



The Effect of Product Quality and Store Atmosphere on Purchase Decisions mediated By Purchase Intention as Intervening Variable (Study at Café Ma'Ani Rengat)

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Abstract: This study aims to determine the effect of product quality and store atmosphere on purchase decisions mediated by purchase intention as intervening variable. The type of research conducted is quantitative research with primary data using questionnaire as an instrument to prove the result of the research. The population in this study is all the customers of Café Ma'Ani Rengat. To test the hypothesis in this study is using path analysis with Statistical Program for Social Science (SPSS) 20. The sampling method used a non-probability sampling method with purposive sampling technique (102 respondents). The result of the study indicate that product quality and store atmosphere have a significant and positive effect on purchase intention. Product quality and store atmosphere have a positive and not significant effect on purchase decision. Product quality and store atmosphere have a positive significant effect towards purchase decision through purchase intention. And purchase intention has a positive significant effect towards purchase decision.

Keywords: Product Quality, Store Atmosphere, Purchase Intention, Purchase Decision.

INTRODUCTION

Development in the era of globalization is highly dependent on the economic sector, as a measure of success by the government. Competition in the business world requires that every entrepreneur be able to compete by determining the right strategy to compete to meet the needs of very diverse consumers. There are various types of businesses that can be used as business opportunities, one of which is the culinary business.

The development of the culinary sector said by (Sanusi, 2020) in www.Tribunnews.com is dominated by food and beverages, it can be seen from data from the Investment Coordinating Board in mid-2019, domestic investment in the food and beverage sector was recorded at Rp. 21.26 trillion. The government has also determined the food and

beverage sector to be one of the five manufacturing sectors that are prioritized for development according to the Making Indonesia 4.0 road map.

The food and beverage sector opens the way for business people to pioneer retail businesses in the culinary field such as cafes and restaurants. Changes in people's lifestyles want something practical in fulfilling food and beverage needs. And gathering in cafes has become a habit and part of people's lifestyles.

In addition, cafes have a quieter and quieter atmosphere compared to restaurants, so they are very suitable as a place to be productive. With café facilities, it can be a place to work, a space for casual or serious discussions to produce something and a place for families to share togetherness between them. In other words, the café can be a public space where people imagine their lives.

With so much competition in the café business, it can shape consumer behavior in making purchasing decisions. (Kotler & Armstrong, 2017) define purchasing decisions are the stage of the process where consumers actually purchase products. Purchase interest cannot be separated from purchasing decisions, because interest is one of the purchasing decision processes. According to (Whitlark et al., 1993), purchase intention refers to a purchase probability of people who have a willingness to buy the percentage of people who will actually buy. (Zeng and Yuen, 2015) states, that in the café purchasing process, purchase interest is an important predictor of actual purchasing behavior, which refers to the results of consumer assessments regarding information search, product quality, and product evaluation which will subsequently result in an increase in purchase interest and make it possible to encourage a product purchase decision.

According to (Kotler and Armstrong, 2017), product quality is something that needs to be considered because it has a direct impact on product or service performance, therefore product quality has product or service characteristics that depend on the ability to satisfy stated or implied customer needs. Good product quality will give consumers confidence in its use and then motivate consumers to buy or enjoy the product.

Consumer assessments of cafes are not just about taste, but also the unique concept of the café, which makes consumers finally choose and make purchases. Store atmosphere can also be an extra reason for consumers to be interested and choose where to visit and make purchases. Store atmosphere includes interior appearance, exterior, layout, comfort, air, music services, aroma, and facilities. (Berman and Evan, 2018) say these physical characteristics are used to build impressions and to attract customers.

The development of culinary businesses such as cafes in Indragiri Hulu Regency has been very successful, with lots of cafes popping up in various corners of the city of Rengat. Café Ma'Ani is one of the first café that stood in Rengat city and has been one of the longest running cafes since 2010. Café Ma'Ani is a culinary business that provides a variety of menus ranging from traditional to modern. Based on data from Café Ma'Ani, this café is one of the early founder cafes in Rengat. Located in Rengat City, this Café is a family business that was established in 2010 and is still active until now. Café Ma'Ani is located in a strategic area on the main road of Rengat City, close to the education area, and residential neighborhoods. In addition to being a place to eat and gather, inside Café Ma'Ani has provided various supporting facilities whose purpose is to create comfort for consumers. Supporting facilities include a karaoke room; seating options, namely comfortable chairs and sofas, wi-fi, karaoke TV, live music sound system, toilets, parking lots, and several photo spots. Café Ma'Ani is a place to spend time with students, staff, and families. In addition, Café Ma'Ani is often used as a place to host special events such as social gatherings, reunions, meetings, and birthdays.

