

## THE INFLUENCE OF STORE ATMOSPHERE AND CUSTOMER EXPERIENCE ON PURCHASING DECISIONS THROUGH CUSTOMER SATISFACTION AS AN INTERVENING VARIABLE



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### ABSTRACT

*Using customer satisfaction as a mediating variable, this study examines how store environment and customer experience influence purchasing decisions at Kae Kopi, Lamongan. With 100 respondents selected using purposeful sampling using the Lemeshow algorithm, this study uses a quantitative methodology. Likert scales were used in the online survey to collect data, and SmartPLS assisted in the partial least squares (PLS) analysis. The findings of the study indicate that, through customer experience satisfaction, retail atmosphere and customer experience have a significant positive impact on purchasing decisions. Compared to the retail environment, customer experience has the greatest impact on customer satisfaction. This study only looks at one object of study and ignores other factors such as brand image and price. To provide more comprehensive insights, further research is recommended to examine more variables and broader items.*

**Keywords:** Store Atmosphere; Customer Experience; Customer Satisfaction;  
Purchasing Decisions

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## INTRODUCTION

Currently, the economy is growing rapidly in various sectors, especially in the business sector (Munwaroh and Riptiono, 2021). The competitive situation is intensifying with the emergence of new competitors offering innovative products and strategies (Munwaroh and Riptiono, 2021). This will further tighten market competition. In such a situation, every business actor in the same field competes to be the best (Gunawan, 2023). This challenge requires them to not only survive, but also outperform competitors for business continuity (Bulu et al., 2024). The fast paced technological advancements and information flow significantly impact various business in Indonesia (Bulu et al., 2024). A rapidly growing sector in the business landscape is the food industry, encompassing restaurants and cafes, which continues to expand while striving to capture consumer interest (Sutaguna et al., 2023).

In coffeshop competition, can influence consumer purchasing decisions, making purchasing choices is a stage in the process of product acquisition by consumers (Katarika & Syahputra, 2017). The period of decision making, purchase, and consumption is known as the purchase decision, the purchase itself can be done physically by the consumer, but it can also be done by someone else (Aditya and Immanuel, 2019). Therefore, purchasing decisions are an important stage in the process by which consumers choose and buy products and are influenced by various factors, including the competitive environment. This decision is made by consumers directly or through intermediaries with the ultimate goal of consuming the product (Aini and Tuti, 2022).

Kae Kopi Lamongan, a cafe founded in 2019, was selected as the subject of this study due to the significant developments and challenges it encounters, offering a valuable insight into how store atmosphere and the purchasing experience impact consumer purchasing decisions. The fast paced technological advancements and information flow significantly impact various business grew and the number of customers increased, Kae Kopi decided to relocate to Jalan Basuki Rahmat, Lamongan. This move aimed to expand the cafe area and create a more comfortable experience for visitors. Despite a decline in customer numbers during the COVID-19 pandemic in 2020, Kae Kopi successfully regained customer interest by enhancing the overall atmosphere of the establishment.

In this case, the cafe atmosphere or store atmosphere is the main determinant of consumer purchasing decisions (Suharyanto and Lestari, 2022). Store atmosphere is a very important and vital element for every store in an effort to increase customer attractiveness and satisfaction (Manurung and Yusuf, 2024). Store atmosphere is also an important element of the cafe environment which includes the design and atmosphere of the cafe which is able to create the pleasant and comfortable experience in consumers and is able to attract attention so that it can influence purchasing decisions (Tobroni, 2022). However, the findings from reviews on the Kae Kopi Lamongan' Google account, show that there are obstacles related to the store atmosphere, such as access to toilets that are far and uncomfortable and parking areas without canopies that are prone to rain or heat.

In addition, customer satisfaction is also created due to customer experience. Patmawati and Andjarwati (2023) defines customer experience as the result of various interactions that consumers have with the company, including before, during and after the purchase process. This includes all signals felt by the customer, both cognitively and emotionally. This experience can occur due to experiencing situations that arise due to stimulation of the senses, emotions, and thoughts (Aini and Tuti, 2022). Therefore, maintaining loyal customers requires various approaches that not only focus on quality and customer experience (Aini et al., 2022). However, in this case, Kae Kopi also faces

challenges in the experience aspect such as inconsistencies in the taste and quality of food, as well as long waiting times for serving. This makes customers feel disappointed and has the potential to reduce satisfaction, thus affecting their decision to return or recommend this place. Therefore, to attract loyal customers and increase their purchase intention, coffeshops should provide high-quality products and services, pleasant experiences for customers and create deep emotional bonds with them to increase satisfaction (Yusuf et al., 2024) .

