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Purchase Intention Mediates Factors Influencing The Purchase Decision of Coffee Shop Consumers in Denpasar, Bali

I Made Billy Permadi | Ni Putu Nina Eka Lestari

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Abstract—Business can be defined as an activity that uses resources to produce goods and services that consumers need or want. As time goes by, the business world is becoming more competitive which ultimately encourages more and more businessmen to innovate to achieve their company goals. The role of purchase intention mediates the influence of store atmosphere, service quality and E-WOM on the purchase decision of coffee shop consumers in Denpasar City. The population used in this study is coffee shop consumers in Denpasar City. The sampling technique that will be used in this study is purposive sampling. The researcher chose 150 people as respondents. In this study, the inferential statistics used are PLS-based SEM analysis. The results of the study found that Store atmosphere had a positive and significant effect on buying interest. The quality of service has a positive and significant effect on buying interest. E-WOM has a positive and significant effect on buying interest. Store atmosphere has a positive and significant effect on purchase decisions. Service quality has a positive and significant effect on purchase decisions. E-WOM has a positive and significant effect on purchase decisions. Buying interest has a positive and significant effect on purchase decisions. Buying interest is able to partially mediate the influence of store atmosphere on purchase decisions. Buying interest is able to partially mediate the influence of service quality on purchase decisions. Buying interest is able to partially mediate the influence of E-WOM on purchase decisions.

Keywords: buying interest; e-wom; purchase decision; service quality; store atmosphere

Introduction

Business can be defined as an activity that uses resources to produce goods and services that consumers need or want. As time goes by, the business world is becoming more competitive which ultimately encourages more and more businessmen to innovate to achieve their company goals. One of the businesses that has great potential to attract the attention of consumers is the café or restaurant business. The pandemic of 2020 created many trends, including coffee shops. The work-from-home trend is giving way for cafes to work. At first, office workers were bored and worked from home or worked in cafes to create a new atmosphere, but they also studied in cafes to complete assignments, hang out and chat with their friends, and some students also seemed to do so. Post-pandemic, spending time in coffee shops has become a trend that seems to have become a culture.

The increase in consumer interest in out-of-home food and beverage experiences has

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driven the growth of businesses such as coffee shops and coffee shops. There is no denying that competitors will continue to exist everywhere in the economy and even in the region around the business. With the presence of new competitive products, technological advancements, and rapid changes in laws and regulations and government policies, it is hoped that business actors will continue to compete to be able to survive and meet consumer desires and expectations. The increase in coffee consumption in Indonesia is in line with the mushrooming of coffee shops in various places, especially in a number of big cities. The city of Denpasar is the capital of the Province of Bali and of course as a capital, Denpasar is the center of government and economy in Bali. The city of Denpasar is one of the places that is quickly affected by the development of the times. Denpasar City is the city that contributes the most restaurants and restaurants after Gianyar Regency. The increasing number of coffee shops that are developing today has caused the competition to be increasingly tight. Every company that implements the marketing concept needs to pay attention to consumer behavior and factors that affect purchasing decisions in marketing a product. One way to achieve a company's goals is to know what the needs and wants of consumers or target markets are and provide the expected satisfaction more effectively and efficiently than competitors (Bania, 2012).

According to (Schiffman & Kanuk, 2012), consumer behavior is an action that is directly related to the procurement, consumption, and disposal of products or services. This includes the decision-making process that occurs before and after the action. Based on the opinion of several experts, consumer behavior can be interpreted as closely related to purchase decisions. Both purchase decisions are made by individuals, groups, or organizations to meet a need for a good or service. Therefore, it is very important for business people to understand consumer desires and purchasing decisions. One of the important factors that influence the purchase decision is the store atmosphere. A good store atmosphere can ensure business continuity to be able to survive the competition in forming loyal consumers. The more communicative the atmosphere of the store will have a positive effect on consumers' interest in visiting the store again. Store Atmosphere is an important element in building a business. The cool and comfortable atmosphere in a place makes consumers feel at home longer. A pleasant atmosphere brings satisfaction in the minds of consumers and causes local consumers to be interested in the product. The business world also needs to choose wisely where they will carry out all their activities, because a strategic and convenient location will be more profitable for the business world. Store atmosphere can determine product purchase decisions for consumers. Purchasing decisions, consumers can make several decisions including product selection, brand, price, quantity, time and method used in payment. Research conducted by (Santosa, 2019), (Lestari & Suharyanto, 2022), (Mufidah, 2018), (Sanjaya, 2021), (Aji, 2022), (Lukitaningsih et al., 2023), (Yanti & Budiatmo, 2020) The results of this study show that store atmosphere has a positive and significant effect on purchase decisions. This is not in line with research conducted by (A. E. N. Sari, 2023) which shows that store atmosphere has a positive but insignificant effect.

Store atmosphere the atmosphere of the store or store atmosphere is the activity of arranging the indoor and outdoor store environment to create a comfortable and attractive impression for consumers (Ariyanto et al., 2020). Atmosphere refers to the physical features of a store that help enhance, depict, and inspire consumers to buy from a company. For online or non-atmospheric businesses, the supporting elements are physical facilities such as catalogs/magazines, online sales sites, and the internet. The atmosphere of the store can affect the purchase intention of consumers. A consumer's buying interest is very influential, and there is also a psychological aspect that makes some actions personal or personal, which can be a source of motivation and make a person want as a desired object. According to previous research conducted by (Lestari & Suharyanto, 2022), (Mufidah, 2018), (Aji, 2022), (Lukitaningsih et al., 2023), (Iriyanti, 2023), (Yanti & Budiatmo, 2020), (Gracia & Dipayanti K., 2020), and (Wulandari & Ariyanti, 2019), (Afifi & Wahyuni, 2019), as well as (Abrar et al., 2017) The results of the study show that the atmosphere of the store has a significant positive influence on purchase intention.

