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Quality First, Aesthetics Second: Rethinking Investment Priorities in Indonesia's Coffee Shop Industry

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ABSTRACT

This study examines the influence of store atmosphere and product quality on consumer purchase decisions in the context of coffee shop consumption, with a case study on Kava Coffee & Eatery 2.0 in Mataram, Indonesia. Utilizing a quantitative descriptive approach, data were collected through questionnaires, interviews, and documentation from a sample of 100 respondents selected using simple random and purposive sampling techniques. The analysis employed multiple linear regression, descriptive statistics, and hypothesis testing (t-test and F-test). The results reveal that both store atmosphere and product quality significantly affect consumer purchasing decisions when tested simultaneously. However, in partial testing, only product quality demonstrates a statistically significant positive influence, while store atmosphere has a comparatively weaker effect. Product quality emerges as the dominant factor shaping consumer decision-making at Kava Coffee & Eatery 2.0. These findings underscore the critical role of consistent product excellence in fostering consumer loyalty, suggesting that coffee shop managers should prioritize product innovation and quality enhancement to maintain competitive advantage.

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INTRODUCTION

In recent years, the rapid proliferation of coffee shops in urban centers across Indonesia, including Mataram, has intensified competition within the café industry (Sugiartini, 2023; Thien Duc & Mujahida, 2024). Coffee shops are no longer valued solely for their beverages, but also for the overall experience they offer. This shift has compelled business owners to develop strategies that not only focus on product excellence but also enhance the store environment to attract and retain customers in a saturated market.

Dharmayanti et al. (2024) emphasize that consumer satisfaction must remain the focal point of business operations, particularly in highly competitive service industries such as food and beverage. Among the factors that influence consumer behavior in coffee shops, two critical elements frequently emerge: the store atmosphere and product quality (Praharjo et al., 2025). Store atmosphere encompasses tangible aspects such as interior layout, lighting, temperature, music, cleanliness, and exterior appeal, all of which collectively create a sensory experience that shapes consumer perceptions and behavior. Product quality, on the other hand, refers to the taste, presentation, aroma, consistency, and overall satisfaction derived from the consumption of the offered beverages or food items.

Kava Coffee & Eatery 2.0, located in Mataram, represents a growing local brand striving to maintain relevance and competitiveness in this dynamic market. With its dual indoor–outdoor layout, varied coffee offerings, and increasing popularity in recent months, the café serves as a suitable case to examine how store atmosphere and product quality influence consumer purchasing decisions.

Although previous research has acknowledged the individual importance of store atmosphere and product quality (Miranda et al., 2018; Palazzo et al., 2021; Pratama et al., 2023), limited studies have simultaneously investigated their relative and combined effects on purchase decision-making within the coffee shop context. Furthermore, there remains a need to identify which of these variables has a more dominant influence from the consumer's perspective, particularly among return customers who are increasingly discerning in their choices.

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Therefore, this study aims to empirically investigate the effect of store atmosphere and product quality on consumer purchase decisions at Kava Coffee & Eatery 2.0 in Mataram. The findings are expected to provide actionable insights for café owners and marketers in designing more effective customer engagement strategies that align with evolving consumer expectations.

METHODOLOGY

This study employed a quantitative descriptive research approach to analyze the influence of store atmosphere and product quality on consumer purchase decisions at Kava Coffee & Eatery 2.0 in Mataram, Indonesia. The research was conducted on-site during June 2023, which recorded the highest number of visitors. The population consisted of 896 customers who visited the café during that month. Using Slovin's formula at a 10 percent margin of error, a sample size of 100 respondents was determined. Respondents were selected through simple random sampling and further refined using purposive sampling, ensuring that participants were within the productive age range of 15 to 64 years and had visited the coffee shop more than once.

Primary data collection was conducted through structured questionnaires, supported by interviews and documentation. The questionnaire was developed using a five-point Likert scale ranging from strongly disagree to strongly agree and covered three main variables: store atmosphere, product quality, and purchase decision. The measurement items were adapted from previous validated studies and were pilot-tested prior to full deployment to ensure reliability and clarity. Secondary data were obtained from relevant literature, including academic journals, books, and online media, to provide contextual and theoretical support for the study.

