IJEDR
INTERNATIONAL JOURNAL
ECONOMICS DEVELOPMENT RESEARCH

Analyzing Consumer Purchasing Behavior Through Economic Lens: The Effect of Location and Service Quality At Point Coffee, Medan

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Abstract:

Point Coffee Indomaret Fresh, located in the Gedung Arca area of Medan, operates in the food and beverage (F&B) sector and currently faces challenges in increasing sales and maintaining market competitiveness. Despite being the only coffee shop in the area, its strategic location appears suboptimal, with limited visibility and accessibility for potential customers. In addition, inadequate service quality has negatively impacted customer satisfaction, contributing to declining consumer purchasing behavior. This study analyzes the economic impact of location and service quality on consumer purchasing decisions at Point Coffee through a quantitative approach. The research population includes all customers of Point Coffee Gedung Arca Medan. Due to the unknown total population, Hair et al.'s (2010) sampling formula is applied, using a maximum multiplier of 10 per indicator across all variables, resulting in a total sample of 90 respondents. The findings reveal that both location and service quality significantly influence consumer purchasing decisions, both individually and jointly. These results underscore the importance of strategic location planning and consistent service improvement in enhancing economic performance and customer retention in competitive retail-based F&B businesses.

Keywords*: Economic Behavior, Location, Service Quality, Consumer Decision, Point Coffee Medan*

Submitted: May 3, 2025, Accepted: June 1, 2025, Published: July 1, 2025

1. Introduction

In recent years, coffee consumption in Indonesia has surged, especially in urban areas where coffee culture has become an integral part of daily routines—whether for working, socializing, or relaxing. This trend is driven by a growing appreciation for both local specialty coffee and modern coffee-based beverages, facilitated by the rise of online delivery platforms and the rapid growth of the coffee shop industry (Wann et al., 2018; Ting et al., 2018). Notable local varieties from regions such as Gayo, Toraja, and Mandailing have garnered significant attention, promoting local pride and

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encouraging the expansion of coffee-based businesses across the country (Karabulut, 2023).

The coffee shop landscape in Indonesia is increasingly competitive, marked by the emergence of both local and international brands offering distinctive products, store atmospheres, and marketing strategies. Popular chains such as Kopi Kenangan, Fore Coffee, and Point Coffee have successfully leveraged digital marketing and product innovation to capture urban consumers, while Starbucks and Maxx Coffee maintain a strong market share through comfort and variety (Permana et al., 2024; Mutaqien & Roisah, 2024). Notably, Point Coffee utilizes its strategic placement within Indomaret outlets, combining convenience retail with café experiences, providing an innovative business model that maximizes accessibility (Nainggolan et al., 2022; Minat et al., 2023).

Medan, one of Indonesia's largest cities, exemplifies this dynamic coffee culture. The proliferation of modern coffee shops in the city—including Sosmed Café, Habitat Coffee, and Thirty Three Brew—illustrates the rising consumer demand for unique coffee experiences. In this context, Point Coffee has expanded aggressively, especially through outlets located in Indomaret convenience stores. However, despite its potential for success in Medan, one of its locations—Point Coffee Indomaret Fresh on Jalan Gedung Arca—faces notable challenges in sales performance and customer retention, signaling a disconnect between consumer expectations and brand execution (Utomo et al., 2023; Azis & Hermina, 2024).

Field observations suggest that the store's suboptimal location, low visibility, and limited parking space significantly hinder accessibility. This is compounded by traffic congestion near a local school, reducing convenience and impulse visits. Although it holds a monopolistic position in the immediate area, the store is struggling to capitalize on its strategic advantage due to these environmental and logistical constraints. According to Azis and Hermina (2024), store location and layout critically influence consumer loyalty and purchase intention, particularly in high-traffic urban environments. Additionally, research by Pantano et al. (2021) emphasizes that physical design and accessibility play vital roles in consumer decision-making.

The situation is further exacerbated by internal service quality issues. Numerous consumer complaints—ranging from inattentive baristas to slow service—have contributed to a negative customer experience. This not only impairs consumer satisfaction but also damages brand loyalty, especially among repeat customers who expect standardized service quality across outlets (Abdichianto & Ruslim, 2023; Sofia et al., 2023). Service excellence is a cornerstone of coffee shop success, and failures in this area often drive customers toward competitors that offer a more pleasant and responsive experience (Shulga et al., 2021; Rusti, 2020).