Café Ma'Ani has an advantage, a competitive taste at an affordable price, so that consumers can enjoy food of the same quality so that they stay afloat and will generate interest in buying again.

Table 1 Ma'Ani café customer review data

No.	Consumer	Consumer Reviews
1.	Andri Irawan	The place is cool. Especially at the 2nd floor. The ceiling is decorated with colorful lights. The food is also delicious. Especially the satay. Its spicy and delicious. If you've come here, you'll definitely want to come back again.
2.	Daniel Surya	Nice place, good food.
3.	Alias Ibrahim (Lisa)	Not bad, sorry to give 3 stars first, because the wi-fi is not good. So, it's less comfortable.
4.	Setia Gunawan	The Ayam Penyet is delicious and very crispy. The sambel makes you sweat, the spiciness is great. The place is cozy and cool to hang out with family. And there is a karaoke place.
5.	Raja Asrizal	The food is relatively good. The place is clean, you only need to add a fan on the 2nd floor and safety bars.
6.	Molly Molly	Cozy place, good atmosphere, good taste, good service.
7.	Thio Sibul	It's just normal, the service is not satisfactory, when paying the cashier asks what to eat, there should be a note.
8.	Fadli Gover	The place is clean and comfortable, a variety of delicious food menus, music and karaoke.
9.	Ade Muhammad	The place is nice, the sambal is delicious, but the toilet is dirty.
10.	Temy Rantika	Wait so long for my order to delivered.

Source: Google Customer Review Café Ma'Ani

Based on the reviews above, it shows that some consumers who have made purchases at Ma'Ani café's, purchasing decisions are influenced by a comfortable and cozy store atmosphere that creates a sense of comfort at Ma'Ani café. Apart from that, another factor that supports purchasing decisions is the quality of the products served, which is food that matches the quality and tastes of consumers in Rengat City.

The following is data from the Riau Provincial Statistics Agency on the number of restaurants in Riau province in the table below:

Table 2 Data on the number of restaurants in Riau Province in 2018, 2019, 2020

District / City	Number of Restaurant		
	2018	2019	2020
Kepulauan Meranti	18	18	51
Indragiri Hulu	31	39	54
Kuantan Singingi	42	69	126
Kampar	118	133	133
Pelalawan	134	164	164
Dumai	202	177	177
Siak	135	179	206
Bengkalis	206	212	212
Rokan Hilir	153	168	243
Rokan Hulu	271	286	373
Indragiri Hilir	148	370	402
Pekanbaru	1.842	1.911	1.911
RIAU	3.300	3.726	4.052

Source: <https://riau.bps.go.id/indicator/16/324/1/jumlah-rumah-makan-restoran.html>

Based on data from the table above, Indragiri Hulu Regency has 54 cafes and restaurants. From these data, the increase that has occurred creates different points of view, including that there is an intense competition that will occur among culinary industry businessmen in Indragiri Hulu Regency, and another point of view is the potential of culinary businesses in Indragiri Hulu Regency, which can be considered promising, with the result of

increasing the level of competition to occupy the top position of the business chain in the culinary industry of Indragiri Hulu Regency.

The mindset towards innovation is not only focused on how to make food and drinks enjoyable with continuously improving quality, but must also move towards the mindset of how to enjoy food in a comfortable and suitable manner at every moment. Because this mindset will have an impact on the sales of a cafe business, which will lead to an increase in purchasing intention and purchasing decisions. Apart from the taste of the products offered, a café that has a place with an attractive design concept and has a comfortable atmosphere for gathering is one of the considerations for consumers to make purchasing decisions. The following is Ma'Ani café sales turnover and number of visitors data for the last five years, which can be seen in the table below:

Table 3 Café Ma'Ani Sales Turnover and Number of Visitors Data in 2017, 2018, 2019, 2020, 2021

No.	Year	Sales Turnover	Number of Visitors (People)
1.	2017	Rp. 401.809.140	9.853
2.	2018	Rp. 413.764.500	9.891
3.	2019	Rp. 562.805.000	13.143
4.	2020	Rp. 293.390.000	7.018
5.	2021	Rp. 611.445.000	14.252

