software SPSS versi 25. Hasil penelitian ini adalah store atmosphere dan kualitas pelayanan berpengaruh signifikan terhadap minat beli. Store atmosphere dan kualitas pelayanan berpengaruh signifikan terhadap keputusan pembelian. Store atmosphere dan kualitas pelayanan tidak berpengaruh signifikan terhadap keputusan pembelian melalui minat beli sebagai variabel intervening.

Kata Kunci: *Store Atmosphere*, Kualitas Pelayanan, Minat Beli, Keputusan Pembelian.

Abstract

The purpose of this study is to determine the existence of. The Influence of Store Atmosphere and Service Quality on Purchasing Decisions with Purchase Intention as an Intervening Variable (Empirical Study of Consumers of Srasadesa Restaurant, Madiun City). This study is a quantitative study with a sample of 384 respondents. The sampling technique in this study uses Purposive Sampling technique. The data analysis technique uses a test tool in the form of SPSS software version 25. The results of this study are store atmosphere and service quality have a significant effect on purchase intention. Store atmosphere and service quality have a significant no effect on purchase decisions. Store atmosphere and service quality have a significant effect on purchase decisions through purchase intention as an intervening variable.

Keywords: *Store Atmosphere, Service Quality, Purchase Intention, Purchase Decision.*

A. INTRODUCTION

1. Background

The restaurant industry in Indonesia is growing rapidly in line with social, economic, and cultural changes. People are now shifting from home-cooked meals to fast food outside the home. In Madiun City, there are many restaurants with their own unique concepts, one of which is Srasadesa, established in 2022 in the city center. Embracing the "from the village" or "natural" concept, Srasadesa offers a menu made from local, organic, and environmentally friendly ingredients, in line with trends in sustainability and environmental awareness. In addition to serving authentic cuisine, the restaurant also serves as a platform for educating the public about the importance of appreciating traditional cuisine and local culture.

Store Atmosphere is the process of designing an environment that is attractive and leaves an impression on consumers. Designing an environment that is attractive and leaves an impression on consumers involves using visual communication, lighting, color, music, and aroma (Sembiring, 2023). Srasadesa's store atmosphere is comprehensively designed, from the rustic-style exterior to the lush interior with bamboo, wood, and traditional music. The layout is designed for comfort and privacy, although several aspects, such as circulation flow and facility placement, need to be optimized for a better customer experience. According to Lovelock & Wright (2011), service quality encompasses reliability, physical appearance, and responsiveness, all of which are implemented at Srasadesa.

Purchase intention is a consumer's interest in a product they see, which leads to a desire to purchase (Silaningsih & Utami, 2018). Purchase intention at Srasadesa is evident in the numerous positive reviews and experience sharing on social media, although not all of them have resulted in regular purchases. This word-of-mouth potential requires a strategy to Converting them into real transactions. This research is motivated by the rapid

growth of the Madiun culinary industry, which has triggered intense competition. It is hoped that it will contribute to improving restaurant owners' marketing strategies.

2. Literature Review

a) Store Atmosphere

Store atmosphere is the environmental design, including visual communication, lighting, color, music, and aroma, designed to simulate customers' perceptual and emotional responses and ultimately influence their purchasing behavior (Tantowi & Pratomo, 2020).

b) Service Quality

(Arni & Wahdiniwaty, 2017), state that service quality is the comparison between the service perceived (perceived) by customers and the service quality expected by customers.

c) Consumer Purchasing

Consumer purchasing intention is the individual activities directly involved in obtaining and using goods and services, including the decision-making process in preparing and determining these activities (Sihombing et al., 2021).

d) Purchasing Decision

According to (Firmansyah, 2018), a purchasing decision is a problem-solving activity undertaken by individuals in selecting the appropriate behavioral alternative from two or more behavioral alternatives, considered the most appropriate action, after first going through the stages of the decision-making process.

B. METODE METHOD

This research used quantitative methods. The research location was the Srasadesa Restaurant in Madiun City. The population in this study was all 384 consumers of the Srasadesa Restaurant in Madiun City. The sample taken was the population itself. Therefore,

the sampling technique in this study used purposive sampling. The data analysis technique used SPSS software version 25 as a testing tool.