While several studies have examined consumer loyalty, service quality, and location in the general coffee shop sector, few have specifically addressed co-branded retail café models like Point Coffee-Indomaret. This creates a research gap, especially in

understanding how location and service quality interact in determining purchasing decisions within hybrid retail-café environments. For instance, Kusumaradya et al. (2021) highlighted the importance of brand image and service consistency in influencing coffee shop decisions, while Silalahi (2023) explored customer loyalty factors in local Indonesian cafes. However, the specific dynamics within embedded retail cafés remain underexplored.

This research offers novelty by focusing on the unique retail-café hybrid model represented by Point Coffee, analyzing how store atmosphere, location, and service quality influence consumer purchasing behavior in a highly competitive urban market like Medan. It integrates perspectives from digital marketing, customer service, store design, and brand collaboration (Vilnai-Yavetz et al., 2021; Basiya et al., 2024; Muttaqin et al., 2024), providing a holistic view of the challenges and opportunities in this business model. The study also considers the psychological and experiential factors influencing customer choices, as indicated by Chen et al. (2012) and Wulandari et al. (2023).

Therefore, the objective of this study is to analyze the influence of location, service quality, and store atmosphere on consumer purchase decisions at Point Coffee Indomaret Fresh Jalan Gedung Arca, Medan. By identifying the key factors contributing to declining sales and customer dissatisfaction, the research aims to propose strategic recommendations for improving operational performance and customer retention. It also seeks to contribute to academic discourse on consumer behavior in the food and beverage industry, particularly within hybrid retail formats (Navilah et al., 2023; Simorangkir et al., 2022).

2. Theoretical Background

Purchase Decision

A purchase decision is a consumer behavior process where individuals evaluate and choose the most appropriate option among several alternatives to fulfill their needs. According to Nainggolan et al. (2022), purchase decisions are influenced by factors such as product quality and personal selling, which guide consumers through evaluating alternatives before choosing a product. Rusti, 2020) emphasize the importance of aligning product offerings with customer expectations to drive purchasing intent. Navilah et al. (2023) found that collaboration strategies, like co-branding in fashion products, can significantly increase consumer purchase intentions. Similarly, Muttaqin et al. (2024) highlighted how strategic collaborations, such as between Uniqlo and anime programs, affect final consumer decisions. Therefore, a purchase decision represents the culmination of a cognitive process where consumers assess product value, relevance, and available alternatives before making a transaction. This behavior is shaped by personal preferences, marketing strategies, product knowledge, and external influences.

Location

Location is a strategic element in business that affects consumer access, convenience,

and visibility. According to Pantano et al. (2021), the effectiveness of store layouts and location design significantly impacts consumer flow and decision-making. A business location that is easily accessible and visible increases customer visits and purchasing behavior. Silalahi (2023) also emphasizes that location, combined with ambience and convenience, plays a key role in influencing customer loyalty and decision-making in coffee shops. Shulga et al. (2021) note that trust formed through physical interaction at a strategically located store contributes to customer value co-creation. Thus, an optimal business location is not only a place of transaction but also a facilitator of customer engagement and satisfaction, ultimately improving sales performance and competitiveness.

Service Quality

Service quality plays a pivotal role in shaping consumer perception and loyalty. As stated by Wulandari et al. (2023), service quality in leisure and hospitality experiences significantly influences consumer satisfaction, particularly when mediated by technology and innovation. Utomo et al. (2023) highlight that service quality directly affects customer preferences in coffee shops, reinforcing that timely, responsive, and friendly service determines consumer choices. Sofia et al. (2023) suggest that barista performance and shop atmosphere together enhance service experiences and impact satisfaction. Ting et al. (2018) also find that perceived service quality strongly influences revisit intentions in coffee concept shops. Therefore, service quality encompasses the company's ability to meet or exceed customer expectations through consistent delivery, reliability, responsiveness, and interaction quality. It represents a core element of the overall customer experience and plays a critical role in purchase decisions and business success.