Source: Café Ma'Ani

In the table above, it can be seen that the number of sales-turnover has increased from 2017 to 2019. And in 2020, a decrease in the number of visitors caused by COVID-19. And it can be concluded that the decrease in turnover and customers obtained by Cafe Ma'Ani is one of the impacts of the intense competition for a cafe in Rengat and becomes a phenomenon that moves from an assumption where customers at Cafe Ma'Ani do not choose Cafe Ma'Ani as the first choice for buying food or hanging out to enjoy food, giving rise to the assumption that the desire of customers to come to Cafe Ma'Ani is also decreasing.

Differences in results with research conducted by (Agustini Tanjung, 2020) with the title "The Effect of Product Quality and Store Atmosphere on Purchasing Decisions with Purchase Intention as an Intervening Variable (Case Study at Kopi Lain Hati Coffee Shop at Grand Galaxy City Bekasi)". The results of this study indicate that product quality and store atmosphere have a positive and significant effect on purchasing decisions. The results showed that purchase intention as an intervening variable can mediate the relationship between product quality and store atmosphere with purchasing decisions.

Meanwhile, previous research conducted by (Agustini Tanjung, 2020) with the title "The Effect of Store Atmosphere, Location, and Promotion on Purchasing Decisions" shows that store atmosphere is said to partially have no positive and significant effect on purchasing decisions.

Based on the description of the background above and the differences in research results, researcher is interested in researching "The effect of product quality and store atmosphere on purchasing decisions mediated by purchase intention as intervening variable (Case Study at Café Ma'Ani Rengat)".

LITERATURE REVIEW

Product Quality

According to (Kotler, 2017) product quality is the overall characteristic of a product or service in its ability to satisfy implied needs. Based on (Handoko, 2013) opinion, product quality is where the condition of an item is based on an assessment of its conformity with established standards. The more in accordance with the standards that have been set, the value of the product will be of high quality.

Store Atmosphere

The term atmosphere comes from the surrounding air sphere and being introduced by (Kotler & Keller, 2017) atmospheric has been defined as “The effort to design buying environments to produce specific emotional effects in the buyer that enhance his purchase probability.” According to (Kotler & Keller, 2017) The main sensory channel for atmosphere is sight, sound, scent and touch.

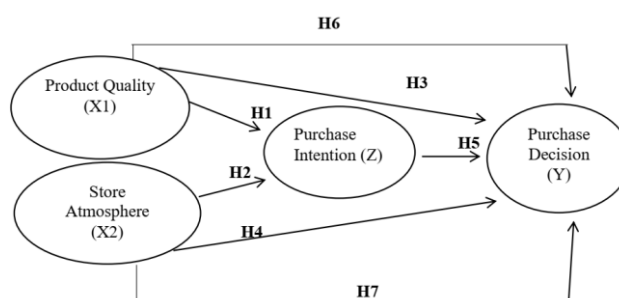
Purchase Intention

According to (Whitlark et al., 1993), purchase intention refers to a purchase probability of people who have a willingness to buy the percentage of people who will actually buy. It is suggested that “Intention represents a person’s immediate behavioral orientation towards engaging in a given behavior and it reflects the person’s motivation toward that behavior” quoted in (Hagger et al., 2002).

Purchase Decision

The purchase decision is a consumer action from preferences between brands in the choice group and buy which brand is the most preferred. The consumer decision making process can be described as the phases that consumers go through in making a final purchase decision. (Schiffman and Kanuk, 2007) stated that consumers normally search for information relevant about a specified consumption relation need from their past experiences before looking for external sources if information.

Research Framework



Source: Modified by Researcher (2022)

Figure 1: Research Framework

Hypothesis of Research:

H1: Product quality will have positively influence on Purchase Intention at Café Ma'Ani.

H2: Store Atmosphere will have positively influence on Purchase Intention at Café Ma'Ani.

H3: Product quality will have positively influence on Purchasing Decisions at Café Ma'Ani.

H4: Store Atmosphere will have positively influence on Purchasing Decisions at Café Ma'Ani.

H5: Purchase Intention will have positively influence on Purchasing Decisions at Café Ma'Ani.

H6: Purchase Intention mediates the relationship between Product Quality and Purchase Decision at Café Ma'Ani.

