

THE INFLUENCE OF STORE ATMOSPHERE, ELECTRONIC WORD OF MOUTH (E-WOM), PRICE, AND PRODUCT VARIETY ON PURCHASE DECISIONS AT HEY HOUSE CAFÉ, MADIUN

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Abstract

This study examines the influence of store atmosphere, electronic word of mouth (e-WOM), price, and product variety on purchase decisions at Hey House Café. Using a quantitative method, questionnaires were distributed to 384 respondents selected through purposive sampling. Validity and reliability tests indicated that all research instruments were suitable. The data were analyzed using multiple linear regression with the assistance of SPSS version 25. The t-test results show that store atmosphere has a significant effect on purchase decisions, with a t-value of 3.345 and a significance level of 0.001. Similarly, e-WOM has a positive and significant effect, with a t-value of 3.237 and a significance level of 0.001. Price also shows a positive and significant effect, with a t-value of 3.407 and a significance level of 0.001. Among the variables studied, product variety has the strongest influence, indicated by a t-value of 4.111 and a significance level of 0.000. These findings confirm that product variety plays a crucial role in shaping consumer decisions. Therefore, this study recommends that Hey House Café continue to innovate in product variety to maintain competitiveness, attract more customers, and strengthen customer loyalty.

Keywords: Store atmosphere, electronic word of mouth (e-WOM), price, product variety, purchase decisions

A. INTRODUCTION

The field of marketing management continues to undergo rapid and dynamic changes in line with technological advancements, shifts in consumer lifestyles, and increasingly intense competition across various industries. In modern marketing practice, the success of a business is no longer determined solely by the quality of the products or services offered, but also by its ability to create a holistic consumer experience through integrated strategies. These strategies can include

managing store ambiance, offering competitive pricing, leveraging electronic word of mouth (e-WOM), and providing a diverse range of products in accordance with changing market preferences (Rahmayanti, 2024). Research also shows that consumers are influenced by tangible factors such as product quality and price, as well as intangible factors such as atmosphere, digital interactions, and perceived value (Aryani et al., 2022).

The culinary industry is one of the sectors most affected by these changes, as it is not only related to fulfilling basic needs but also increasingly connected to lifestyle and social identity. Urban communities, particularly younger generations, now perceive cafés and restaurants as important spaces not only for eating but also for socializing, working, and recreational activities. The growth of culinary businesses such as cafés, coffee shops, and casual dining restaurants reflects this lifestyle shift, where the consumer experience becomes as important as the products offered (Lestari et al., 2021). Therefore, entrepreneurs in the culinary sector must continuously innovate to remain competitive by combining functional value with emotional value and experience.

One of the most prominent phenomena in this sector is the rapid growth of coffee shops, which have become a lifestyle choice for a wide range of consumers. Coffee consumption, previously associated with older age groups, is now increasingly popular among millennials and Generation Z, creating a cultural shift in consumer behavior (Arianda et al., 2024). Indonesia, as one of the largest coffee-producing countries in the world, has experienced not only an increase in production but also significant domestic consumption growth. Data from the Central Statistics Agency indicates that domestic coffee consumption reached 4.8 million bags during the 2024–2025 period. The coffee shop industry, valued at approximately USD 2.1 billion with an annual growth rate of 10 percent, illustrates the growing role of coffee culture as a driver of economic growth in the food and beverage sector (Aulia, 2020). These figures show that coffee is no longer merely a beverage but has become part of modern social life as well as a promising business opportunity.

The growth of coffee shops has also expanded to smaller cities, including Madiun in East Java, where competition among cafés has intensified in recent years. One notable player in this local market is Hey House Café, which has been operating since 2022. By offering a comfortable, home-like atmosphere supported by pastel-themed interiors, natural décor, and innovative menu designs, Hey House Café has successfully differentiated itself from competitors (Fitriani, 2023). Data from 2024 shows that the café ranks first in terms of visitor numbers in Madiun, surpassing competitors such as Bentokopi and Jiyokopi, with visitors increasing from 5,000 in January to 19,000 in October. This strong growth demonstrates how a combination of well-managed store ambiance, strong online presence, and product diversification can effectively influence consumer purchasing behavior.