C. RESULTS AND DISCUSSION

1) Validity Test

Table 1. Validity Test Results

No	Pernyataan	<i>r</i> _{hitung}	<i>r</i> _{tabel}	Kesimpulan
<i>Store Atmosphere (X1)</i>				
1	X1.1	0,672	0,100	Valid
2	X1.2	0,736	0,100	Valid
3	X1.3	0,749	0,100	Valid
4	X1.4	0,770	0,100	Valid
5	X1.5	0,767	0,100	Valid
6	X1.6	0,712	0,100	Valid
7	X1.7	0,659	0,100	Valid
8	X1.8	0,672	0,100	Valid
<i>Kualitas Pelayanan (X2)</i>				
9	X2.1	0,700	0,100	Valid
10	X2.2	0,693	0,100	Valid
11	X2.3	0,709	0,100	Valid
12	X2.4	0,757	0,100	Valid
13	X2.5	0,745	0,100	Valid
14	X2.6	0,745	0,100	Valid
15	X2.7	0,711	0,100	Valid
16	X2.8	0,759	0,100	Valid
17	X2.9	0,720	0,100	Valid
18	X2.10	0,667	0,100	Valid
<i>Minat Beli (Z)</i>				
19	Z1.1	0,596	0,100	Valid
20	Z1.2	0,747	0,100	Valid
21	Z1.3	0,789	0,100	Valid
22	Z1.4	0,813	0,100	Valid
23	Z1.5	0,812	0,100	Valid
24	Z1.6	0,790	0,100	Valid
25	Z1.7	0,744	0,100	Valid
26	Z1.8	0,655	0,100	Valid
<i>Keputusan Pembelian (Y)</i>				
28	Y1.1	0,710	0,000	Valid
29	Y1.2	0,760	0,000	Valid
30	Y1.3	0,779	0,000	Valid
31	Y1.4	0,765	0,000	Valid
32	Y1.5	0,805	0,000	Valid
33	Y1.6	0,788	0,000	Valid

34	Y1.7	0,824	0,000	Valid
35	Y1.8	0,781	0,000	Valid
36	Y1.9	0,764	0,000	Valid
37	Y1.10	0,667	0,000	Valid

Source: Processed Primary Data (2025)

Based on the table above, all variables have a calculated r value $>$ r table, so all items in variables X1, X2, Z and Y are declared valid.

2) Reliability Test

Table 2. Reliability Test Results

Variabel	Cronbach's Alpha	Kategori Reliabel
Store Atmosphere (X1)	0,865	Reliabel
Kualitas Pelayanan (X2)	0,896	Reliabel
Minat Beli (Z)	0,885	Reliabel
Keputusan Pembelian (Y)	0,920	Reliabel

Source: Processed Primary Data (2025)

Based on the table above, it can be seen that the variables Store Atmosphere (X1), Service Quality (X2), Purchase Interest (Y) and Purchase Decision (Y) have a Cronbach alpha value greater than 0.60, so they are included in the Reliability category.

3) Hypothesis Testing

a. Path Analysis

Table 3. Path Analysis Test Results for Model 1

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error			
1	(Constant)	17.418	1.730		10.069	.000
	Store Atmosphere	.141	.053	.134	2.651	.008
	Kualitas Pelayanan	.091	.042	.109	2.146	.033

Source: Processed Primary Data (2025)

1. In Model I, the significance value of Store Atmosphere (X_1) = 0.008 and Service Quality (X_2) = 0.033 (<0.05), so both have a significant effect on Purchase Intention (Z).
2. The R^2 value = 0.032 indicates that X_1 and X_2 contribute 3.2% to the variation in Z , with the remaining 96.8% influenced by other variables outside the model.
3. The error value (e_1) = $\sqrt{(1 - 0.032)} = 0.983$.

Table 4. Path Analysis Test Results for Model 2

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	20.321	2.470		8.228	.000
	Store Atmosphere	.135	.068	.101	1.985	.048
	Kualitas Pelayanan	.121	.054	.114	2.238	.026
	Minat Beli	.134	.065	.105	2.057	.040

Source: Processed Primary Data (2025)

1. In Model II, the significance values of $X_1 = 0.048$, $X_2 = 0.026$, and $Z = 0.040$ (<0.05), so all three significantly influence the Purchase Decision (Y).
2. The R^2 value of 0.042 indicates that X_1 , X_2 , and Z contribute 4.2% to the variation in Y , while 95.8% is influenced by other variables.
3. The error value (e_1) = $\sqrt{(1 - 0.042)} = 0.978$.

b. T-test

Table 5. T-Test Results for Model 1

Model	Unstandardized Coefficients		
	B	t	Sig.
(Constant)	17,418	10,069	0,000
Store Atmosphere (X1)	0,141	2,651	0,008
Kualitas Pelayanan (X2)	0,091	2,146	0,033

Based on the table above, all variables have a t value > the t value in the table with a significant value < 0.05, meaning that all variables have a significant effect on purchasing interest (Z).

Table 6. T-Test Results for Model 2

Model	Unstandardized Coefficients		
	B	t	Sig.
(Constant)	20,321	8,228	0,000
Store Atmosphere (X1)	0,135	1,985	0,048
Kualitas Pelayanan (X2)	0,121	2,238	0,026
Minat Beli (Z)	0,134	2,057	0,040

Source: Processed Primary Data (2025)

Based on the table above, all variables have a t value > the t value in the table with a significant value < 0.05, meaning that all variables have a significant effect on purchasing decisions (Y).

c. Sobel Test

1. The Influence of Store Atmosphere on Purchasing Decisions with Purchase Intention as an Intervening Variable. The Sobel test results show a t-statistic of $1.591 < 1.96$ and a sig. value of $0.055 > 0.05$, indicating no influence of Store Atmosphere on Purchasing Decisions with Purchase Intention as an Intervening Variable.
2. The Influence of Service Quality on Purchasing Decisions with Purchase Intention as an Intervening Variable. The Sobel test results show a t-statistic of $1.557 < 1.96$ and a sig. value of $0.059 > 0.05$, indicating no influence of Service Quality on Purchasing Decisions with Purchase Intention as an Intervening Variable.