H7: Purchase Intention mediates the relationship between Store Atmosphere and Purchase Decision at Café Ma'Ani.

RESEARCH METHODS

The research location for this study will be carried out in Rengat city. The population of this study were all the consumers of Café Ma'Ani Rengat who have shopped at Café Ma'Ani in the last year, from 2021 until now.

Determination of the sample size in this research is using the Lemeshow formula. Based on the Lemeshow formula the number of minimum samples are 96.04, thus the sample in this research is rounded off to 102 respondents.

The sampling technique in this research used a non-probability sampling with purposive sampling technique. Which had sampling criteria are consumer of Café ma'Ani who have visited more than two times, aged 10 and over, and has the intensity of visiting at least one time during the past year.

FINDINGS AND DISCUSSION

Validity Test

The validity test aims to determine whether the instrument item (questionnaire) can accurately measure each research variable. The questionnaire is said to be valid if r count (corrected item total correlation) $>$ r table and the questionnaire is said to be invalid if r count $<$ r table. The r table value is at the sig level of 0.05.

Table 4 Result of Validity Test

Variable	Instrument	R Count	R Table	Description
Product Quality (X1)	X1.1	0,757	0,195	Valid
	X1.2	0,832	0,195	Valid
	X1.3	0,790	0,195	Valid
	X1.4	0,742	0,195	Valid
	X1.5	0,823	0,195	Valid
	X1.6	0,849	0,195	Valid
Store Atmosphere (X2)	X2.1	0,802	0,195	Valid
	X2.2	0,843	0,195	Valid
	X2.3	0,820	0,195	Valid
	X2.4	0,844	0,195	Valid
	X2.5	0,717	0,195	Valid
	X2.6	0,772	0,195	Valid
Purchase Intention (Z)	Z.1	0,882	0,195	Valid
	Z.2	0,863	0,195	Valid
	Z.3	0,819	0,195	Valid
	Z.4	0,899	0,195	Valid
	Z.5	0,903	0,195	Valid
	Z.6	0,732	0,195	Valid
	Z.7	0,873	0,195	Valid
Purchase Decision (Y)	Y.1	0,888	0,195	Valid
	Y.2	0,875	0,195	Valid
	Y.3	0,868	0,195	Valid

Sources: Processed by Researcher with SPSS 20 (2023)

All of the instruments have R Count $>$ R Table, its mean all of the instruments are valid.

Reliability Test

To test the reliability, the Cronbach's Alpha formula can be used, which is measured based on the Cronbach's Alpha scale of 0 to 1. The reliability of a variable is good if it has a Cronbach's Alpha value of $>$ 0.60.

Table 5 Result of Reliability Test

Variable	Cronbach Alpha	Critical Value	Description
Product Quality (X1)	0,884	0,6	Reliable
Store Atmosphere (X2)	0,887	0,6	Reliable

Purchase Intention (Z)	0,937	0,6	Reliable
Purchase Decision (Y)	0,849	0,6	Reliable

Sources: Processed by Researcher with SPSS 20 (2023)

Based on table all of the instruments have Cronbach Alpha > Critical Value, its mean all of the instruments are reliable.

Classic Assumption Test

Normality test in this research was carried out using the Kolmogorov-Smirnov statistical test.

Table 6 Normality Test (Kolmogorov Smirnov) Step 1

One-Sample Kolmogorov-Smirnov Test

		Unstandardized Residual
N		102
Normal Parameters ^{a,b}	Mean	.0E-7
	Std. Deviation	2.67729885
Most Extreme Differences	Absolute	.063
	Positive	.063
	Negative	-.035
Kolmogorov-Smirnov Z		.636
Asymp. Sig. (2-tailed)		.813

a. Test distribution is Normal.

b. Calculated from data.

Sources: Processed by Researcher with SPSS 20 (2023)

Table 7 Normality Test (Kolmogorov Smirnov) Step 2

One-Sample Kolmogorov-Smirnov Test

		Unstandardized Residual
N		102
Normal Parameters ^{a,b}	Mean	.0E-7
	Std. Deviation	1.05898323
Most Extreme Differences	Absolute	.125
	Positive	.052
	Negative	-.125
Kolmogorov-Smirnov Z		1.258
Asymp. Sig. (2-tailed)		.085

a. Test distribution is Normal.

b. Calculated from data.