All collected data were analyzed using SPSS version 25. Instrument testing was conducted through validity and reliability assessments. Validity was measured using corrected item-total correlations, while reliability was confirmed through Cronbach's Alpha coefficient, with a threshold of 0.70. To ensure the robustness of the regression model, classical assumption tests were performed, including normality testing using the Kolmogorov–Smirnov method, multicollinearity testing using tolerance and variance inflation factor (VIF) values, heteroscedasticity testing through scatterplot analysis, and autocorrelation testing using the Durbin–Watson statistic.

The relationships between the independent variables and the dependent variable were analyzed using multiple linear regression. Hypothesis testing was conducted using the F-test to examine the joint significance of the variables and the t-test to determine the partial influence of each independent variable. The coefficient of determination (R^2) was also calculated to assess the extent to which store atmosphere and product quality explain the variance in consumer purchase decisions. This methodological framework ensures a rigorous and reliable investigation into the behavioral factors influencing customer choices in the competitive coffee shop market.

RESULT

Descriptive Statistics

The descriptive statistics provide an overview of respondents' perceptions of the three main variables: store atmosphere, product quality, and purchase decision, measured using a five-point Likert scale.

Table 1. Descriptive Statistics

Variable	Code	Number of Items	Mean	Standard Deviation
Store Atmosphere	X1	10	4.15	0.28
Product Quality	X2	6	4.23	0.25
Purchase Decision	Y	4	4.19	0.27

The product quality variable (X2) recorded the highest average score of 4.23, indicating that most respondents strongly agreed that the quality of coffee and related offerings at Kava Coffee & Eatery 2.0 is satisfactory. This includes elements such as the aroma, taste, serving presentation, and barista service. The relatively low standard deviation of 0.25 suggests consistent responses, reflecting strong agreement among customers regarding the positive quality of the products served.

The purchase decision variable (Y) had a mean of 4.19, reflecting a high tendency among respondents to decide on purchasing based on their experience at the coffee shop. This implies that the majority of visitors were

positively inclined to make purchases, and their decision-making was generally supported by a favorable evaluation of the coffee shop's offerings. The standard deviation of 0.27 further confirms the homogeneity of responses.

The store atmosphere variable (X1) achieved a slightly lower mean score of 4.15, though still within the high range. This indicates that respondents generally agreed that the physical environment of the café—such as layout, cleanliness, lighting, music, and comfort was conducive to a pleasant experience. The standard deviation of 0.28, although slightly higher than the other variables, still reflects a consistent perception of store atmosphere among visitors.

Overall, the descriptive analysis shows that both product quality and store atmosphere are evaluated positively by customers. However, product quality stands out as the most highly rated factor, suggesting it may play a more critical role in shaping consumer behavior in this context. These results serve as a foundation for further inferential analysis to determine the statistical significance and strength of each variable's impact on consumer purchase decisions.

Validity and Reliability Testing

The results of the validity test, as shown in Table 2, indicate that all questionnaire items for the three research variables—store atmosphere (X1), product quality (X2), and purchase decision (Y)—have corrected item–total correlation values exceeding the minimum threshold of 0.195. This demonstrates that each item is strongly correlated with its respective construct and can validly measure the intended dimension. Specifically, item values range from 0.480 to 0.840, confirming that all indicators used in this study are statistically valid and suitable for subsequent analysis.

Table 2. Validity Test

Variable	Item Code	Corrected Item–Total Correlation	Result
Store Atmosphere (X1)	X1.1	0.636	Valid
	X1.2	0.732	Valid
	X1.3	0.713	Valid
	X1.4	0.607	Valid
	X1.5	0.793	Valid
	X1.6	0.480	Valid
	X1.7	0.773	Valid
	X1.8	0.604	Valid
	X1.9	0.828	Valid
	X1.10	0.640	Valid
Product Quality (X2)	X2.1	0.810	Valid
	X2.2	0.830	Valid
	X2.3	0.780	Valid
	X2.4	0.840	Valid
	X2.5	0.814	Valid
	X2.6	0.836	Valid
Purchase Decision (Y)	Y.1	0.791	Valid
	Y.2	0.756	Valid
	Y.3	0.825	Valid
	Y.4	0.741	Valid

In terms of reliability, Table 3 presents the results of the internal consistency test using Cronbach's Alpha. The overall value of 0.927 significantly exceeds the minimum accepted reliability threshold of 0.70. This suggests that the 20-item questionnaire used in the study possesses high reliability, meaning the instrument consistently captures respondents' perceptions across repeated measures. Therefore, the data collected using this questionnaire are considered both valid and reliable, ensuring robustness and trustworthiness in the regression and hypothesis testing stages that follow.