Although various previous studies have discussed the effect of store atmosphere and customer experience on purchasing decisions, most of these studies only focus on direct effects without considering mediating variables such as customer satisfaction. For example, research by Bulu et al., (2024) shows that store atmosphere influences the decision to purchase in a favorable, albeit insignificant, way, but does not explain how aspects of store atmosphere may serve as mediators in this interaction. In addition, research by Nisa (2022) emphasizes that customer experience has a positive and significant influence on purchasing decisions, however, it overlooks the significance of intervention variables in enhancing the consumer experience. Another study by Tirtayasa et al., (2021) focuses more on the relationship between the expectation and reality gap with consumer dissatisfaction, without exploring how customer satisfaction can be a driver of purchasing decisions in the coffeshop sector. Thus, the objective of this study is to examine the influence of store atmosphere and customer experience on purchasing decisions by utilizing an intervening variable within the context of the coffeshop industry. This study is also expected to contribute to the development of marketing knowledge, particularly in understanding the influence of store atmosphere and customer experience on purchasing decisions, with customer satisfaction as an intervening variable. Practically, the findings of this research can serve as a reference for coffee shop owners and managers in designing more effective marketing strategies and creating an enhanced store atmosphere and customer experience to improve customer satisfaction and loyalty

## LITERATURE REVIEW

### Purchase Decision

Kotler and Armstrong (2012) in Indarasari (2019: 70-71), "the consumer decision-making process consists of five stages that are passed before and after a purchase decision is made". The buying process has been successfully executed out and there will be an impact after the purchase. Consumers' purchasing decisions are influenced by multiple factors, including economic, cultural, technical, political aspects, as well as promotions, pricing, location, community influence, tangible evidence, and procedural considerations (Fairuzie et al., 2022). Customer purchasing decisions include five sub-decisions: (1) Product selection, (2) Brand selection, (3) Channel selection, (4) Purchase time, (5) Purchase amount (Indrasari, 2019 ; Andriani & Nalurita, 2021) .

### Store Atmosphere

Store atmosphere refers to environmental conditions that include elements such as visual design, lighting, music, and aroma designed to evoke a response to customers' views and feelings, which can ultimately influence their purchasing behavior (Katarika & Syahputra, 2017). Meanwhile, according to Utami (2017), to leave a lasting impression on customers, the store's physical attributes, including architecture, layout, lighting, product placement, color, temperature, music and aroma, combine to form its atmosphere. Store atmosphere, which is the environment that influences customers' emotional responses and

impressions and, ultimately, their shopping decisions, is influenced by visual communication design, color, lighting, music, and scent (Grace et al., 2018) . Indicators that describe the store atmosphere are: (1) lighting, (2) background music, (3) temperature, (4) seating arrangements, (5) building design, (6) aroma (Arif et al., 2024; Tobroni, 2022). Previous research has shown that customer purchasing decisions are significantly impacted by corporate environment. According to Suharyanto and Lestari (2022), store atmosphere significantly influences customer purchasing decisions. Furthermore, Sihite et al., (2023), shows a statistically significant positive relationship exists between store atmosphere and consumer purchase intentions. A strong positive relationship exists between the store atmosphere and customer satisfaction (Wardhani & Dwijayanti, 2021) . H1 and H2 can be written as :

*H1 : Store Atmosphere has a positive and significant effect on customer satisfaction*

*H2 : Store Atmosphere has a positive and significant effect on purchasing decisions.*

### **Customer Experience**

According to Rahmawaty (2020), the internal and subjective reactions that consumers produce as a result of their direct or indirect encounters with businesses are known as customer experience. Based on the results of experiences and circumstances generated by stimulating the five senses, emotions, and ideas, this experience occurs. As a result, a number of strategies that prioritize quality and customer experience are needed to keep customers loyal (Aini et al., 2022) . Indicators used to measure customer experience are: (1) Sense experience, (2) Feel experience, (3) Think experience, (4) Act experience, (5) Relate experience (Munwaroh & Riptiono, 2021; Mustika, 2023) . Research supports this claim, customer satisfaction is significantly and positively correlated with customer experience (Safitri et al., 2022) . Customer experience has a positive and substantial impact on judgments about what to buy (Saipul & Saipul, 2023 ; Sari & Kapuy, 2022). H3 and H4 can be written as :