Sources: Processed by Researcher with SPSS 20 (2023)

Based on the normality test of Kolmogorov Smirnov above, known that the value of significant normality test (Asymp. Sig. (2-tailed)). If the value of significant > 0.05 can be conclude the data from test of Kolmogorov Smirnov Step 1 and Step 2 are normally distribute.

Multicollonierity Test

The multicollinearity test is carried out by looking at the tolerance value and the VIF (Variance Inflation Factor) value. If the value Variance Inflation Factor (VIF) < 10 and the value of torelace > 0.10, there is no symptoms of multicollonierity.

Table 8 Result of Multicollinearity Test Step 1

Coefficients ^a							
Model	Unstandardized Coefficients		Standardized Coefficients	t	Sig.	Collinearity Statistics	
	B	Std. Error	Beta			Tolerance	VIF
1 (Constant)	6.311	2.243		2.813	.006		
Product Quality	.459	.112	.361	4.105	.000	.636	1.572
Store Atmosphere	.468	.094	.438	4.980	.000	.636	1.572

a. Dependent Variable: Purchase Intention

Sources: Processed by Researcher with SPSS 20 (2023)

Table 9 The Result of Multicollinearity Test Step 2

Coefficients ^a							
Model	Unstandardized Coefficients		Standardized Coefficients	t	Sig.	Collinearity Statistics	
	B	Std. Error	Beta			Tolerance	VIF
1 (Constant)	2.365	.927		2.552	.012		
Product Quality	.042	.048	.078	.864	.390	.544	1.840
Store Atmosphere	.058	.042	.130	1.389	.168	.509	1.966
Purchase Intention	.251	.040	.603	6.288	.000	.487	2.053

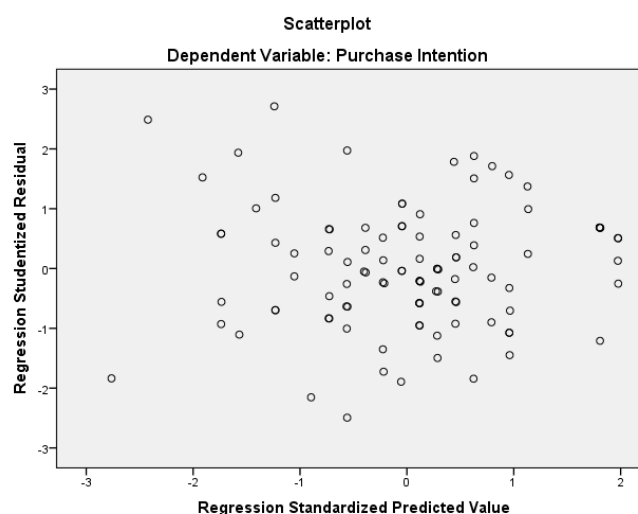
a. Dependent Variable: Purchase Decision

Sources: Processed by Researcher with SPSS 20 (2023)

Based on the two tables above (tables 8 and 9), the VIF of each independent variable is less than 10 (<10) and the tolerance value is more than 0.10 (>0.10). It can be concluded that there is no multicollinearity in the two data sets.

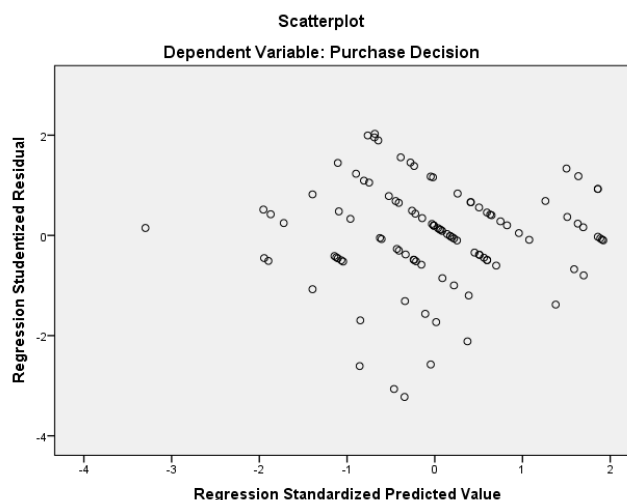
Heteroscedasticity Test

The results of the heteroscedasticity test are based on the pattern in the diagram. If patterns are formed on the diagram, such as wavy lines and other patterns, and the points spread above and below 0, it can be concluded that there is heteroscedasticity. Conversely, if it does not form a pattern, there will be no heteroscedasticity.