Despite its success, the coffee shop industry in Madiun, including Hey House Café, faces challenges related to consumer expectations. During peak hours, issues such as seating congestion, slower service, and limited menu variety often appear in customer reviews on social media (Amir & Santi, 2024). Price perception is also a crucial factor, as some consumers feel that certain menu items do not always match the portion or quality received. Negative reviews on digital platforms such as TikTok and Google Reviews indicate that even popular cafés must continuously improve services, menu offerings, and overall customer experience to maintain consumer interest and loyalty (Irfansyah, 2023). In this context, digital communication through e-WOM becomes an important factor. Positive testimonials shared online can strengthen the café's reputation and influence purchasing decisions, while negative comments can pose reputational risks.

From a theoretical perspective, purchasing decisions are defined as a process in which consumers evaluate various alternatives and choose the products or services that best meet their needs and desires (Ikhsan & Satria, 2025). Other studies also emphasize that purchasing decisions are influenced by consumer perceptions shaped by marketing stimuli such as atmosphere, promotions, and online reviews. Previous studies have demonstrated that store ambiance, e-WOM, pricing, and product variety significantly affect these decisions, although findings sometimes vary

depending on the research context and demographic characteristics of consumers. Some studies also highlight interactions among these factors, where a weakness in one variable can reduce the overall influence of other variables (Hidayat & Hartuti, 2024). Further analysis indicates that product variety and pricing strategies remain the most decisive variables in consumer evaluation. For Hey House Café, these variables are key to business sustainability, considering the increasingly tight competition and more critical consumers in Madiun. Therefore, this study aims to analyze how store ambiance, electronic word of mouth, pricing, and product variety influence consumer purchasing decisions at Hey House Café in Madiun.

B. METHOD

This study was conducted at Hey House Café, located at Jl. Sirsat No. 7, Kejuron, Taman District, Madiun City, East Java. The location was chosen due to its strategic position near Taman Gulun, which attracts a large number of visitors and facilitates interaction between the researchers and respondents (Sugiyono, 2019). The study was carried out over four months, from April to July 2025, during the even semester of the 2024/2025 academic year.

The research employed a quantitative design with a structured and systematic process, including problem identification, data collection, and statistical analysis to test the hypotheses (Sugiyono, 2019). The population consisted of all Hey House Café customers, while the sample was determined using the Lemeshow formula for an unknown population, resulting in 384 respondents (Lemeshow & David, 1997). Purposive sampling was applied with specific criteria: consumers aged 17 years and above, who had made at least two purchases at the café, and individuals who visited in person or placed orders online (Sugiyono, 2019).

The study variables included store ambiance, electronic word of mouth (e-WOM), pricing, and product variety as independent variables, while the dependent variable was purchasing decision. Each variable was operationalized using indicators derived from previous studies. Data

were collected through a questionnaire distributed online via Google Form and measured using a 5-point Likert scale.

Instrument validity was tested using correlation analysis to ensure accuracy, while reliability was measured using Cronbach's Alpha, with values above 0.6 indicating consistent measurement. Data were analyzed using SPSS 25 with descriptive statistics, classical assumption tests, and multiple linear regression analysis (Ghozali, 2018). Classical assumption tests included checks for normality, multicollinearity, and heteroskedasticity to ensure the suitability of the regression model. Hypotheses were tested through the t-test for partial effects and the coefficient of determination (R^2) to measure the ability of independent variables to explain the dependent variable.

C. RESULTS AND DISCUSSIONS

Before testing the hypotheses through regression analysis, a series of preliminary tests were conducted to ensure the validity and reliability of the research instruments, as well as to confirm that the data met the classical assumption requirements. These steps were necessary to ensure that the regression model used in this study was robust and unbiased.

The validity test results indicated that all questionnaire items had correlation coefficients above the critical r-value, with significance levels below 0.05. This demonstrates that each item could accurately measure the intended construct, whether related to store ambiance, electronic word of mouth (e-WOM), pricing, or product variety. Reliability testing using Cronbach's Alpha also showed strong consistency across all variables, with coefficients above 0.70. These values reflect an acceptable level of reliability in social science research, indicating that the instruments used in this study were highly dependable.

Next, classical assumption tests were conducted to ensure the feasibility of the regression model. The normality test, using the Kolmogorov-Smirnov method, indicated that the residuals were normally distributed, as the significance value exceeded 0.05. Multicollinearity testing

through the Variance Inflation Factor (VIF) and tolerance values confirmed that there was no multicollinearity among the independent variables, as all tolerance values were greater than 0.10 and all VIF values were below 10, in accordance with established criteria. Heteroskedasticity testing also showed no significant patterns in the residual plots, indicating that the error variance was constant across all observations, thus satisfying the homoscedasticity assumption. Additionally, the Durbin-Watson statistic indicated no evidence of autocorrelation, further validating the robustness of the model.