Consumer perception of service quality has a positive effect on the purchase decision process. Perception influences consumer buying behavior. If the consumer's perception of the quality of service is positive, then consumers are interested in buying. On the other hand, if consumers' perception of service quality is not positive, namely negative, then their purchase intention will also decrease. Therefore, businesses must implement good service quality and maintain appropriate operational standards so that they can attract consumers' attention and stimulate their purchase intentions. To maximize visitor satisfaction, it is necessary to consider quality, provide optimal service that satisfies customers, and build good relationships that facilitate the realization of customer expectations according to their wishes. The quality of service aims to improve the quality of visitors. The quality of service is important because it directly affects the image and name of the company. According to (Kotler & Keller, 2016). Activities and actions that others suggest based on something that is not real and does not belong to them. Service quality can determine consumer purchase decisions, research conducted by (Santosa, 2019), (Welsa et al., 2023), (Vierdwiyani & Syafarudin, 2020), (Digdowiseiso & Sari, 2022), and (Pawaka, 2022) shows that service quality has a positive and significant effect on purchase decisions. Good service quality will be able to increase purchase decisions. The higher the quality of the service provided, the more able to increase consumer satisfaction, so as to ultimately increase purchase decisions.

According to (Kotler & Keller, 2016), quality is the completeness of the features of a product or service that has the ability to provide satisfaction with a need. Service is an attitude or way of serving customers so that customers get satisfaction which includes speed, accuracy, friendliness, and comfort. Customer service is another element of product strategy, a company's offer to the market usually includes several services that can be a large or small part of the overall offering. The quality of service can also affect consumer buying interest, consumer buying interest, consumer plans to buy products or services again in the future. Consumers make repeat purchases because of an urge and repeated buying behavior that can foster loyalty to what they feel is right for them. Research conducted by (Welsa et al., 2023), (Mufidah, 2018), (Listari & Hartono, 2022), (I. G. I. Pratama, 2023) and (Pawaka, 2022) shows that service quality has a positive and significant effect on buying interest.

An important aspect of e-word-of-mouth (E-WOM) promotion concerns not only the quality of the product, but also the company itself in terms of product performance, employee friendliness, and honesty. Electronic word-of-mouth (E-WOM) is the process of conveying information in the form of a product or service based on the experience of others in using the product or service. Positive E-WOM will increase purchase decisions, this is evidenced by research conducted by (Afifi & Wahyuni, 2019) which shows that E-WOM has a positive and significant effect on purchase decisions. This research is in line with (Santosa, 2019), (Mufidah, 2018), (M. R. Pratama & Kusumadewi, 2023), (Sanjaya, 2021) showing that E-WOM has a positive and significant effect on purchase decisions. If E-WOM is effectively positive eating the purchase decision will increase and vice versa.

Electronic Word Of Mouth (E-WOM) generally describes a company in the form of communication about the company's products or services, or comments/reviews about products, friendliness, honesty, speed of service, and others that have been experienced by individuals and then passed on to other parties. Electronic word-of-mouth (E-WOM) produces a positive or negative reaction to a product. A positive electronic word-of-mouth (E-WOM) occurs when a consumer leaves a review about how good a product is, while a negative electronic word-of-mouth (WOM) is the opposite. Research conducted by (Mufidah, 2018) which states that E-WOM has an influence on buying interest. According to (Maulana & Sukresna, 2022), the results of the study show that Electronic Word of Mouth has a positive and significant effect on consumer buying interest. In line with research conducted by Ardana & (Ardana & Rastini, 2018), (Darmawan et al., 2022), (Ahdiany, 2020), and (Iswara & Santika, 2019) which shows that E-WOM has a positive and significant influence on buying interest.

There are several factors that affect consumer purchase decisions, one of which is consumer purchase intention. The definition of purchase intention according to research by

(Nurhayati & Murti, 2012) is the desire and behavior of consumers to buy back the product because the satisfaction obtained is in accordance with expectations for the product. A brand that is already ingrained in the minds of customers will cause them to continue buying or rebuying. (Hasan, 2018) stated that buying interest is partly related to consumers' plans to buy a certain product and how many units of the product are needed in a certain period. Buying interest is a statement of the consumer's mind that reflects the consumer's intention to buy a set of products from a certain brand. Research by (Welsa et al., 2023) shows that consumer buying interest can mediate between service quality and purchase decisions. Repurchase interest is the commitment and plan of consumers to buy products or services again in the future (Khuong & Quynh, 2018). (Peter & Olson, 1999) state that repurchase is a purchase activity that is carried out more than once or several times. Consumers make repeat purchases because of an urge and repeated buying behavior that can foster loyalty to what they feel is right for them. Research conducted by (Afifi & Wahyuni, 2019) shows that buying interest has a positive and significant effect on purchase decisions. This is in line with (Lestari & Suharyanto, 2022), (Welsa et al., 2023), (Yanti & Budiatmo, 2020), (Amri & Prihandono, 2019); (Solihin, 2020) and (Suliyanto, 2018) showing that buying interest has a positive and significant effect on purchasing decisions.

Based on the above background, it is important to conduct research on the role of purchase intention in mediating the influence of store atmosphere, service quality and E-WOM on the purchase decision of coffee shop consumers in Denpasar City.