Sources: Processed by Researcher with SPSS 20 (2023)

Figure 2 Heteroscedasticity Test Result of Step 1



Sources: Processed by Researcher with SPSS 20 (2023)

Figure 3 Heteroscedasticity Test Result of Step 2

Based on the distribution of data from the Scatter Plot above (figures 2 and 3), the two figures do not form a pattern like waves, lines, or anything else, and the points spread above and below 0. It can be concluded that there is no heteroscedasticity in step 1 or step 2.

Hypothesis Test

t-test step 1

Table 10 The Result of T Test Step 1

Coefficients ^a							
Model	Unstandardized Coefficients		Standardized Coefficients	t	Sig.	Collinearity Statistics	
	B	Std. Error	Beta			Tolerance	VIF
1 (Constant)	6.311	2.243		2.813	.006		
Product Quality	.459	.112	.361	4.105	.000	.636	1.572
Store Atmosphere	.468	.094	.438	4.980	.000	.636	1.572

a. Dependent Variable: Purchase Intention

Sources: Processed by Researcher with SPSS 20 (2023)

1. Product Quality. t count (4,105) > t table (1,984) with significance value $0,000 < 0,05$. So, product quality has a significant positive influence on purchase intention.
2. Store Atmosphere. t count (4,980) > t table (1,984) with significance value $0,000 < 0,05$. So, the store atmosphere has a significant positive influence on purchase intention.

Table 11 The Result of Coefficient Determination Step 1

Model Summary ^b					
Model	R	R Square	Adjusted R Square	Std. Error of the Estimate	Durbin-Watson
1	.716 ^a	.513	.503	2.70421	1.254

a. Predictors: (Constant), Store Atmosphere, Product Quality

b. Dependent Variable: Purchase Intention

Sources: Processed by Researcher with SPSS 20 (2023)

Based on table 12, it is shown that the determination coefficient is 0.503. It can be concluded that the ability of product quality and store atmosphere to influence purchase intention is 50,3%. While the remaining 49,7% is influenced by variables not examined in this study.

Structural Equation Step 1:

$$Z = \rho_{zx_1} X_1 + \rho_{zx_2} X_2 + \rho_{z\epsilon_1}$$

$$Z = 0,361 X_1 + 0,438 X_2 + 0,497\epsilon_1$$

t-test step 2

Table 12 The Result of T Test Step 2

Coefficients ^a						
Model	Unstandardized Coefficients		Standardized Coefficients	t	Sig.	Collinearity Statistics
	B	Std. Error	Beta			Tolerance
(Constant)	2.365	.927		2.552	.012	
Product Quality	.042	.048	.078	.864	.390	.544
Store Atmosphere	.058	.042	.130	1.389	.168	.509
Purchase Intention	.251	.040	.603	6.288	.000	.487

a. Dependent Variable: Purchase Decision

Sources: Processed by Researcher with SPSS 20 (2023)

1. Product Quality. t count (0,864) < t table (1.984) with a significance value of 0.390 > 0.05. So, product quality has a positive not significant influence on purchasing decisions.
2. Store Atmosphere. t count (1,389) < t table (1.984) with a significance value of 0.168 > 0.05. So, the store atmosphere has a positive not significant influence on purchasing decisions.
3. Purchase Intentions. t count (6,288) > t table (1.984) with a significance value of 0.000 < 0.05. So, purchase intention has a significant positive influence on purchasing decisions.

Table 13 The Result of Coefficient Determination Step 2

Model Summary^b

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate	Durbin-Watson
1	.749 ^a	.561	.548	1.07507	1.591

a. Predictors: (Constant), Purchase Intention, Product Quality, Store Atmosphere

b. Dependent Variable: Purchase Decision

Sources: Processed by Researcher with SPSS 20 (2023)

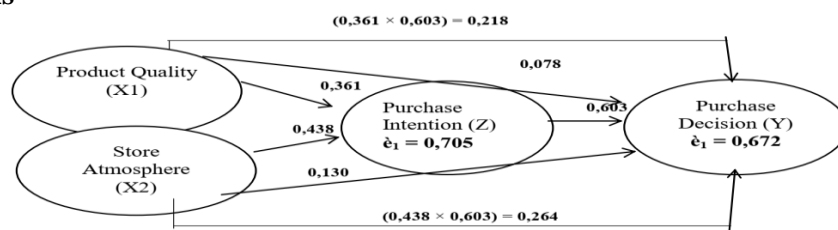
Based on table 13, it is shown that the number of determination coefficients is 0.548. It can be concluded that the ability of product quality, store atmosphere, and purchase intention to influence the purchase decision is 54,8%. While the remaining 45,2% is influenced by variables not examined in this study.