After confirming that these assumptions were met, hypothesis testing was conducted through multiple regression analysis. The t-test results revealed that each independent variable had a significant effect on consumer purchasing decisions at Hey House Café. Specifically, store ambiance recorded a t-value of 3.345 with a significance level of 0.001, e-WOM had a t-value of 3.237 with a significance of 0.001, pricing yielded a t-value of 3.407 with a significance of 0.001, and product variety had the highest influence with a t-value of 4.111 at a significance level of 0.000. Since all t-values exceeded the t-table value of 1.966 and had significance levels below 0.05, all hypotheses were accepted.

Meanwhile, the simultaneous F-test produced a value of 62.504 with a significance of 0.000 < 0.05, confirming that all independent variables jointly influenced purchasing decisions. The coefficient of determination (Adjusted R²) was 0.391, indicating that 39.1% of the variation in purchasing decisions could be explained by store ambiance, e-WOM, pricing, and product variety, while the remaining 60.9% was influenced by factors outside the scope of this study. This proportion reflects a moderate explanatory power, which is commonly found in behavioral research, where consumer decisions are shaped by complex and multidimensional factors.

DISCUSSION

1. The Influence of Store Atmosphere on Purchasing Decisions

The results of the partial t-test indicate that store atmosphere has a positive and significant effect on consumer purchasing decisions at Hey House Café, with a t-value of 3.345, exceeding the t-table threshold of 1.966 and a significance level of $0.001 < 0.05$. These findings highlight the importance of the physical environment, including interior design, cleanliness, lighting, temperature, and seating arrangement, in shaping customer perceptions and encouraging purchasing behavior. A comfortable and aesthetically pleasing environment triggers positive emotional responses, which in turn enhance consumer satisfaction and increase the likelihood of repeat visits or recommendations. Kotler & Keller (2009) introduced the concept of “atmospherics,” stating that the physical environment serves as a powerful marketing tool by influencing consumers’ affective and cognitive evaluations, thereby driving purchasing decisions.

Supporting this perspective, Arif & Ekasari (2021) emphasize that specific atmospheric cues, such as music, layout, and lighting, significantly affect consumer behavior in cafés and restaurants. A well-structured interior layout not only facilitates functional comfort but also creates a unique impression that differentiates one café from its competitors. In the case of Hey House Café, the implementation of comfortable seating, warm lighting, and aesthetic décor strengthens the emotional connection between customers and the brand. This aligns with the findings of Hamdanah & Surawan (2017), who argue that atmospheric elements act as subtle persuaders, shaping customer emotions and perceptions throughout the consumption experience.

Furthermore, the influence of store atmosphere is particularly critical in the food and beverage industry, where customer experiences are often shaped by intangible factors beyond taste alone. Café visitors increasingly seek memorable experiences, rather than merely fulfilling basic needs for food and beverages. Research by Somantri et al. (2024) shows that ambiance and physical arrangements play a greater role in building customer loyalty than core product attributes in the hospitality industry. Therefore, Hey House Café can strategically

leverage its atmosphere as a competitive advantage by continuously innovating in interior design and customer experience management.

The current findings suggest that store atmosphere should not be viewed merely as a supporting element, but as a strategic marketing instrument that enhances customer satisfaction and influences purchase intentions. By maintaining cleanliness, designing visually appealing interiors, providing comfortable seating, and adjusting music and lighting to consumer preferences, Hey House Café can strengthen brand image and ensure long-term customer loyalty.

2. The Influence of Electronic Word of Mouth (E-WOM) on Purchase Decisions

The regression analysis indicates that electronic word of mouth (e-WOM) has a positive and significant effect on consumer purchase decisions at Hey House Café, reflected in a t-value of 3.237 and a significance level of $0.001 < 0.05$. In today's digital economy, consumer behavior is heavily influenced by online content generated by fellow consumers, including reviews, recommendations, and testimonials on social media platforms. Consumers often rely on e-WOM to reduce uncertainty and mitigate perceived risks associated with product or service choices, particularly in the food and beverage sector where experiences are highly subjective. Aulya Purwitasari and Sulistyowati (2024) found that e-WOM enhances consumer trust by providing credible, relevant, and experience-based information that conventional advertising often cannot convey.