3. Methodology

This research was conducted in the urban area of Jalan Gedung Arca, located in Teladan Barat, Medan Kota District, Medan City, North Sumatra, with a postal code of 20216. The study period extended from February 2025 to April 2025. The location was selected based on its strategic significance as a densely populated area with a high concentration of commercial activities, making it an ideal setting for observing consumer behavior toward modern retail outlets such as Point Coffee at Indomaret Fresh. The research population includes all consumers who have made purchases at Point Coffee Gedung Arca Medan; however, due to the absence of official transaction records disclosing the exact number of consumers, the population is considered infinite. To determine an adequate sample size, the study adopts Hair et al.'s (2010) guidance for multivariate analysis, which suggests a sample size of 5 to 10 times the number of indicators used in the analysis. With 9 indicators identified across the independent and dependent variables, the sample size was calculated as 9×10, resulting in 90 respondents deemed sufficient for robust statistical testing.

The data analysis technique employed in this study is multiple linear regression analysis, which is used to examine the effect of multiple independent variables—such as service quality, location, and competition—on a single dependent variable, namely

purchase decision. This analytical method allows the researcher to assess not only the individual contribution of each predictor variable (partial test or t-test) but also the collective influence of all predictors simultaneously (simultaneous test or F-test). Prior to hypothesis testing, classical assumption tests are conducted to ensure the validity of the regression model, including tests for multicollinearity, heteroscedasticity, normality, and linearity. The results of the regression analysis provide standardized coefficients (β) and significance values (p-values), which are interpreted to determine whether each independent variable has a statistically significant effect on the dependent variable. The model's explanatory power is measured using the coefficient of determination (R^2), which indicates the proportion of variance in the purchase decision variable that can be explained by the independent variables in the model. This analytical approach is essential for understanding the factors that most significantly influence consumer behavior at Point Coffee Gedung Arca Medan.

4. Empirical Findings/Result

Instrument Test
Validity test
The research instrument was initially validated using the Pearson Product-Moment Bivariate Correlation method. This involved comparing the correlation coefficient of each item with the total score against the critical Pearson value at a 5% significance level in a two-tailed test (Sinaga, 2023). The purpose of the item validity test is to determine how effectively each item measures the concept it is intended to assess. The decision on item validity was based on whether the calculated correlation coefficient (r-value) exceeded the r-table value at the 0.05 significance level using a two-tailed test. An item was considered valid if the r-calculated was both positive and greater than the r-table value. If the r-calculated was below the r-table threshold, the item was classified as invalid (Priyatno, 2018). The test results showed that all variables had Corrected Item-Total Correlation values above the required minimum of 0.361, indicating that every item in the questionnaire was valid.

Reliability Test
Reliability testing is commonly conducted to evaluate the consistency of responses obtained from a questionnaire or interview, ensuring that the instrument reliably represents the subject being studied. The reliability of the instrument is typically assessed using the Cronbach's Alpha coefficient. A Cronbach's Alpha value below 0.6 indicates that the data gathered lacks adequate reliability to support the research conclusions (Marzuki et al., 2020).

Table 1. Reliability Test Results

Variable	Reliability Value	Standard	Information
Location (X1)	0,886		Reliable
Service Quality (X2)	0,924	0,6	Reliable
Purchase Decision (Y)	0,824		Reliable

Source: 2025 processed original data

Since each variable's Cronbach's Alpha coefficient esteem is higher than the study's pivotal esteem of 0.6, the unwavering quality calculations' comes about illustrate the legitimacy of each variable utilized within the think about.

Traditional assumption test
Test of normalcy
This test is employed to assess whether the residuals in a regression model are normally distributed. In linear regression, it is essential that the random error terms (e) exhibit a normal or near-normal distribution to ensure the appropriateness of the data for statistical analysis. A regression model with normally distributed errors supports more reliable statistical conclusions. One widely used approach to evaluate normality is the probability plot method, which compares the cumulative distribution of the residuals to that of a normal distribution.
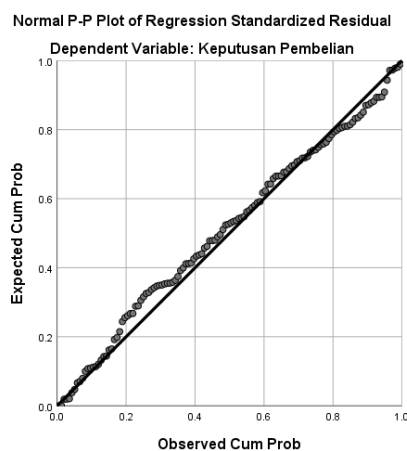

Normal P-P Plot of Regression Standardized Residual
Dependent Variable: Keputusan Pembelian

Figure 1. Results of the Normalcy Test
Source: 2025 processed original data

Residuals are regarded as normally distributed when the data points closely cluster around and follow the direction of the diagonal line on a probability plot. This alignment indicates a normal distribution pattern. On the other hand, if the points significantly diverge from the diagonal or do not follow its direction, it suggests a deviation from normality. Based on the results presented, the data points are positioned along the diagonal line and follow its trend, signifying that the residuals are approximately normally distributed.