Structural Equation Step 2:

$$Y = \rho_{yx_1} X_1 + \rho_{yx_2} X_2 + \rho_{yz} Z + \rho_{y\epsilon_2}$$

$$Y = 0,078 X_1 + 0,130 X_2 + 0,603 Z + 0,452\epsilon_2$$

Path Analysis



Sources: Processed by Researcher with SPSS 20 (2023)

Figure 4 The Result of Path Analysis

- $\hat{e}_1 = \sqrt{1 - R^2} = \sqrt{1 - 0,503} = 0,705$
- $\hat{e}_1 = \sqrt{1 - R^2} = \sqrt{1 - 0,548} = 0,672$

Table 14 Direct and Indirect Effect

Variable	Path Coefficient		Total
	Direct Effect	Indirect Effect	
X1 \rightarrow Z	0,361	-	0,361
X2 \rightarrow Z	0,438	-	0,438
X1 \rightarrow Y	0,078	-	0,078
X2 \rightarrow Y	0,130	-	0,130
X1 \rightarrow Z \rightarrow Y	0,078	0,218	0,079
X2 \rightarrow Z \rightarrow Y	0,130	0,264	0,116
Z \rightarrow Y	0,603	-	0,603

Sources: Processed by Researcher with SPSS 20 (2023)

Based on table 5.20, the direct effect and indirect effect can be described as follows:

1. The number of direct effects of Product Quality (X1) towards Purchase Decision (Y) is 0,078 meanwhile the number of indirect effects of Product Quality (X1) towards Purchase Decision (Y) through Purchase Intention (Z) is 0,218. It can be seen the direct effect (0,078) < indirect effect (0,218), it means product quality has a positive significant towards purchase decision through purchase intention.
2. The number of direct effects of Store Atmosphere (X2) towards Purchase Decision (Y) is 0,130, meanwhile the number of indirect effects of Store Atmosphere (X2) towards Purchase Decision (Y) through Purchase Intention (Z) is 0,264. It can be seen the direct effect (0,130) < indirect effect (0,264), it means store atmosphere has a positive significant effect towards purchase decision through purchase intention.

Discussion

The Effect of Product Quality towards Purchase Intention

Product quality is an evaluation of all customers for improving the performance of a product (Kotler, 2017). In details, if the perceived product quality is in line with the expectation, then the customer will perceive the product quality as a good quality and also feel satisfied. Conversely, if the perceived product quality is not as expected, then the quality of the product as the customer perceived is qualified as a bad product quality. Thus, the qualification of both bad and good product depends on the ability of the company to meet the customer expectations. The result of this study shows that product quality has a significant positive effect towards purchase intention of consumers at Cafe Ma'ani Rengat. The result of this study in line with research conducted by Dwi Nazilawati et al. (2021) In her research, determine the effect of product quality and price on purchasing decisions towards buying interest as intervening variable studied in KUBE Maju with Moringa Leaf Chips. From the research results it is known that product quality has a significant effect on purchase intention.

The Effect of Store Atmosphere towards Purchase Intention

According to (Milliman, 1986) atmosphere is a term that is used to explain our feelings towards the shopping experience which cannot be seen. Srinivasan & Srivastava (2010) say that the attractive and impressive atmosphere of retail chain outlets creates an enjoyable experience among the consumers, which directly affects consumer's purchase intention and their decision-making process. The result of this study shows that store atmosphere has a significant positive effect towards purchase intention of consumers at Cafe Ma'ani Rengat. The result of this study in line with research conducted by (Dede Solihin et al., 2021) Which discusses a brand image and store atmosphere on purchasing decisions with purchase

intention as an intervening variable at the Samsung Experience Store Karawaci. The results showed that store atmosphere has a significant effect on purchase intention with a path coefficient of (0.769).