Concept and Hypothesis

Purchase Decision

A purchase decision is a buyer's decision regarding which brand to buy (Kotler et al., 2021). A purchase decision is an action taken by a consumer to buy a product or service. In the purchase decision process, consumers combine previous ideas about products that can be purchased at that time with previously purchased products, ultimately resulting in a decision on whether to buy the product (Elini & Syaifullah, 2022).

A purchase decision is an alternative choice between two or more products. During this process, consumers can make various decisions such as product selection, brand, price, quantity, time, payment method, etc. (Wijaya et al., 2022). Purchase decision-making is the activity of deciding something based on various alternatives (K. Sari & Simajuntak, 2020). Purchase decision indicators are actions that consumers take to satisfy needs and solve problems before making a purchase decision. The indicators of purchase decisions according to (Septyadi et al., 2022) are:

Product sourcing is the purchasing process where consumers buy the desired goods or services.

Branded purchasing is a purchasing activity whose consumers always only consider the brand of a product.

Purchase Channel: Consumers who want to buy a product are expected to first choose the purchase channel before making a transaction.

The decision on the time of purchase is an action taken by consumers when purchasing goods and services. This is done according to the time and schedule that has been predetermined by the consumer.

Quantity is the number of products or services that consumers want to meet their needs. There is no clear range regarding the number of products or services that each person has.

Store Atmosphere

Store Atmosphere is an important element in building a business. The cool and comfortable atmosphere in a place makes consumers feel at home for a long time in a place. A pleasant atmosphere brings satisfaction in the minds of consumers and causes local consumers to be interested in the product. In addition, business actors must choose wisely where they carry out all their activities, because a strategic and convenient location will be more profitable for business actors (Rachman et al., 2021).

Store Atmosphere is a store environment that stimulates consumers' senses and influences their perception and feelings towards the store (Levy & Weitz, 2012). On the other hand, (Sustina & Pawitra, 2001) argue that the atmosphere of a store is a state of affection and awareness that consumers feel inside a store, even though they are not fully aware of it when shopping. A good store atmosphere guarantees business continuity to beat the competition and attract loyal customers. The more communicative the atmosphere in the store, the more active consumers will be interested in returning to the store (Manutun, 2011). (Daniati et al., 2019), indicators that affect atmospheric stores are:

Store Appearance (Exterior)

Exterior parts and features affect the image of the store building. The design and shape of the store's exterior determine the first impression of visitors. The exterior design must shape the character of the store, both in terms of logo selection, building shape, and colors used. The exterior of the store must be unique and attractive so that it arouses the curiosity of consumers passing by. The appearance alone will stimulate the desire of customers to visit the store. To create stores that are in accordance with the times, many stores have industrial or natural nuances.

Store interior (General Interior)

The interior of the store is designed by displaying images that match the theme. Display can be in the form of an arrangement of a product offered to consumers. In coffee shops, the coffee making area is usually located in the middle of the coffee shop. This makes the coffee products offered more distinctive. In addition, consumers can also track the coffee production process. Not only does it serve as the main visual of product placement, but also as a point of service for consumers. In order to give an attractive impression to visitors, it is necessary to design the product appearance as beautiful as possible, the cleanliness of the store also needs to be considered.

Store Layout

The layout of the store determines the atmosphere created. Managers must make every part of the business as efficient as possible. The layout should be clean and orderly to leave a lasting impression on visitors. This impression will be the determining factor for the return visit.

Attractive store décor (Indoor Interest Display)

In determining the display of interest in a room, there are two goals that must be achieved: conveying information to consumers and creating a store atmosphere for store visitors. When visitors feel emotionally happy while visiting a store, it has a positive impact on all aspects of store sales.

Research conducted by (Santosa, 2019), (Lestari & Suharyanto, 2022), (Mufidah, 2018), (Sanjaya, 2021), (Aji, 2022), (Lukitaningsih et al., 2023), (Yanti & Budiatmo, 2020) The results of this study show that store atmosphere has a positive and significant effect on purchase decisions.

According to previous research conducted by (Lestari & Suharyanto, 2022), (Mufidah, 2018), (Aji, 2022), (Lukitaningsih et al., 2023), (Iriyanti, 2023), (Yanti & Budiatmo, 2020),

(Gracia & Dipayanti K., 2020), (Afifi & Wahyuni, 2019), and (Abrar et al., 2017) the results show that the atmosphere of the store has a significant positive influence on purchase intention. It has been mentioned that the atmosphere of the store has a significant positive influence on purchase intent. If the atmosphere inside the store is good and the shopping experience is satisfactory, then consumers will be interested in the products available there. The business world also needs to choose wisely where they will carry out all their activities, because a strategic and convenient location will be more profitable for the business world.

H4 : Store atmosphere has a positive and significant effect on purchase decisions

H1 : Store atmosphere has a positive and significant effect on buying interest

Quality of Service

According to (Kotler & Keller, 2016), quality is the completeness of the characteristics of a product or service that can satisfy a need. According to (Sefnedi, 2019), service is an attitude or way of serving customers to be satisfied, which includes speed, accuracy, friendliness, and comfort. Customer service is another element of a product strategy. A company's marketplace offerings typically include several services, which may be a large or small part of the overall service.