Test of Multicollinearity
The purpose of the multicollinearity test is to identify whether there is a strong or perfect correlation among the independent variables in a regression model. If perfect multicollinearity exists, it becomes impossible to calculate the regression coefficients for those variables, and the standard error values become infinite. When multicollinearity is high but not perfect, the coefficients can still be estimated, but the large standard errors result in inaccurate estimates. Multicollinearity is typically indicated if the tolerance value is below 0.1 or the Variance Inflation Factor (VIF) exceeds 10 (Supriadi, 2020).

Table 2. Results of the Multicollinearity Test

|	Unstandardized Coefficients		Standardized Coefficients			Collinearity Statistics	
Model	B	Std. Error	Beta	t	Sig.	Tolerance	VIF
1 (Constant)	1.364	2.083		.655	.514		
Location	.254	.050	.364	5.090	.000	.870	1.149
Service Quality	.327	.054	.433	6.047	.000	.870	1.149
a. Dependent Variable: Purchase Decision							

Source: 2025 processed original data

Based on the decision-making criteria, multicollinearity is deemed absent when the tolerance value is above 0.10 and the Variance Inflation Factor (VIF) is below 10, indicating no significant correlation among the independent variables. Referring to the results in the table above, all tolerance values are greater than 0.10 and the VIF values for each independent variable are well under 10. Thus, it can be concluded that multicollinearity does not exist among the independent variables in the regression model.

Test of Heteroscedasticity

The heteroscedasticity test aims to determine whether the residuals in a regression model have constant variance across observations. When the variance remains constant, this condition is known as homoscedasticity; if the variance varies, it is called heteroscedasticity. For the regression model to be valid, it is crucial that heteroscedasticity is absent. One common method to detect heteroscedasticity is by using a scatterplot analysis.

Test for Heteroscedasticity in
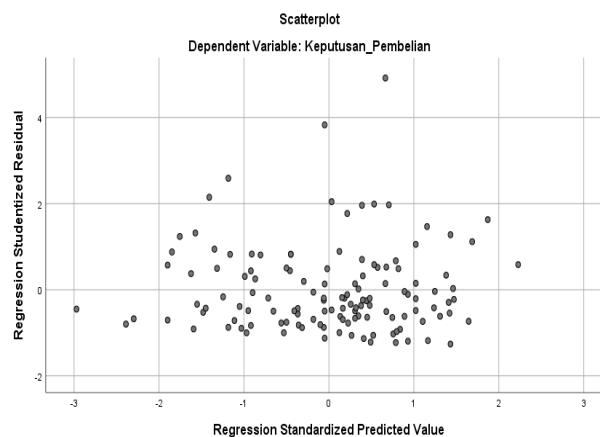
Figure 2
Source: 2025 processed original data

The determination of whether heteroscedasticity is present depends on the pattern of data distribution. If the data points are scattered randomly without forming any clear

pattern, it suggests that heteroscedasticity is not present. According to the results above, the scatterplot displays a random distribution without any noticeable pattern, indicating that there is no heteroscedasticity issue in the data.

Analysis of Regression

Multiple regression analysis is a technique used to examine whether there is a significant partial or simultaneous effect of two or more independent variables on a single dependent variable (Priyatno, 2018). Regression can be categorized into two types based on the number of independent variables: simple linear regression and multiple linear regression. Simple linear regression involves one independent variable and one dependent variable, while multiple linear regression involves two or more independent variables influencing one dependent variable (Riyanto and Hatmawan, 2020).