The Effect of Product Quality towards Purchase Decision

The result of this study shows that product quality has a significant not positive effect towards purchase decision of consumers at Cafe Ma'ani Rengat. In accordance with the results of hypothesis testing shows the value of the t-count (0,864) < t table (1.984) with a significance value of 0.390 > 0.05. This shows that the hypothesis that Product Quality has a positive effect on Purchasing Decisions is rejected, meaning that Product Quality has a positive effect on Purchase Decisions but does not have a significant effect because other factors that influence Purchase Decisions are higher than Product Quality. The result of this study in line with research conducted by (Janes Rifai & Zulfitri, 2021), the study analyses and determines the role of purchasing decisions mediating product quality, price, perception, and brand image on kopi Harapan Jiwa's customer satisfaction. According to the hypothesis testing, it was found that product quality and price perception did not significantly affect purchasing decisions.

The Effect of Store Atmosphere towards Purchase Decision

The result of this study shows that store atmosphere has a positive not significant effect towards purchase decision of consumers at Cafe Ma'ani Rengat. In accordance with the results of hypothesis testing shows the value of the t-count (1,389) < t table (1.984) with a significance value of 0.168 > 0.05. This shows that the hypothesis that the Store Atmosphere has a positive effect on Purchasing Decisions is rejected, meaning that the Store Atmosphere has a positive effect on Purchasing Decisions but does not have a significant effect because other factors that influence Purchasing Decisions are higher than the Store Atmosphere. The result of this study in line with research conducted by (Irzam Ilham, 2021) the study analyses the effect of store atmosphere on purchasing decisions through buying interest as intervening variable at yeszymfg store at Surakarta. The result showed that store atmosphere had a positive and insignificant effect on consumer purchasing decisions.

The Effect of Product Quality towards Purchase Decision through Purchase Intention

Before deciding to buy a product, consumers want to make sure whether sowners is very important to offer excellent product quality. Based on the hypothesis test, known that product quality has a positive and significant effect towards purchase decision through purchase intention. This result can be approved by direct effect (0,078) < indirect effect (0,218). It means purchase intention able to mediating product quality towards purchase decision of Consumers at Cafe Ma'ani Rengat. The result of this study is in line with research conducted (Dwi Nazilawati et al., 2021) the study analyses the effect of product quality and price on purchasing decisions towards buying interest as intervening variable studied in KUBE Maju with Moringa Leaf Chips. The result of the study purchase intention has significantly positive effect to mediate product quality and price to purchase decision.

The Effect of Store Atmosphere towards Purchase Decision through Purchase Intention

Store atmosphere can be one of the things that can trigger purchase intention and if there is interest, it is likely to be a decision. That is why store atmosphere is very important in business, especially in cafe, clothing and other businesses. Based on the hypothesis test, known that store atmosphere has a positive and significant effect towards purchase decision through purchase intention. This result can be approved by direct effect (0,130) < indirect effect (0,264). It means purchase intention able to mediating store atmosphere towards

purchase decision of Consumers at Cafe Ma'ani Rengat. The result of this study is in line with research conducted by (Tri Lestari & Suharyanto, 2022) the study analyses the effect of product quality and store atmosphere on purchasing decisions for coffee Lain Hati in Grand Galaxy City, Bekasi. The result showed that store atmosphere had a positive and significant effect on purchase intention. Then store atmosphere and purchase intention have a significant effect on purchasing decisions. From the result of the path analysis test, it shows that purchase intention as intervening variable can mediate the relationship between the product quality and store atmosphere with purchasing decisions.

The Effect of Purchase Intention towards Purchase Decision

According to (Kotler and Armstrong, 2017) buying intention is formed before the consumer makes the final purchase decision. The result of this study shows that purchase intention has a positive significant towards purchase decision of consumers at Café Ma'ani Rengat. This study in line with researcher conducted by (Meatry Kurniasari & Agung Budiatmo, 2018) the study entitled the influence of social media marketing and brand awareness of purchasing decisions through buying interest as an intervening variable J.CO Donuts & Coffee in Semarang City. The result showed that purchase intention influences the purchasing decisions by contributing 23.3%.

CONCLUSION

Based on analysis and discussions in conclusion, customers who come to Cafe Ma'ani do not pay too much attention to the product quality and store atmosphere variables because they are deemed sufficient to meet customer expectations. Related to the significant value, there is still much that can be developed and implemented in the form of suggestions from customers. Can be implemented by cafe management to increase the significance of these two variables.

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