(Mulyapradana & Lazulfa, 2018) stated that service quality is an important factor that needs to be considered to provide good service quality. Service quality is also a central point for the company because service quality affects customer satisfaction and the quality of service provided if implemented properly will create customer satisfaction. To maximize visitor satisfaction, it is necessary to pay attention to quality, provide optimal service that satisfies customers, and foster good relationships that facilitate the realization of expectations according to customer requests. The purpose of service quality is to improve the quality of visitors. The quality of service is important because it directly affects the image and name of the company. (Arianto & Difa, 2020) (Indiani et al., 2016) there are several indicators of service quality, namely:

Reliability

Suitability of performance in providing services that are delivered with customer expectations, punctuality and adjusted to performance, sympathetic attitude and high accuracy.

Awareness

The awareness that the members have is to help consumers who need help.

Attention

Which is in the form of information in serving consumers to an action so that consumers get comfortable services.

Accuracy

Accuracy to consumers in providing excellent service.

Service quality can determine consumer purchase decisions, research conducted by (Santosa, 2019), (Welsa et al., 2023), (Vierdwiyani & Syafarudin, 2020), (Diggdowiseiso & Sari, 2022), and (Pawaka, 2022) shows that service quality has a positive and significant effect on purchase decisions. Good service quality will be able to increase purchase decisions. The higher the quality of the service provided, the more able to increase consumer satisfaction, so as to ultimately increase purchase decisions.

Research conducted by (Welsa et al., 2023), (Mufidah, 2018), (Listari & Hartono, 2022), (I. G. I. Pratama, 2023) and (Pawaka, 2022) shows that service quality has a positive

and significant effect on buying interest. The better the quality of the existing service will be able to increase brand trust. Good service quality will be able to increase purchase decisions. The higher the quality of the service provided, the more able to increase consumer confidence, so that ultimately increases purchase decisions.

H_5 : Service quality has a positive and significant effect on purchasing decisions

H_2 : Service quality has a positive and significant effect on buying interest

E-WOM

Electronic word of mouth is a form of marketing communication that contains positive or negative statements about a product or company from potential customers, customers, or former customers and can be accessed by many people via the Internet (Hennig-Thurau et al., 2004).

Electronic word-of-mouth (E-WOM) is a review of a company's products or services, or comments/reviews about a company's products, friendliness, honesty, speed of service, etc., experienced by one person. Communication related to the Company's explanation is then forwarded to other parties (Idham & Suhardi, 2020). (Goyette et al., 2010) stated that there are three indicators of electronic review:

Intensity in e-WOM is the feasibility of consumers in providing information, interactions, and opinions between consumers on social networking sites.

A balanced opinion is a consumer's interest in a product by buying it based on recommendations and opinions of other consumers.

Content is the content of information related to a product or service offered by a person through social networks.

Positive E-WOM will increase purchase decisions, this is evidenced by research conducted by (Afifi & Wahyuni, 2019) which shows that E-WOM has a positive and significant effect on purchase decisions. This research is in line with (Santosa, 2019), (Mufidah, 2018), (M. R. Pratama & Kusumadewi, 2023), (Sanjaya, 2021) showing that E-WOM has a positive and significant effect on purchase decisions. If E-WOM is effectively positive eating the purchase decision will increase and vice versa.

Research conducted by (Mufidah, 2018) which states that E-WOM has an influence on buying interest. According to (Maulana & Sukresna, 2022), the results of the study show that Electronic Word of Mouth has a positive and significant effect on consumer buying interest. In line with research conducted by (Ardana & Rastini, 2018), (Darmawan et al., 2022), (Ahdiany, 2020), and (Iswara & Santika, 2019) which shows that E-WOM has a positive and significant influence on buying interest. E-WOM of a business can determine the buying interest of consumers if E-WOM is positive, then consumers will tend to intend to buy the product again and vice versa.

H_6 : E-WOM has a positive and significant effect on purchasing decisions

H_3 : E-WOM has a positive and significant effect on buying interest

Buying Interest

According to (Damayanti, 2017), buying interest is the level of the respondent's tendency to act before the buying decision is implemented. Repurchase interest is the commitment and plan of consumers to buy products or services again in the future (Khuong & Quynh, 2018). (Peter & Olson, 1999) state that repurchase is a purchase activity that is carried out more than once or several times. Consumers make repeat purchases because of an urge and repeated buying behavior that can foster loyalty to what they feel is right for them.

(Retnowulan, 2017) Behavior and interests are one of the psychological aspects that have a very large influence and some things that are done because interests can be personal or personal, and this is a source of motivation for those who have a desire to do something. Repeat intention to buy according to (Hasan, 2018), there are several dimensions and indicators that can be taken as follows:

Transactional Interest, is a person's tendency to buy products. The indicators that can be taken are, having a desire to buy the product.

Referential Interest is a person's tendency to refer to others. The indicator is, referring the product to others.

Preferential Interest, is an interest that describes the behavior of a person who has a primary preference for the product, where this preference can only be replaced if something happens to the product of their preference. The indicator is, having a primary preference for the product.

Exploratory Interest, where this interest describes the behavior of a person who is always looking for information about the product he is requesting and looking for information to support the positive properties of the same product. The indicator is, looking for information about the product.

Research conducted by (Afifi & Wahyuni, 2019) shows that buying interest has a positive and significant effect on purchase decisions. This is in line with (Lestari & Suharyanto, 2022), (Welsa et al., 2023), (Yanti & Budiatmo, 2020), (Amri & Prihandono, 2019); (Solihin, 2020) and (Suliyanto, 2018) showing that buying interest has a positive and significant effect on purchasing decisions.