*H3 : Customer experience has a positive and significant effect on customer satisfaction*

*H4 : Customer experience has a positive and significant effect on purchasing decisions*

### **Customer Satisfaction**

According to Oktaviani (2018), when individuals evaluate a product performance against their initial expectations, they may experience either satisfied or disappointment. This is known as customer satisfaction. When customers compare their experience in buying a product or service with their expectations, they may feel satisfied Putri et al., (2023). Customer impressions of the goods or services obtained determine customer satisfaction Said, (2022). The existence of customer satisfaction brings several benefits, one of which is maintaining a sustainable relationship between the company and its customers (Wijaya, 2018). Indicators of customer satisfaction are: (1) As expected, (2) Want to come back, (3) Willing to suggest to others, (4) Practicality, (5) Verification (Bulu et al., 2024 ; Aini and Tuti, 2022). Satisfaction affects purchasing decisions (Wardani, 2022 ; Satria, 2024). Then the hypothesis for H5 can be stated as follows:

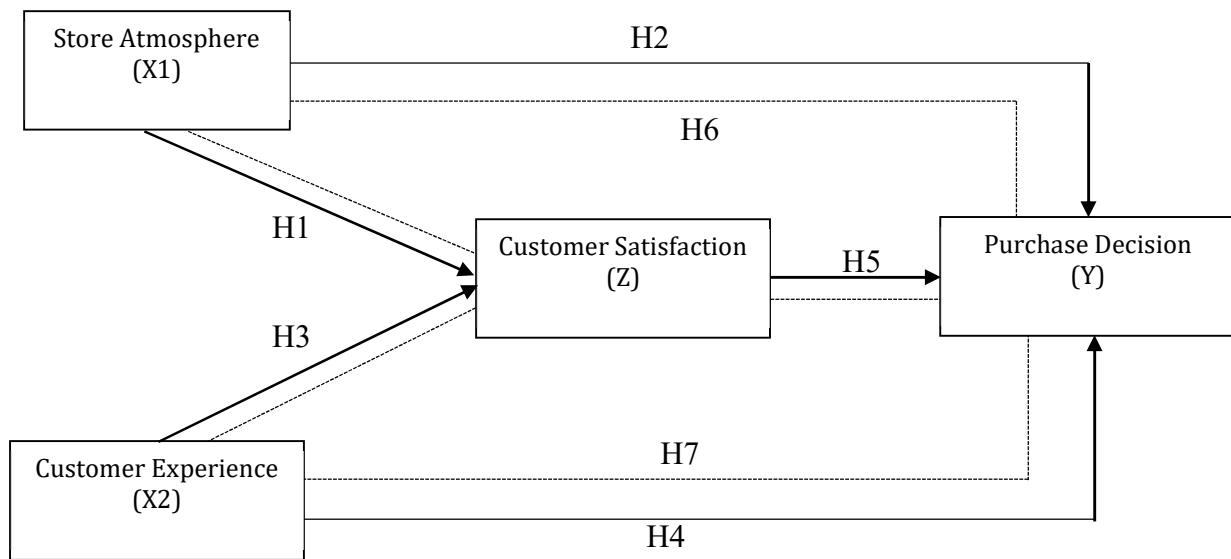
*H5 : Customer satisfaction has a positive and significant effect on purchasing decisions*

*H6 : Customer satisfaction mediates the relationship between store atmosphere and purchasing decisions*

*H7 : Customer satisfaction mediates the relationship between customer experience and purchasing decisions*

## Research Framework

To better understand the relationship between these variables, they are structured in the conceptual framework as follows :



Source : Researcher, 2024

**Figure 1**  
**Research Framework**

## METHOD

This research utilizes quantitative research. According to Rahmadani (2021), the purpose of the quantitative research approach, which is based on positive philosophy, is to investigate a particular community or group, collect data using research instruments, and analyze quantitative and artistic data to evaluate preconceived notions. The data used in this research is primary data. Primary data sources refer to those that supply information directly to data collectors, (Sugiyono, 2020). In this research, it was employed a comprehensive questionnaire survey as our primary method of data collection. This research employs a Likert scale survey instrument to gauge attitudes, opinions, and perceptions related to social phenomena (Sugiyono, 2020). The variables to be assessed are described using a Likert scale as the basis for making instrument items, which can be questions or statements. The SmartPLS 3.0 application was used to estimate the least squares partial analysis approach in the study.