Table 3. Reliability Test

Variable	Number of Items	Cronbach's Alpha	Result
Store Atmosphere (X1)	10	0.927	Reliable
Product Quality (X2)	6		
Purchase Decision (Y)	4		
Total Instrument	20		

These findings confirm that the measurement instruments employed in this study meet the standard psychometric criteria required for academic research and are appropriate for analyzing the influence of store atmosphere and product quality on consumer purchase decisions.

Classic Assumption Testing

To ensure the appropriateness of the multiple linear regression model, four classical assumptions were tested: normality, multicollinearity, autocorrelation, and homoscedasticity.

Table 4. Normality Test for Standardised Residuals

Statistic	N	KS-Z	Asymp. Sig. (2-tailed)	Decision
Standardised Residuals	100	1.284	0.074	Data are normally distributed (p > 0.05)

The normality test using the Kolmogorov–Smirnov method yielded a significance value of 0.074, which is greater than the threshold of 0.05, indicating that the residuals are normally distributed and the model satisfies the assumption of normality.

Table 5. Multicollinearity Diagnostics

Predictor	Tolerance	VIF	Interpretation
Store Atmosphere (X1)	0.614	1.628	No multicollinearity
Product Quality (X2)	0.614	1.628	No multicollinearity

The multicollinearity test showed that both independent variables—store atmosphere and product quality—had tolerance values of 0.614 and VIF values of 1.628. These results fall within the acceptable range (tolerance > 0.10 and VIF < 10), confirming that multicollinearity is not present and the independent variables are statistically distinguishable.

Table 6. Autocorrelation

Model	Durbin–Watson	Decision
Regression Model	2.032	No autocorrelation (value lies between dL = 1.71 and 4 – dL = 2.29)

The autocorrelation test assessed using the Durbin–Watson statistic, returned a value of 2.032, which lies within the acceptable range of 1.71 to 2.29, indicating no evidence of serial correlation among the residuals and thus satisfying the assumption of independence.

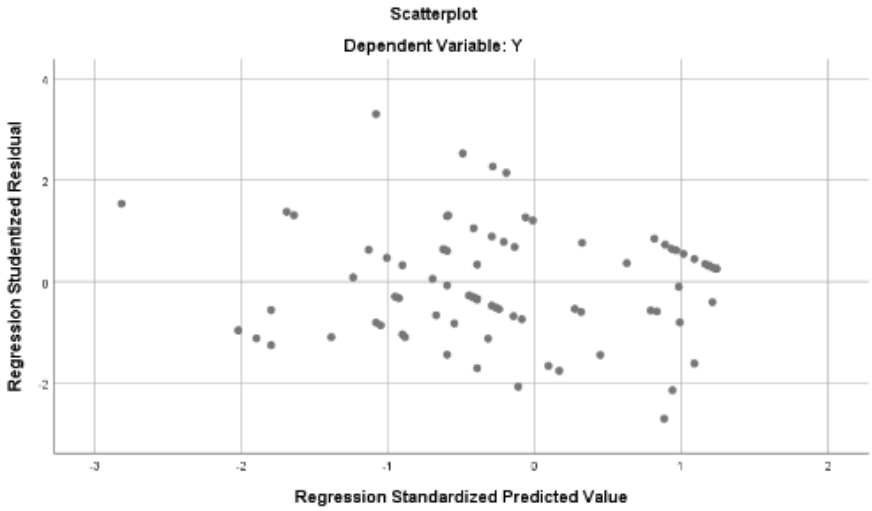

Figure 1. Homoscedasticity

Lastly, the heteroskedasticity test was evaluated visually through a scatterplot of standardized residuals against predicted values, as shown in Figure 1. The points are randomly dispersed above and below the horizontal axis, with no discernible pattern, suggesting that the variance of residuals is constant. This confirms that the model satisfies the assumption of homoscedasticity. Collectively, these diagnostic results validate the use of multiple linear regression in this study, ensuring that the parameter estimates are both unbiased and efficient for hypothesis testing and interpretation.

Multiple Linear Regression

The results of the multiple linear regression analysis demonstrate that the proposed model is statistically significant and capable of explaining a substantial portion of the variance in consumer purchase decisions. As shown in Table 7, the model achieves an R value of 0.796, indicating a strong positive correlation between the independent variables (store atmosphere and product quality) and the dependent variable (purchase decision). The coefficient of determination (R^2) is 0.634, which means that 63.4 percent of the variation in consumer purchase decisions can be explained by store atmosphere and product quality. The adjusted R^2 value of 0.627 further confirms the model's robustness by accounting for the number of predictors in the equation. The standard error of the estimate, 1.476, reflects a relatively low level of prediction error, reinforcing the model's overall fit.