Research conducted by (Lestari & Suharyanto, 2022) shows that purchase intention mediates the influence of store atmosphere on purchase decisions. In line with research conducted by (Aji, 2022), (Lukitaningsih et al., 2023) which shows that purchase intention mediates the influence of store atmosphere on purchase decisions.

Research conducted by (Welsa et al., 2023) shows that purchase intention can mediate the influence of service quality on purchase decisions. This is in line with research conducted by (Aji, 2022), (Lukitaningsih et al., 2023), (Alfatiha & Budiatmo, 2020) explaining that buying interest has a positive and significant influence on the relationship between service quality and purchase decisions. Thus, the variable of buying interest mediates between the variables of service quality to the purchase decision. The same thing was expressed by (Daswan et al., 2020) showing that service quality through the variable of buying interest has a significant positive effect on purchase decisions.

A study by (Aditria et al., 2023) shows mediating the influence of E-WOM on purchase decision-making. This is in accordance with the research of (Luthfiyatillah et al., 2020), (I Hikam, 2022), and (Kedaton et al., 2022) showing that buying interest mediates the influence of E-WOM on purchase decisions. This is different from (Nazoiroh, 2023) research which states that interest in purchasing E-WOM has no effect on purchase decisions.

H_7 : Buying interest has a positive and significant effect on purchasing decisions

H_8 : Buying interest mediates the influence of store atmosphere on purchasing decisions

H_9 : Buying interest mediates the influence of service quality on purchasing decisions

H_{10} : Buying interest mediates the influence of E-WOM on purchase decisions

The conceptual framework of the research is described as figure 1

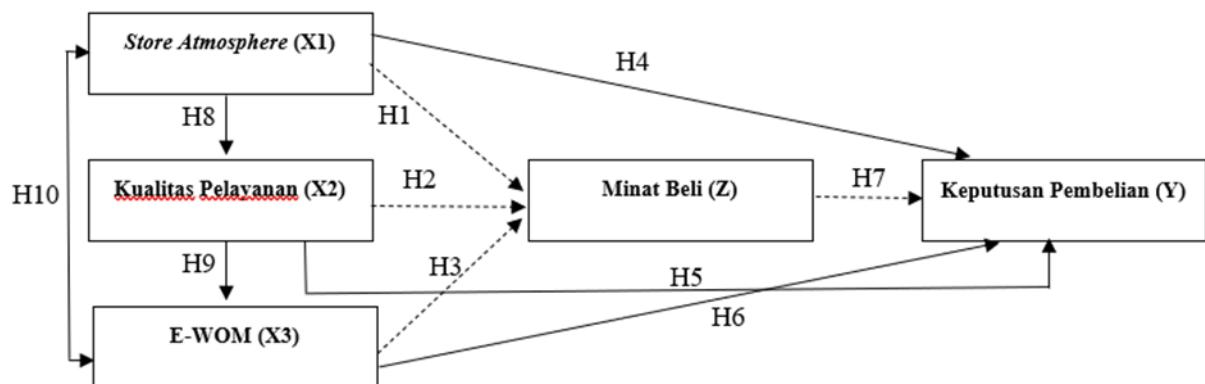


Figure 1. Research Thinking Framework

Method

The location of this study is in a coffee shop in Denpasar City. The population used in this study is coffee shop consumers in Denpasar City. The sampling technique that will be used in this study is purposive sampling. Purposive sampling is the determination of samples with certain considerations (Sugiyono, 2021) if the study will conduct analysis with multivariates, then the number of samples used to obtain good results can be determined at least 5-10 times the number of indicators used. This time the number of indicators used (Sugiyono, 2021). In this study, the number of indicators used is 20, so the sample size is obtained at 100 to 200 ($5 \times 20 = 100$ and $10 \times 20 = 200$). Based on these considerations, the researcher chose the number of 150 people as respondents / because the indicators of this study totaled 20 indicators. The data collection in this study is by survey method with questionnaire dissemination techniques. The next items of the statement were measured using the Likert scale. The Likert Scale is used to measure the attitudes, opinions, and perceptions of a person or group about social phenomena (Sugiyono, 2021). In this study, the inferential statistics used are PLS-based SEM analysis.

Table 1. Validity Test Results

No.	Variable	Instruments	Pearson Correlation	Information
1.	Purchase Decision (Y)	Y1	0.736	Valid
		Y2	0.855	Valid
		Y3	0.786	Valid
		Y4	0.841	Valid
		Y5	0.832	Valid
2.	Store Atmosphere (X1)	X1.1	0.968	Valid
		X1.2	0.956	Valid
		X1.3	0.938	Valid
		X1.4	0.963	Valid
		X2.1	0.949	Valid
3.	Quality of Service (X2)	X2.2	0.955	Valid
		X2.3	0.959	Valid
		X2.4	0.959	Valid
		X3.1	0.934	Valid
		X3.2	0.964	Valid
4.	E-WOM (X3)	X3.3	0.961	Valid
		Z1.1	0.942	Valid
		Z1.2	0.959	Valid
		Z2.1	0.843	Valid
		Z2.2	0.953	Valid
5.	Work Motivation (M)			

Result and Discussion

Validity and Reliability Test

The results of the validity test are shown in Table 1 which shows that all items in the research instrument used to measure the above variables have a correlation coefficient value with the total score of all statement items greater than 0.3 so that the indicator has met the requirements and is declared valid.