The research population, customers who often visit Kae Coffee Coffeshop located in Lamongan Regency. The sampling method used to select the population of Kae coffee consumers is Non-Probability Purpose Sample (Nanincova, 2019). Number of sample for this study using the Lemeshow formula is 96 (Nanincova, 2019).

Based on the sample estimation, 96 respondents are required, rounded up to 100 respondents. The operation variables can be seen in Table 1.

**Table 1**  
**Operational Variables**

No.	Variables	Variable Concept	Indicator	Scale
1.	Purchase Decision (Y) (Indrasari, 2019 ; Andriani & Nalurita, 2021) .	A series of stages involving evaluations and considerations made by consumers before, during, and after buying a product that is intended to meet needs and increase satisfaction.	<ol style="list-style-type: none"> <li>1. Product selection</li> <li>2. Brand choice</li> <li>3. Choice of dealer</li> <li>4. Purchase Time</li> <li>5. Number of Buyers</li> </ol>	Likert
2.	Store atmosphere (X1) (Arif et al., 2024; Tobroni, 2022)	Store atmosphere is an important factor in creating an atmosphere in a coffeshop which includes the design and atmosphere of a coffeshop that is able to create a pleasant and comfortable customer experience for consumers and is able to attract attention so that it can influence purchasing decisions.	<ol style="list-style-type: none"> <li>1. Lighting</li> <li>2. Music background</li> <li>3. Temperature</li> <li>4. Sitting layout/space layout</li> <li>5. Building design</li> <li>6. Aroma</li> </ol>	Likert
3.	Customer experience (X2) (Munawaroh & Riptiono, 2021; Mustika, 2023)	Subjective customer responses arising from direct or indirect interactions with the company.	<ol style="list-style-type: none"> <li>1. Sense experience</li> <li>2. Feel experience</li> <li>3. Think experience</li> <li>4. Act experience</li> <li>5. Relate experience</li> </ol>	Likert
4.	Customer Satisfaction (Z) (Bulu et al., 2024 ; Aini and Tuti, 2022)	Customer satisfaction is a feeling of well-being or a happy attitude expressed by the customer after comparing the performance (results) he feels or receives with his expectations. Customers will not be satisfied if the service they receive or receive is not in accordance with their expectations. Conversely, a customer will feel satisfied if the service he receives exceeds his expectations.	<ol style="list-style-type: none"> <li>1. In line with</li> <li>2. Interest in revisiting</li> <li>3. Willingness to recommend</li> <li>4. Ease</li> <li>5. Confirmation</li> </ol>	Likert

## RESULTS AND DISCUSSION

### Descriptive Analysis

Questionnaires were distributed to customers of Kae Kopi Lamongan to collect data. All customers who had visited the coffeeshop at least three times were part of the study demographics. The following respondent attributes were examined: income, occupation, frequency of visits, gender, and age.

**Table 2**  
**Respondent Characteristics**

Category		Respondents	
		Total	Percentage
Gender	Male	28	28%
	Female	72	72%
	Total	100	100%
Age	18-25 Years	69	69%
	26-30 Years	21	21%
	>30 Years	10	10%
	Total	100	100%
Number of Visits	3 times	56	56%
	3-6 times	23	23%
	>6 times	21	21%
	Total	100	100%
Jobs	Student	62	62%
	Private Employee	13	13%
	Public Servant	10	10%
	Self-employed	10	10%
	More	5	5%
	Total	100	100%

Source: Processed data, 2024

Table 2 reveals a large proportion of women 72% of the total, while only 28% were male. In terms of age, 69% of respondents were within the range of 18 to 25 years old, 21% were between 26 to 30 years old, and 10% were above 30 years old. In terms of frequency of visits, 56% of respondents made 3 visits, 23% made between 3 to 6 visits, and 21% made more than 6% visits. By profession, there were 62% students, 13% private employees, 10% civil servants, 10% self-employed, and 5% people from other categories.