In addition (Bahtiarachim & Vania, 2025) show that e-WOM is more persuasive than conventional promotional methods due to its authenticity and perceived neutrality. Online platforms such as Instagram, TikTok, and Google Reviews have become primary sources for consumer decision-making, where recommendations from peers exert a greater influence than marketing campaigns. For Hey House Café, positive digital narratives created by satisfied customers can significantly enhance brand reputation and attract new visitors. This dynamic

is particularly relevant for younger demographics, such as college students and young professionals, who actively seek online recommendations before deciding where to dine.

Moreover, e-WOM contributes to building social proof, a psychological phenomenon in which individuals align their decisions with the behavior of others to feel validated. As highlighted by (Kwan & Sadana Devica, 2023), the credibility of peer-to-peer communication on digital platforms increases the persuasive effect of e-WOM compared to company-generated content. In the context of Hey House Café, encouraging customers to share their dining experiences through hashtags, geotags, and user-generated content can expand reach and strengthen consumer engagement.

This study recommends that Hey House Café adopt an integrated digital strategy to maximize the benefits of e-WOM. By establishing an interactive online presence, responding to customer feedback, and providing incentives for positive reviews, the café can enhance consumer trust and loyalty. As consumers increasingly rely on digital information, the role of e-WOM as a determinant of purchase decisions becomes ever more critical.

3. The Influence of Price on Purchase Decisions

The regression analysis shows that price has a significant effect on consumer purchase decisions, with a t-value of 3.407 and a significance level of $0.001 < 0.05$. Price not only functions as a monetary exchange tool but also serves as a signal of product value and quality. Survey data indicate that the majority of respondents earn more than IDR 2,000,000 per month, suggesting that they have adequate purchasing power yet remain sensitive to perceptions of price fairness. According to (Zalfa Aini Shaliza et al, 2024), perceptions of price fairness build consumer trust and satisfaction, ultimately increasing purchase intentions. Consumers tend to make purchases when they perceive that the price is commensurate with the quality of the product or service received.

(Wardhana, 2021) emphasizes that perceived value, often conceptualized as an exchange between benefits and sacrifices, is a primary determinant of consumer choice. In the

café industry, where products often have close substitutes, consumers are highly responsive to price differentiation. For Hey House Café, competitive pricing combined with high product quality enhances perceived value or value-for-money, thereby increasing consumer satisfaction and the likelihood of repeat purchases. Price promotion strategies, bundling packages, and loyalty discounts can also serve as effective ways to attract price-sensitive consumers without harming café profitability.

Additionally, price plays a psychological role in shaping customer expectations and perceptions. (Riyadi, 2020) found that consumers often associate higher prices with better quality, meaning that excessively low pricing strategies may unintentionally reduce perceived value. For Hey House Café, implementing a balanced pricing approach that demonstrates affordability while maintaining product quality is essential. Adjusting menu prices according to the target market's purchasing power ensures that consumers perceive fairness and are motivated to return.

These findings also highlight the importance of transparent and consistent pricing strategies. Unexpected costs or inconsistent pricing policies can undermine consumer trust and negatively affect purchasing behavior. By clearly communicating menu prices, offering seasonal discounts, and providing visible value through portion sizes and product quality, Hey House Café can develop a sustainable pricing strategy that appeals to a broad range of consumer segments.

4. The Influence of Product Variation on Purchase Decisions

Regression results indicate that product variation has the strongest influence among all independent variables, with a t-value of 4.111 and a significance level of $0.000 < 0.05$. This emphasizes that consumers highly prioritize menu diversity and innovation when making purchase decisions. According to (Kotler and Keller, 2012), variety-seeking behavior is a common consumer trait, particularly in the food and beverage industry, where customers actively look for novelty, customization, and new experiences. For Hey House Café, offering

a diverse menu that accommodates different tastes and dietary preferences can significantly enhance consumer satisfaction and loyalty.

(Zalfa Aini Shaliza et al., 2024) found that product variation not only addresses diverse consumer preferences but also strengthens brand competitiveness in saturated markets. In the café context, frequent innovation in menu items, such as introducing seasonal drinks, limited-edition flavors, or customizable food options, can create excitement and encourage repeat visits. Consumers perceive product variation as an opportunity to explore new experiences, which in turn strengthens their emotional attachment to the brand.

Furthermore, product diversity has implications for customer retention and word-of-mouth marketing. Research by (Prihandoyo et al., 2025) indicates that product variation reduces consumer boredom, increases purchase frequency, and encourages exploratory behavior. For Hey House Café, maintaining a balance between classic favorites and innovative offerings ensures that both loyal customers and new visitors find appealing options. Product variation also increases cross-selling opportunities, where consumers are encouraged to try multiple items in a single visit.