Results of Multiple Linear Regression

Table 3. The Competitive Effects of Location and Service Quality

Coefficients[a]

Model	Unstandardized Coefficients		Standardized Coefficients	t	Sig.	Collinearity Statistics	
	B	Std. Error	Beta			Tolerance	VIF
1 (Constant)	1.364	2.083		.655	.514		
Location	.254	.050	.364	5.090	.000	.870	1.149
Service Quality	.327	.054	.433	6.047	.000	.870	1.149

a. Dependent Variable: Purchase Decision

Source: 2025 processed original data

The multiple regression condition can be explained as follows:
the variables Location (X1) and Service Quality (X2) have regression coefficients with a positive sign, this means that both research variables have a positive influence on Purchase Decision (Y), so that if there is an increase in Location (X1) and Service Quality (X2), it will improve Purchase Decision (Y).

a. The constant (α) is = 1.364
Explanation:
If location and service quality are equal to zero or eliminated, then the purchase decision will be 1.364 units.

b. The b1 value = 0.254
Explanation:
The location variable has a positive impact on purchase decision. If there is a 1 unit increase in the location variable, then the purchase decision will experience an increase of 0.254 units assuming the service quality variable is constant.

c. The b2 value = 0.327
Explanation:

The service quality variable has a positive impact on purchase decision. If there is a 1 unit increase in the service quality variable, the purchase decision will increase by 0.327 units assuming the location variable is constant.

d. Then the regression equation can be written as follows:
Y = 1.364 + 0.254X1 + 0.327X2 + e

Godness Of Fit Test
Fractional Parameter Centrality Test (T Measurable Test)
The t-test is applied to assess the influence of each independent variable on the dependent variable individually (separately), therefore the t-test is used. The t-table value is determined using the formula: total number of respondents minus two, or written as: t-table = 130 – 2 = 128. Based on this degree of freedom, the t-table value is 1.979.

Table 5. t Test Results

	Unstandardized Coefficients		Standardized Coefficients			Collinearity Statistics	
Model	B	Std. Error	Beta	t	Sig.	Tolerance	VIF
1 (Constant)	1.364	2.083		.655	.514		
Location	.254	.050	.364	5.090	.000	.870	1.149
Service Quality	.327	.054	.433	6.047	.000	.870	1.149

a. Dependent Variable: Purchase Decision

Source: 2025 processed original data

Regression analysis results lead to the following outcome:
1. Examination of the Location Variable (X1):
   The location variable has a t value of 5.090 with a significance level of 0.000. Since the t value is more than 1.979 in the t table and the significance value (Sig.) is 0.000 < 0.05, it can be said that Ha is accepted and H0 is rejected. This indicates that purchase decision (Y) is significantly influenced by location (X1). Thus, H1 is approved.
2. Analysis of the Service Quality Variable (X2):
   With a significance level of 0.000 and a calculated t value of 6.047 > t table 1.979, the service quality variable also has a significance value (Sig.) of 0.000 < 0.05. Thus, it can be concluded that service quality (X2) significantly influences purchase decision (Y), and therefore H0 is rejected and Ha is accepted. As such, H2 is approved.

Simultaneous Test (F Measurable Test)
The F test is used to examine the effect of the independent variables on the dependent variable simultaneously (together), therefore the F test is applied. The F table value is determined based on the number of independent variables and the number of respondents minus the number of independent variables minus one, or written using the formula: df1 = 2 and df2 = 130 – 2 – 1 = 127. The F table value is found to be approximately 3.07 at the 0.05 significance level.

Table 6. R Square Test Results,

ANOVAª

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	596.343	2	298.172	48.645	.000[b]
	Residual	778.457	127	6.130		
	Total	1374.800	129			
a. Predictors: (Constant), Service Quality, Location						
b. Dependent Variable: Purchase Decision						

Based on the table above, it is found that the F table value is 3.06 and the significance level α = 5% (0.05), while the calculated F value (F count) is 48.645 with a significance value of 0.000a. This indicates that the research results accept Ha and reject H0. The comparison between the F count and F table values proves that Location and Service Quality simultaneously have a positive and significant effect on Purchase Decision.

Coefficient of Determination (R Square)

The value of the coefficient of determination (R^2) ranges between zero (0) and one (1). A low R^2 value indicates that the independent variables have very limited ability to explain the variation in the dependent variable. Conversely, a value close to one suggests that the independent variables provide nearly all the necessary information to predict changes in the dependent variable.