D. DISCUSSION

- 1) The first discussion is about Store Atmosphere on Purchase Interest at SrasaDesa Restaurant, Madiun City. Based on data analysis conducted using partial test on Store

Atmosphere Variable (X_1) has a t value of 2.651 with a significance value of 0.008 ($p < 0.05$). This shows that Store Atmosphere has a significant effect on Purchase Interest. Thus, H1 is accepted. It can be concluded that the Store Atmosphere variable has a positive and significant effect on Purchase Interest at SrasaDesa Restaurant, Madiun City.

- 2) The first discussion is about Service Quality on Purchase Intention at SrasaDesa Restaurant, Madiun City. Based on data analysis conducted using a partial test on the Service Quality Variable (X_2) has a t-value of 2.146 with a significance value of 0.033 ($p < 0.05$). This means that Service Quality also has a significant effect on Purchase Intention. Therefore, H2 is accepted. It can be concluded that the Service Quality variable has a positive and significant effect on Purchase Intention at SrasaDesa Restaurant, Madiun City..
- 3) The first discussion concerns the effect of Store Atmosphere on Purchasing Decisions at the SrasaDesa Restaurant in Madiun City. Based on data analysis conducted using a partial test, the Store Atmosphere variable (X_1) has a t-value of 1.985 with a significance level of 0.048 ($p < 0.05$). This means that Store Atmosphere significantly influences Purchasing Decisions. Therefore, H3 is accepted. Therefore, the Store Atmosphere variable has a positive and significant effect on Purchasing Decisions at the SrasaDesa Restaurant in Madiun City.
- 4) The first discussion concerns the effect of Service Quality on Purchasing Decisions at the SrasaDesa Restaurant in Madiun City. Based on data analysis conducted using a partial test, the Service Quality variable (X_2) has a t-value of 2.238 with a significance level of 0.026 ($p < 0.05$). This indicates that Service Quality significantly influences Purchasing Decisions. Therefore, H4 is accepted. Thus, the Service Quality variable has a positive and significant effect on Purchasing Decisions at the SrasaDesa Restaurant in Madiun City.
- 5) The first discussion concerns Purchase Intention on Purchasing Decisions at the SrasaDesa Restaurant in Madiun City. Based on data analysis conducted using a partial test, the

Purchase Intention variable (Z) has a t-value of 2.057 with a significance level of 0.040 ($p < 0.05$). Thus, Purchase Intention significantly influences Purchasing Decisions. Therefore, H5 is accepted. Therefore, the Purchase Intention variable has a positive and significant effect on Purchasing Decisions at the SrasaDesa Restaurant in Madiun City.

- 6) The first discussion is about Store Atmosphere on Purchasing Decisions Through Purchase Intention as an Intervening Variable at SrasaDesa Restaurant, Madiun City. Based on data analysis conducted using partial test on shows that the t-statistic value is 1.591 < 1.96 and sig. value is 0.055 > 0.05 thus indicating that there is no influence of Store Atmosphere on Purchasing Decisions with Purchase Intention as an Intervening Variable. Therefore, H6 is rejected. Thus, the Store Atmosphere variable does not have a positive and significant effect on Purchasing Decisions through Purchase Intention as an Intervening Variable at SrasaDesa Restaurant, Madiun City.
- 7) The first discussion is about Service Quality on Purchasing Decisions Through Purchase Intention as an Intervening Variable at SrasaDesa Restaurant, Madiun City. Based on data analysis conducted using partial test on shows that the t-statistic value is 1.557 < 1.96 and sig. value. A value of 0.059 > 0.05 indicates that there is no influence of Service Quality on Purchasing Decisions with Purchase Intention as an Intervening Variable. Therefore, H7 is rejected. Thus, the Service Quality variable does not have a positive and significant influence on Purchasing Decisions through Purchase Intention as an Intervening Variable at the SrasaDesa Restaurant in Madiun City.

E. CONCLUSION

Based on data analysis and discussion, the influence of store atmosphere and service quality on purchase intention and purchase decisions is positive and significant. However, store atmosphere and service quality do not have a positive and significant influence on purchase decisions through purchase intention.

F. SUGGESTION

- 1) Srasadesa Restaurant is advised to continue innovating its store atmosphere with rustic-themed decor, optimal lighting and layout, and maintained cleanliness. Service quality needs to be improved through friendliness, speed, and regular employee training. Strategies to convert purchase intention into purchasing decisions can be implemented through promotions, discounts, and loyalty programs. Social media promotion needs to be strengthened by highlighting service excellence, signature menu items, and customer testimonials.
- 2) This study still has limitations in the variables used, so it is recommended to add other variables such as price, product quality, promotions, or brand image to make future research more comprehensive. Researchers can also consider using qualitative methods such as in-depth interviews to further explore the reasons why consumers have purchase intention but do not immediately make a purchase, thus obtaining a more detailed picture of consumer behavior. Furthermore, it is recommended to conduct research at different objects or locations, such as other restaurants or cafes in other cities, so that the results can be compared and provide broader generalizations.

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