This study suggests that continuous innovation in product offerings should be a strategic priority for Hey House Café. By conducting market research to identify emerging food and beverage trends, collaborating with local suppliers for seasonal ingredients, and involving consumers in menu development through surveys or online polls, the café can sustain consumer interest and strengthen its competitive advantage.

5. The Influence of Store Atmosphere, Electronic Word of Mouth (E-WOM), Price, and Product Variation on Purchase Decisions

The simultaneous F-test ($F = 62.504$, $\text{Sig.} = 0.000 < 0.05$) indicate that store atmosphere, e-WOM, price, and product variation collectively have a significant effect on purchase decisions. Furthermore, the coefficient of determination ($\text{Adjusted } R^2 = 0.391$) shows that 39.1% of the variation in purchase decisions is explained by these four factors, while the

remaining 60.9% is influenced by other variables not included in the model, such as service quality, brand image, or personal motivation. These findings are consistent with the multi-attribute decision-making theory, which posits that consumers evaluate multiple attributes before making a purchase decision (Pebriana et al., 2024). Therefore, it is essential for Hey House Café to adopt an integrated strategy that balances physical atmosphere, online engagement, competitive pricing, and continuous product innovation in order to optimize consumer purchase decisions.

D. CONCLUSIONS

This study provides comprehensive evidence regarding the determinants of consumer purchasing decisions at Hey House Café, focusing on store atmosphere, electronic word of mouth (e-WOM), price, and product variations. The validity and reliability tests confirmed that all research instruments were appropriate, as all items were declared valid and reliable. Multiple linear regression analysis further demonstrated significant relationships between the independent and dependent variables. The t-test results revealed that store atmosphere significantly affected purchasing decisions with a t-count of 3.345, which exceeded the t-table value of 1.966, and a significance level of 0.001, which was lower than the 0.05 threshold. Similarly, e-WOM showed a positive and significant effect, with a t-count of 3.237 greater than the t-table value of 1.966 and a significance level of 0.001. Price was also proven influential, with a t-count of 3.407 exceeding the t-table and a significance value of 0.001. The strongest influence was observed in product variations, which recorded the highest t-count of 4.111, well above the t-table, and a significance level of 0.000, indicating the most dominant role in shaping consumer purchasing decisions.

Taken together, these findings highlight that while store atmosphere, e-WOM, and price remain important contributors to purchasing behavior, the primary determinant lies in product variations, particularly the diversity of flavors offered. Consumers place greater emphasis on product novelty and variety when making purchasing decisions, suggesting that innovation in menu development has a stronger impact than other variables. Therefore, Hey House Café should

prioritize continuous product innovation while maintaining a pleasant store atmosphere, strengthening positive e-WOM, and ensuring affordable pricing. Such an integrated strategy will foster long-term consumer loyalty and enhance purchasing intentions sustainably.

E. SUGGESTIONS

Based on the research findings, several practical suggestions can be provided to Hey House Café to strengthen consumer purchasing decisions and improve business sustainability. First, since product variations, particularly flavor diversity, have the strongest influence on purchasing behavior, the café is encouraged to continuously develop new flavor innovations that align with consumer preferences and emerging market trends. Introducing limited-edition menus, seasonal flavors, or unique combinations may enhance consumer curiosity and stimulate repeat purchases. Second, although product variety was the dominant factor, store atmosphere also significantly contributed to consumer decisions. Therefore, management should maintain a comfortable, aesthetically pleasing, and cozy environment by optimizing interior design, lighting, music, and cleanliness to create a memorable customer experience that supports longer visits. Third, electronic word of mouth (e-WOM) proved to have a significant impact, which indicates the need for Hey House Café to maximize its digital presence through social media engagement, influencer collaborations, and interactive online campaigns. Building positive customer reviews and encouraging user-generated content can further strengthen the café's reputation in the digital marketplace. Fourth, pricing strategies remain essential, as affordability strongly influences purchasing intentions. Management is advised to maintain competitive prices without sacrificing product quality, and promotional strategies such as discounts, loyalty programs, or bundle packages may also be applied to increase purchase frequency. Finally, for future research, scholars are encouraged to expand the scope of the study by including additional variables such as service quality, consumer lifestyle, or brand image to provide a more comprehensive understanding of consumer purchasing behavior.

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