### Convergent Validity Test

Convergent validity measure the extent to which latent variables correlative with their associated constructs, typically through factor loadings. Convergent validity testing is considered practically significant if the loading factor value is more than 0.5 (Tentama & Situmorang, 2019)

**Table 3**  
**Convergent Validity Test**

Variables	Indicator	SA	CE	Y	Z	Results
Store atmosphere (SA)	X1.1	0.827				Valid
	X1.2	0.747				Valid
	X1.3	0.833				Valid
	X1.4	0.789				Valid

	X1.5	0.817		Valid		
	X1.6	0.859		Valid		
Customer experience (CE)	X2.1		0.881	Valid		
	X2.2		0.863	Valid		
	X2.3		0.814	Valid		
	X2.4		0.837	Valid		
	X2.5		0.920	Valid		
Purchase Decision (Y)	Y1			0.796	Valid	
	Y2			0.894	Valid	
	Y3			0.818	Valid	
	Y4			0.842	Valid	
	Y5			0.896	Valid	
Customer Satisfaction (Z)	Z1				0.847	Valid
	Z2				0.856	Valid
	Z3				0.879	Valid
	Z4				0.864	Valid
	Z5				0.938	Valid

Source: SmartPLS output, Data processed by researchers, 2024

Table 3 shows that the variables store atmosphere, customer experience, customer satisfaction and purchase decision loading factor values are greater than 0.5, it can be said that each variable in this study is valid and important.

### Discriminant Validity Test

To assess the discriminant validity of the reflecting indicator, the values shown in the cross-loading table should be compared. If the load factor value of the target configuration is the largest number when compared to the load factor values of other configurations, the indication is considered valid (Alfa et al., 2017). The following are the results of the discriminant validity test.

**Table 4**  
**Discriminant Validity Test**

Variables	Indicator	SA	CE	Y	Z	Results
<i>Store atmosphere (SA)</i>	X1.1	<b>0.827</b>	0.670	0.578	0.670	Valid
	X1.2	<b>0.747</b>	0.688	0.641	0.492	Valid
	X1.3	<b>0.833</b>	0.628	0.537	0.587	Valid
	X1.4	<b>0.789</b>	0.612	0.596	0.544	Valid
	X1.5	<b>0.817</b>	0.705	0.768	0.660	Valid
	X1.6	<b>0.859</b>	0.587	0.550	0.583	Valid
<i>Customer experience (CE)</i>	X2.1	0.704	<b>0.881</b>	0.699	0.791	Valid
	X2.2	0.690	<b>0.863</b>	0.688	0.637	Valid
	X2.3	0.720	<b>0.814</b>	0.636	0.660	Valid
	X2.4	0.629	<b>0.837</b>	0.637	0.662	Valid
	X2.5	0.717	<b>0.920</b>	0.691	0.701	Valid
<i>Purchase Decision (Y)</i>	Y1	0.657	0.551	<b>0.796</b>	0.588	Valid
	Y2	0.620	0.681	<b>0.894</b>	0.616	Valid



	Y3	0.683	0.765	<b>0.818</b>	0.804	Valid
	Y4	0.637	0.592	<b>0.842</b>	0.620	Valid
	Y5	0.623	0.680	<b>0.896</b>	0.631	Valid
Customer Satisfaction (Z)	Z1	0.593	0.735	0.654	<b>0.847</b>	Valid
	Z2	0.594	0.621	0.678	<b>0.856</b>	Valid
	Z3	0.570	0.669	0.629	<b>0.879</b>	Valid
	Z4	0.702	0.696	0.694	<b>0.864</b>	Valid
	Z5	0.731	0.787	0.740	<b>0.938</b>	Valid

Source: SmartPLS output, Data processed by researchers, 2024

All variable indicators meet discriminant validity standards. This is indicated by the loading between indicators on their respective variables (aspect/component values) which have higher values than other variables. Thus, each of these variables in this study is declared valid and able to distinguish itself from other variables according to the criteria of discriminant validity.

### AVE Test (Average Variance Extracted)

A value is considered valid if the Average Variance Extracted (AVE) is greater than 0.5 (Mayanti, 2020). This indicates that a variable can, on average, cover more than half of the variation in its indicators. According to the AVE test results, there are no process barriers and the test meets the established requirements because the AVE value is equal to or better than 0.5 (Mayanti, 2020). Table 5 presents the validity test results of this study.