Table 2. Reliability Test Results

No.	Variable	Cronbach's Alpha	Information
1	Purchase Decision (Y)	0.867	Reliable
2	Store Atmosphere (X1)	0.967	Reliable
3	Quality of Service (X2)	0.967	Reliable
4	E-WOM (X3)	0.948	Reliable
5	Buying Interest (Z)	0.942	Reliable

Source: Primary data processed, 2024

The results of the reliability test in Table 2 show that the Cronbach's Alpha value for each variable is greater than 0.60. So it can be stated that all variables have met the requirements for realism or reliability so that they can be used to conduct research.

Hypothesis Testing

Hypothesis testing on the influence of store atmosphere on buying interest resulted in a correlation coefficient value of 0.524. The P-Value is 0.000 which shows that the value is lower than 0.05. This data shows that store atmosphere has a positive and significant effect on buying interest. So H_1 is accepted.

Hypothesis testing on the effect of service quality on purchase intention resulted in a correlation coefficient value of 0.270. The P-Value is 0.000 which shows that the value is lower than 0.05. This data shows that service quality has a positive and significant effect on buying interest. So H_2 is accepted.

Hypothesis testing on the influence of E-WOM on buying interest resulted in a correlation coefficient value of 0.146. The P-Value is 0.003 which shows that the value is lower than 0.05. This data shows that E-WOM has a positive and significant influence on buying interest. So H_3 is accepted.

Hypothesis testing on the influence of store atmosphere on purchase decisions resulted in a correlation coefficient value of 0.170. The P-Value is 0.002 which shows that the value is lower than 0.05. This data shows that store atmosphere has a positive and significant effect on purchase decisions. So H_4 is accepted.

Hypothesis testing on the influence of service quality on purchasing decisions resulted in a correlation coefficient value of 0.106. The P-Value is 0.002 which shows that the value is lower than 0.05. This data shows that service quality has a positive and significant effect on purchase decisions. So H_5 is accepted.

Hypothesis testing on the effect of E-WOM on purchase decisions resulted in a correlation coefficient value of 0.118. The P-Value is 0.005 which shows that the value is lower than 0.05. This data shows that E-WOM has a positive and significant effect on purchase decisions. So H_6 is accepted.

Hypothesis testing on the influence of buying interest on purchase decisions resulted in a correlation coefficient value of 0.732. The P-Value is 0.000 which shows that the value is lower than 0.05. This data shows that buying interest has a positive and significant effect on purchase decisions. So H_7 is accepted.

Table 3. Hypothesis Test Results

	Original sample (O)	Sample mean (M)	Standard deviation (STDEV)	T statistics (O/STDEV)	P values
X1 -> Y	0,170	0,169	0,055	3,113	0,002
X1 -> Z	0,524	0,518	0,075	7,025	0,000
X2 -> Y	0,106	0,106	0,050	3,060	0,002
X2 -> Z	0,270	0,276	0,075	3,597	0,000
X3 -> Y	0,118	0,117	0,042	2,796	0,005
X3 -> Z	0,146	0,145	0,049	2,964	0,003
Z -> Y	0,732	0,733	0,047	15,405	0,000

Source: Primary data processed, 2024

The results of the p-value of the indirect influence to test the variable of buying interest in mediating the influence of the store atmosphere variable on the purchase decision were $0.000 < 0.05$ and the t-statistical value was $6.183 > 1.96$ which showed significant results. This explains that buying interest is able to mediate the influence of store atmosphere variables on purchase decisions. So H_8 is accepted.

The results of the p-value of the indirect influence to test the variable of buying interest in mediating the influence of the service quality variable on the purchase decision were $0.001 < 0.05$ and the statistical value was $3.482 > 1.96$, which showed significant results. This explains that buying interest is able to mediate the influence of service quality variables on purchase decisions. So H_9 is accepted.

The results of the p-value of the indirect influence to test the buying interest variable in mediating the influence of the E-WOM variable on the purchase decision were $0.003 < 0.05$ and the statistical value was $3.015 > 1.96$, which showed significant results. This explains that buying interest is able to mediate the influence of the E-WOM variable on purchase decisions. So H_{10} is accepted.

Table 4. Hypothesis Test Results

	Original sample (O)	Sample mean (M)	Standard deviation (STDEV)	T statistics (O/STDEV)	P values
X3 -> Z -> Y	0,107	0,106	0,036	3,015	0,003
X1 -> Z -> Y	0,384	0,380	0,062	6,183	0,000
X2 -> Z -> Y	0,197	0,202	0,057	3,482	0,001

Source: Primary data processed, 2024

The R-square value for the purchase decision variable is 0.834 which means that the model of this study is moderate or 49.3 percent and the remaining 16.6 percent is influenced by constructs outside the model. The R-square value of the buying interest variable is 0.625, which means that this model and the remaining 37.5 percent are influenced by other constructs that are not included in the model.

Table 5. Hypothesis Test Results

Variable	R Square	R Square Adjusted
Purchase Decision	0.834	0.831
Buying Interest	0.625	0.617

Source: Primary data processed, 2024

Discussion

The influence of store atmosphere on buying interest

The results of the first hypothesis test show that the store atmosphere is positive and significant to buying interest. Based on the results of the hypothesis test, it can be interpreted that the better the atmosphere of the Denpasar City coffee shop, the higher the customer's buying interest. The atmosphere of the store can affect the purchase intention of consumers. A consumer's buying interest is very influential, and there is also a psychological aspect that makes some actions personal or personal, which can be a source of motivation and make a person want as a desired object.