Table 7. R Square Test Results,

Model Summary[b]

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.659[a]	.434	.425	2.476
a. Predictors: (Constant), Service Quality, Location				
b. Dependent Variable: Purchase Decision				

Source: 2025 processed original data

Based on the table above regarding the testing of the coefficient of determination, the R Square value is obtained at 0.434. This indicates that the ability of the Location (X1) and Service Quality (X2) variables to explain their influence on Purchase Decision (Y) is 43.4%. Meanwhile, the remaining 56.6% is influenced by other independent variables that were not examined in this study.

5. Discussion

The findings of this research reinforce the pivotal role of *location* and *service quality* in shaping consumer purchase decisions at Point Coffee Gedung Arca Medan. The statistically significant influence of location aligns with the work of Azis and Hermina (2024), who emphasized that a strategically positioned store improves customer accessibility and visibility, thus increasing foot traffic and sales. A well-

selected location also contributes to consumer comfort and ease of access, which is essential in fast-paced urban environments like Medan. Similarly, Pantano et al. (2021) noted that spatial arrangement and the accessibility of a store enhance consumer engagement and purchasing behavior through ease of navigation and spatial familiarity. In the case of Point Coffee, its location within a high-traffic area likely serves as a pull factor for spontaneous purchases and convenience-driven visits. The research findings confirm this by showing a clear statistical effect of location on purchase decisions.

In parallel, the impact of *service quality* is equally significant and confirms prior studies that underline service excellence as a key determinant in consumer decision-making. Kusumaradya et al. (2021) and Ting et al. (2018) found that responsiveness, friendliness, and service consistency contribute directly to consumer trust and satisfaction, which are known predictors of repeat purchase behavior. This is corroborated by Shulga et al. (2021), who argued that trust formed through quality service fosters customer value co-creation and strengthens long-term loyalty. Furthermore, the present study's results are consistent with findings by Abdichianto and Ruslim (2023), who emphasized that satisfaction—often a product of good service—acts as a mediating variable in enhancing purchase intentions in coffee shop settings. The regression analysis in this study, showing that service quality significantly influences purchase decisions, strengthens the argument that emotional and experiential dimensions of service should be managed proactively to maximize sales outcomes.

Moreover, the combined explanatory power of both variables—location and service quality—accounting for 43.4% of purchase decision variability, indicates that while these two factors are critical, there remains room for other variables to influence purchasing behavior. This is consistent with research by Sofia et al. (2023), who found that barista interactions and coffee shop atmosphere further shape consumer experiences. Similarly, Rusti (2020) emphasized that in the Industry 4.0 era, customer satisfaction is shaped by a multifaceted set of service elements beyond just physical location or technical service delivery. These findings underscore the importance for businesses like Point Coffee to pursue a holistic strategy that integrates prime location, superior service, and experiential attributes to maintain competitive advantage. In conclusion, the study strongly supports the proposition that investment in both strategic location and consistent, high-quality service is fundamental to increasing consumer purchase decisions in the modern coffee retail sector.

6. Conclusions

Based on the findings, this study concludes that both Location and Service Quality have a significant and positive impact on Purchase Decision at Point Coffee Gedung Arca Medan. A strategically placed location enhances consumer accessibility and outlet visibility, which increases the likelihood of walk-in purchases and overall convenience for customers. Meanwhile, service quality—characterized by responsiveness, friendliness, and reliability—significantly boosts customer

satisfaction and trust, contributing to customer loyalty and repeat buying behavior. The combined effect of these two variables accounts for 43.4% of the variation in purchase decisions, indicating that they play a crucial role in shaping consumer behavior. Therefore, businesses seeking to increase sales and strengthen their competitive position should simultaneously prioritize strategic outlet placement and continuous improvement of service delivery standards.

For future research, there is an opportunity to explore additional variables such as pricing strategies, brand image, store atmosphere, digital marketing, and customer engagement, as these factors have also been shown to influence consumer decision-making. Expanding the research across multiple locations or cities could offer a broader understanding of regional variations in consumer preferences. Moreover, future studies might employ a longitudinal or experimental design to assess how changes in service quality or location strategies influence consumer behavior over time. Including mediating or moderating variables such as customer satisfaction, brand loyalty, or demographic characteristics could provide a more nuanced analysis. In light of the growing integration of digital platforms in the retail and food and beverage sectors, future researchers are also encouraged to examine how omnichannel experiences and technology-based service interactions impact consumer decisions in coffee shop settings.

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