**Table 5**  
**Average Variance Extracted (AVE) Test**

Variables	Average Variance Extracted (AVE)	Results
Store atmosphere (X1)	0.661	Valid
Customer experience (X2)	0.746	Valid
Customer Satisfaction (Z)	0.770	Valid
Purchase Decision (Y)	0.723	Valid

Source: SmartPLS output, Data processed by researchers, 2024

Average Variance Extracted (AVE) on store atmosphere variables, customer experience, customer satisfaction, and purchasing decisions are all > 0.60. Thus, we can conclude that all variables in this study are valid because they are above the 0.5 criterion.

### Data Reliability Test

Cronbach's Alpha was employed to assess the reliability of the test (Tirtayasa et al., 2021). Table 6 displays the findings of this study's reliability test.

**Table 6**  
**Composite Reliability Test**

Variables	Cronbach's Alpha	Results
Store atmosphere (X1)	0.897	Reliable
Customer experience (X2)	0.914	Reliable
Customer satisfaction (Z)	0.925	Reliable
Purchase decision (Y)	0.904	Reliable

Source: SmartPLS output, Data processed by researchers, 2024

Table 6 indicates that all variables demonstrate reliability because they meet the requirements of Cronbach's Alpha > 0.60.

### R-Square Test

The R<sup>2</sup> test allows us to ascertain the extent to which the independent variables influence the dependent variable, a higher R<sup>2</sup> value indicates a better evaluation of the model (Imam and Latan, 2020). R<sup>2</sup> values can often be understood in this way: A strong model has a score of 0.75, a mediocre model has a score of 0.50, and a weak model has a score of 0.25. The result of R<sup>2</sup> in PLS analysis indicates the percentage of construct variance that can be accounted for by the model used (Ghozali & Latan, 2020). Table 7 presents the findings from the R-Square test.

**Table 7**  
**R-Square Test**

Variables	Adjusted R-Square
Customer Satisfaction (Z)	0.658
Purchase Decision (Y)	0.689

Source: SmartPLS output, Data processed by researchers, 2024

Based on the analysis the adjusted R squared value for the customer satisfaction variable falls into the moderate category at 0.658. Similarly, the purchasing decision variable has a value of 0.689, also classified as moderate. These results indicate that store atmosphere and customer experience account for 65.8% of customers satisfaction, while the remaining 34.2% is influenced by other factors. Additionally 68.9% of purchasing decisions are affected by the studied variables, with the remaining 31.1% influenced by factors not considered in this research.

### F-Square Test

The F<sup>2</sup> or effect size test is conducted to determine the goodness of the model (Sari and Kapuy, 2022). Table 8 displays the results of the F-Square test.

**Table 8**  
**F-Square Test**

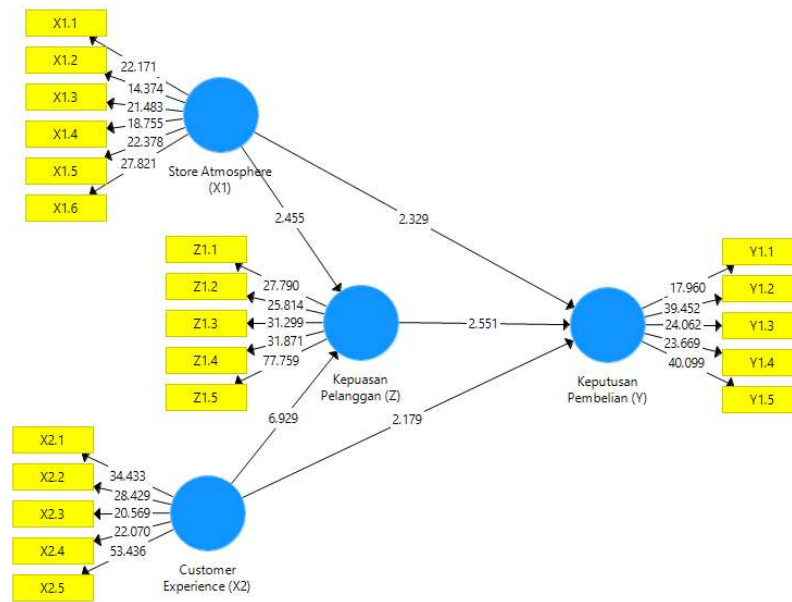
Variables	Results	Description
(X1) → (Y)	0.099	Small
(X1) → (Z)	0.064	Small
(Z) → (Y)	0.140	Small
(X2) → (Y)	0.055	Small
(X2) → (Z)	0.392	Great

Source: SmartPLS output, data processed by researchers, 2024

It can be concluded that the store atmosphere factor does not really influence purchasing decisions, store atmosphere affects customer satisfaction, customer satisfaction affects purchasing decisions, and customer experience affects purchasing decisions. This is reflected in the F-square value, which is between 0.02 and 0.15. However, interestingly, the influence of customer experience on overall customer satisfaction shows a significant effect, with an F-square value that exceeds 0.35.