This is in line with research conducted by (Lestari & Suharyanto, 2022), (Mufidah, 2018), (Aji, 2022), (Lukitaningsih et al., 2023), (Iriyanti, 2023), (Yanti & Budiatmo, 2020), (Gracia & Dipayanti K., 2020), and (Wulandari & Ariyanti, 2019), (Afifi & Wahyuni, 2019), as well as (Abrar et al., 2017) The results of the study show that the atmosphere of the store has a significant positive influence on purchase intention. It has been mentioned that the atmosphere of the store has a significant positive influence on purchase intent. If the atmosphere inside the store is good and the shopping experience is satisfactory, then consumers will be interested in the products available there. The business world also needs to choose wisely where they will carry out all their activities, because a strategic and convenient location will be more profitable for the business world, so this research supports previous theories and empirical studies.

The effect of service quality on buying interest

The results of the second hypothesis test show that service quality has a positive and significant effect on buying interest. Based on the results of the hypothesis test, it can be interpreted that the better the quality of service provided by the Denpasar City coffee shop staff, the higher the customer's buying interest. The quality of service can affect consumers' buying interest to buy products or services again in the future. Consumers make repeat purchases because of an urge and repeated buying behavior that can foster loyalty to what they feel is right for them.

This is in line with research conducted by (Welsa et al., 2023), (Mufidah, 2018), (Listari & Hartono, 2022), (I. G. I. Pratama, 2023) and (Pawaka, 2022) which shows that service quality has a positive and significant effect on buying interest. The better the quality of the existing service will be able to increase brand trust. Good service quality will be able to increase purchase decisions. The higher the quality of the service provided, the more able to increase consumer confidence, so that ultimately increases the purchase decision, so that this study supports previous theories and empirical studies.

The effect of E-WOM on buying interest

The results of the third hypothesis test show that E-WOM has a positive and significant effect on buying interest. Based on the results of the hypothesis test, it can be interpreted that the better the E-WOM shown by customers, the higher the buying interest of Denpasar City coffee shop customers. Electronic word-of-mouth (E-WOM) produces a positive or negative reaction to a product. A positive electronic word-of-mouth (E-WOM) occurs when a consumer leaves a review about how good a product is, while a negative electronic word-of-mouth (WOM) is the opposite.

This is in line with research conducted by (Mufidah, 2018) which states that E-WOM has an influence on buying interest. According to (Maulana & Sukresna, 2022), the results of the study show that Electronic Word of Mouth has a positive and significant effect on consumer buying interest. In line with research conducted by (Ardana & Rastini, 2018), (Darmawan et al., 2022), (Ahdiany, 2020), and (Iswara & Santika, 2019) which shows that E-

WOM has a positive and significant influence on buying interest. E-WOM a business can determine the buying interest of consumers if E-WOM is positive, consumers will tend to intend to buy the product again and vice versa, so this research supports previous theories and empirical studies.

The influence of store atmosphere on purchase decisions

The results of the fourth hypothesis test show that store atmosphere has a positive and significant effect on purchase decisions. Based on the results of the study, it can be concluded that the better the store atmosphere provided by the coffee shop, the higher the customer's decision to buy coffee. A pleasant atmosphere brings satisfaction in the minds of consumers and causes local consumers to be interested in the product. The business world also needs to choose wisely where they will carry out all their activities, because a strategic and convenient location will be more profitable for the business world. Purchasing decisions, consumers can make several decisions including product selection, brand, price, quantity, time and method used in payment.

This is in line with research conducted by (Santosa, 2019), (Lestari & Suharyanto, 2022), (Mufidah, 2018), (Sanjaya, 2021), (Aji, 2022), (Lukitaningsih et al., 2023), (Yanti & Budiatmo, 2020) The results of this study show that store atmosphere has a positive and significant effect on purchase decisions, so this study supports previous theories and empirical studies.

The effect of service quality on purchasing decisions

The results of the fifth hypothesis test show that the quality of service is positive and significant to the purchase decision. Based on the results of the study, it can be interpreted that good service quality is able to improve customer purchase decisions. The quality of service aims to improve the quality of visitors. The quality of service is important because it directly affects the image and name of the company. According to (Kotler & Keller, 2016). Activities and actions that others suggest based on something that is not real and does not belong to them.

This is in line with research conducted by (Santosa, 2019), (Welsa et al., 2023), (Vierdwiyani & Syafarudin, 2020), (Digdowiseiso & Sari, 2022), and (Pawaka, 2022) showing that service quality has a positive and significant effect on purchase decisions. Good service quality will be able to increase purchase decisions. The higher the quality of the service provided, it is able to increase consumer satisfaction, so that in the end it increases the purchase decision, so that this research supports previous theories and empirical studies.

The influence of E-WOM on purchasing decisions

The results of the sixth hypothesis test show that E-WOM is positive and significant for purchase decisions. Based on the results of the study, it can be interpreted that a good E-WOM is able to increase customer purchase decisions. An important aspect of e-word-of-mouth (E-WOM) promotion concerns not only the quality of the product, but also the company itself in terms of product performance, employee friendliness, and honesty.

This is evidenced by research conducted by (Afifi & Wahyuni, 2019) which shows that E-WOM has a positive and significant effect on purchase decisions. This research is in line with (Santosa, 2019), (Mufidah, 2018), (M. R. Pratama & Kusumadewi, 2023), (Sanjaya, 2021) showing that E-WOM has a positive and significant effect on purchase decisions. If E-WOM is positively eaten, the purchase decision will increase and vice versa, so this study supports previous theories and empirical studies.