## Hypothesis Testing

Hypothesis testing uses path coefficient with SmartPLS.



Source: SmartPLS output, Data processed by researchers, 2024

**Figure 2**  
Outer Model

In the SmartPLS 3 data processing application, each hypothesized relationship is tested through simulation using the bootstrapping method applied to the sample. The purpose of this test is to minimize the problem of data abnormalities and also to obtain the results from testing each hypothesis (Tirtayasa et al., 2021). Table 9 displays the results of hypothesis testing.

**Table 9**  
Path Coefficient

Variables	Path Coefficient	T Count	P Values	Decision
(X1) -> (Y)	0.298	2.329	0.020	Hypothesis accepted
(X2) -> (Y)	0.254	2.179	0.030	Hypothesis accepted
(Z) -> (Y)	0.354	2.551	0.011	Hypothesis accepted
(X1) -> (Z)	0.245	2.455	0.014	Hypothesis accepted
(X2) -> (Z)	0.606	6.929	0.000	Hypothesis accepted

Source: SmartPLS output, Data processed by researchers, 2024

In H1 Store atmosphere has a positive effect on the level of customer satisfaction, as evidenced by the coefficient value of 0.245. The p value is 0.014 (<0.05) and the T-Count is 2.455, exceeding the t-table value. Thus, the research hypothesis is accepted.

In H2, the correlation value of 0.298 shows that store atmosphere has a positive effect on purchasing decisions. The t-count value of 2.329 exceeds the t-table value, resulting in a P value of 0.020 .05. The hypothesis proposed in this study is proven correct.

In H3, a coefficient of 0.606 is obtained, which indicates a significant positive effect of customer experience on customer satisfaction, with a p value of 0.000 (<0.05) and a t value of 6.929, which exceeds the t table value. Therefore, the research hypothesis is confirmed and accepted.

In H4, the coefficient value of 0.254 signifies a positive effect of customer experience on purchasing decisions. The p value of 0.030 (<0.05) indicates that the t value of 2.179 exceeds the t table value. Thus, this research hypothesis is accepted. This indicates that purchasing decisions are strongly influenced by the customer experience at Kae Kopi Lamongan coffeshop.

In H5, the positive effect of customer satisfaction on purchasing decisions is evidenced by a coefficient of 0.354, a T number of 2.551 which exceeds the t table value, and a p value of 0.011 <0.05. Thus, this research theory is proven. At Coffeeshop Kae in Lamongan, the customer satisfaction the variable significantly influences purchasing decisions.

### Intervening Effect Test

Furthermore, testing for intervening effects is carried out, to measure how much influence between constructs and interaction effects (intervening) which can be measured through the path coefficient value (Putri et al., 2023). This test can be found on the Specific Indirect Effect menu in SmartPLS after bootstrapping in Table 10 .

**Table 10**  
**Specific Indirect Effect**

Variables	Path Coefficient	T Count	P Values	Description
<i>Store atmosphere</i> (X1) -> Customer Satisfaction (Z) -> Purchase Decision (Y)	0.087	2.123	0.034	Hypothesis accepted
<i>Customer experience</i> (X2) -> Customer satisfaction (Z) -> Purchase decision (Y)	0.215	2.244	0.025	Hypothesis accepted

Source: SmartPLS output, Data processed by researchers, 2024

According to the findings presented in Table 10, the results of the hypothesis testing can be interpreted as follows:

In H6, customer satisfactions mediated the significant positive impact of the store environment on purchasing decisions, as indicated by a coefficient of 0.087, a p value of 0.034 (<0.05), and a t value of 2.123 (exceeding the t table value). Thus, this research hypothesis is confirmed. This shows that customer satisfaction at Coffeeshop Kae Kopi Lamongan mediates the relationship between *store atmosphere* and purchasing decisions.

In H7, the coefficient value of 0.215 significantly improves customer experience and influences purchasing decisions through customer satisfaction. With a p value of 0.025 (<0.05) and a T-Count of .244. to facilitate acceptance of the research hypothesis. Customer satisfaction at Coffeeshop Kae Kopi Lamongan indicates that the customer experience variable has a significant positive effect on purchasing decisions.

### Discussion

Store atmosphere has a positive and significant influence on the level of satisfaction experienced by customers at Kae Kopi coffeeshop. In other words, customer satisfaction increases with a better store atmosphere. This study is consistent with the findings of studies Wardhani and Dwijayanti (2021) ; Sihite et al., (2023) who revealed that store

atmosphere has a good and big influence on satisfaction. Researchers came to the conclusion that customer satisfaction at Kae Kopi coffeeshop is also influenced by store atmosphere.

Store atmosphere has a significant influence on Kae Kopi customer purchasing decisions. A pleasant store atmosphere can influence customer purchasing decisions. This research is a continuation of previous studies by Suharyanto and Lestari (2022) ; Sari (2021) , they also discovered that store atmosphere significantly and positively influences customer decisions to buy. The researcher came to the conclusion that Kae Kopi's retail atmosphere influences customers' decision to buy.

Based on statistical analysis of the hypothesis, customer experience has a positive and significant effect on the level of satisfaction experienced by Kae Kopi Coffeeshop customers. This indicates that when customers have a better experience, they will be more happy with the product or service. This research lends credibility to the findings put forward by Safitri (2022) and Hartanto et al., (2024), show how customer satisfaction is positively and dramatically influenced by customer experience. The researcher draws the conclusion that, at Kae Kopi Coffeeshop, consumer satisfaction is significantly influenced by customer experience.

At Kae Kopi coffeeshop, it can be confirmed that the customer experience variable has a statistically significant impact on customer purchasing decisions. The quality of experience that customers have increases the number of purchasing options available to them. These two findings are consistent with research conducted by Saipul and Saipul (2023) ; Sari and Kapuy (2022). They show how customer experience has a significant positive influence on purchasing decisions. Based on these, the researcher draws the conclusion that the customer experience at Kae Kopi coffeeshop is very significant in influencing consumer purchasing decisions.

In light of the findings of this study, the characteristics that contribute to customer satisfaction have a considerable impact on purchasing decisions. All of these findings are in accordance with the findings of previous research conducted by Wardani (2022) and Satria (2024). In addition, this indicates that the level of satisfaction experienced by consumers has a beneficial impact on the choice to make the next purchase. Therefore, the researcher came to the conclusion that at Kae Kopi coffeeshop, customer satisfaction significantly influences the decision to buy.

Previous research findings on the intervening effect show that, by increasing customer satisfaction, store atmosphere significantly and positively influences purchasing decisions. This research supports the conclusions of Annaufal et al., (2023) and Putri et al., (2024) .

Customer satisfaction is a key factor in the positive and large impact that customer experience has on purchase decisions, These findings are consistent with the research carried out by Saipul and Saipul (2023) ; Munwaroh and Riptiono (2021) . Thus, it can be stated that at Coffeeshop Kae Kopi Lamongan, customer satisfaction acts as a mediator between customer experience and purchasing decisions.

## **CONCLUSIONS AND SUGGESTIONS**

The research findings indicate that store atmosphere and customer experience contribute to purchasing decisions through customer satisfaction at Kae Kopi, a coffeeshop in Lamongan which is the object of research. Simultaneously, both variables contribute to purchasing decisions. Improving the quality of store atmosphere and customer experience directly impacts on increasing customer satisfaction.

Based on the findings of this study, it is hoped that the company can develop the right strategy to increase customer satisfaction, especially by paying attention to store atmosphere and customer experience. These two factors are very important because they can influence purchasing decisions. If the store atmosphere is uncomfortable or the customer experience is unsatisfactory, this has the potential to hinder sales success and reduce consumer loyalty to the product or service. Thus, companies must maintain a balance between building an attractive store atmosphere and providing an optimal customer experience. It takes careful planning to ensure that both run in harmony, so that the company can maintain its competitiveness and increase customer satisfaction and loyalty.

For future research, it is recommended that the research object be expanded to various types of cafes or other locations. It is also recommended to add other variables, such as brand image, price, or product quality to better understand the elements that cause purchasing decisions.

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