The influence of buying interest on purchasing decisions

The results of the seventh hypothesis test show that buying interest is positive and significant to the purchase decision. Based on the results of the study, it can be interpreted that good buying interest is able to increase customer purchase decisions. (Peter & Olson, 1999) state that repurchase is a purchase activity that is carried out more than once or several times. Consumers make repeat purchases because of an urge and repeated buying behavior that can foster loyalty to what they feel is right for them.

This is supported by research conducted by (Afifi & Wahyuni, 2019) showing that buying interest has a positive and significant effect on purchase decisions. This is in line with (Lestari & Suharyanto, 2022), (Welsa et al., 2023), (Yanti & Budiatmo, 2020), (Amri & Prihandono, 2019); (Solihin, 2020) and (Suliyanto, 2018) show that buying interest has a positive and significant effect on purchase decisions, so this study supports previous theories and empirical studies.

Buying interest mediates the influence of store atmosphere on purchasing decisions

The results of the eighth hypothesis test are seen to be significant between the indirect influence of the store atmosphere variable on purchase decisions through buying interest and the direct influence of the store atmosphere variable on purchase decisions. Based on the results of the study, it can be interpreted that buying interest is able to mediate the store atmosphere to purchase decisions. A good store atmosphere is able to increase customer buying interest so that customer purchase decisions will also increase. In addition, the atmosphere of a store forms the image of the store itself which ultimately arouses consumer interest and desire to buy. The better the atmosphere in a store, the greater the desire of consumers to buy, and the greater the possibility of repeated purchases, which also affects purchase decisions.

This is in line with research conducted by (Lestari & Suharyanto, 2022) which shows that purchase intention mediates the influence of store atmosphere on purchase decisions. In line with research conducted by (Aji, 2022), (Lukitaningsih et al., 2023) which shows that purchase intention mediates the influence of store atmosphere on purchase decisions, so this study supports previous theories and empirical studies.

Buying interest mediates the influence of service quality on purchasing decisions

The results of the ninth hypothesis test were seen to be significant between the indirect influence of service quality variables on purchase decisions through purchase interest and the direct influence of service quality variables on purchase decisions. Based on the results of the study, it can be interpreted that buying interest is able to mediate the quality of service to purchase decisions. Good service quality is able to increase customer buying interest so that customer purchase decisions will also increase. Service quality is an important factor that needs to be considered in providing good service quality. Service quality is also a central point for the company because service quality affects customer satisfaction and the quality of service provided if implemented properly will create customer satisfaction.

This is supported by research conducted by (Welsa et al., 2023) showing that purchase intention can mediate the influence of service quality on purchase decisions. This is in line with research conducted by (Aji, 2022), (Lukitaningsih et al., 2023), (Alfatih & Budiatmo, 2020) explaining that buying interest has a positive and significant influence on the relationship between service quality and purchase decisions. Thus, the variable of buying interest mediates between the variables of service quality to the purchase decision. The same thing was expressed by (Daswan et al., 2020) showing that service quality through the purchase interest variable has a significant positive effect on purchase decisions, so that this study supports previous theories and empirical studies.

Buying interest mediates the influence of E-WOM on purchase decisions

The results of the test of the tenth hypothesis showed the significance between the indirect influence of the E-WOM variable on purchase decisions through buying interest and the direct influence of the service quality variable on purchase decisions. Based on the results of the study, it can be interpreted that buying interest is able to mediate E-WOM to purchase decisions. Electronic word of mouth is a type of marketing communication that includes positive or negative statements from potential customers, customers, or former customers about a product or company that can be accessed by many people over the Internet.

This is in line with research conducted by Aditria et al., (2023) showing that it mediates the influence of E-WOM on purchase decision-making. This is in accordance with the research of (Luthfiyatillah et al., 2020), (I Hikam, 2022), and (Kedaton et al., 2022) showing that buying interest mediates the influence of E-WOM on purchase decisions, so this study supports previous theories and empirical studies.

Conclusion

Business can be defined as an activity that uses resources to produce goods and services that consumers need or want. As time goes by, the business world is becoming more competitive which ultimately encourages more and more businessmen to innovate to achieve their company goals. The role of purchase intention mediates the influence of store atmosphere, service quality and E-WOM on the purchase decision of coffee shop consumers in Denpasar City.

The results of the study found that Store atmosphere had a positive and significant effect on buying interest. The quality of service has a positive and significant effect on buying interest. E-WOM has a positive and significant effect on buying interest. Store atmosphere has a positive and significant effect on purchase decisions. Service quality has a positive and significant effect on purchase decisions. E-WOM has a positive and significant effect on purchase decisions. Buying interest has a positive and significant effect on purchase decisions. Buying interest is able to partially mediate the influence of store atmosphere on purchase decisions. Buying interest is able to partially mediate the influence of service quality on purchase decisions. Buying interest is able to partially mediate the influence of E-WOM on purchase decisions.

It is recommended that the coffee shop manager pay more attention to the appearance of attractive products and be more able to convey information to customers. The need for coffee shop managers to provide maximum service to customers. Coffee shop managers are more aggressive in paying attention to online and offline reviews on their shops because potential customers will also see how reviews of the coffee place they want to visit. Coffee shop managers can pay attention and provide the best service so that the first impression of customers is positive.

The limitation of this study is the limited generalization of research results in other industries, because the unique characteristics of other industries can change a series of factors that affect purchasing decisions.

The need for further research is expected to be able to increase variables that can affect purchase decisions, preferably for further research to be able to add a larger number of respondents, and to be able to expand the scope of research which is not only limited to coffee shop customers, or it can also change the research location that is not only focused on a research location, so as to provide a more visible view and can be implemented in general.

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