Table 7. Model Summary

Model	R	R^2	Adjusted R^2	Std. Error of the Estimate
1	0.796	0.634	0.627	1.476

Table 8 presents the ANOVA results, which show that the regression model is highly significant (F = 84.061, p = 0.000). This indicates that the independent variables, when considered together, contribute meaningfully to explaining consumer purchasing behavior.

Table 8. Analysis of Variance

Source	Sum of Squares	df	Mean Square	F	Sig.
Regression	183.023	2	91.511	84.061	0.000
Residual	213.177	97	2.197		
Total	396.200	99			

Table 9 details the individual contributions of each predictor. The product quality variable (X2) has a standardized beta coefficient of 0.724 and a t-value of 12.829 ($p < 0.001$), indicating a strong and statistically significant effect on purchase decisions. This suggests that the better the perceived quality of the coffee and service, the more likely consumers are to make a purchase at Kava Coffee & Eatery 2.0.

The store atmosphere variable (X1) also has a positive effect, with a standardized beta coefficient of 0.109 and a t-value of 6.673 ($p < 0.001$), confirming that it has a statistically significant but more modest influence on

purchase decisions. While not as dominant as product quality, the ambiance and physical environment of the coffee shop still play a meaningful role in shaping consumer preferences.

Table 9. Regression Coefficient

Predictor	Unstandardised B	Std. Error	Standardised β	t	Sig.
(Constant)	3.983	1.188	—	3.355	0.001
Store Atmosphere (X1)	0.048	0.007	0.109	6.673	0.000
Product Quality (X2)	0.442	0.034	0.724	12.829	0.000

In summary, the regression results indicate that both product quality and store atmosphere significantly influence consumer purchase decisions, with product quality emerging as the most influential factor. These findings highlight the importance for coffee shop managers to focus on maintaining high standards of product excellence, while also ensuring a comfortable and attractive store environment to support and reinforce purchasing behavior.

DISCUSSION

The dominance of product quality in shaping purchase decisions at Kava Coffee & Eatery 2.0 adds empirical support to a broader "premiumization" trajectory observed in the specialty-coffee sector. Industry monitoring shows that Gen-Z and Millennial consumers now prioritise provenance, flavour distinctiveness, and ethical sourcing over purely experiential cues, a shift credited with driving 60 percent of U.S. market growth in specialty coffee in 2024–25. A large-scale U.S. consumer survey likewise reported that 31 percent of drinkers consider a sub-par cup capable of "ruining" their entire day, underscoring the emotional centrality of cup quality to daily well-being. Our finding that quality perceptions explain more than three times the variance attributable to store atmosphere resonates with this premiumization narrative and suggests that Indonesian urban consumers are converging on global quality-centric standards.

Recent academic work reinforces the primacy of intrinsic product factors. A 2024 study of branded coffee shops found that product attributes and hedonic taste cues outweighed outlet ambience in predicting trust and purchase intent (Chang et al., 2024; Gon & Pidada, 2024; Hardi et al., 2023; Maharani & Syah, 2024; Maspul, 2023). Similarly, Das et al. (2025) investigation across cafés in Central Java showed that, while atmospheric elements boosted satisfaction, taste consistency remained the decisive trigger for both first-time purchase and loyalty. Our results align with these studies, signalling a nationwide pattern in which consumers increasingly deploy sophisticated sensory expectations—aroma clarity, roast profile, mouth-feel when evaluating value propositions.

By contrast, evidence from less-urbanised contexts suggests that ambience can still dominate under certain conditions. Afifah et al. (2025) study in Pontianak reported that store atmosphere exerted a stronger direct effect on repurchase interest than product factors, though the latter regained influence when mediated by satisfaction. Their respondents highlighted "Instagrammable" interiors and communal seating as primary repeat-visit motives. These mixed findings imply a contextual threshold: in emerging coffee markets where baseline product competence is presumed but not yet differentiated, atmospheric cues may remain pivotal until consumer palates mature and quality distinctions become salient.

Our model further clarifies that once ambient basics, cleanliness, seating comfort, temperature reach an acceptable standard, marginal improvements in décor deliver diminishing behavioural returns, whereas even small gains in cup excellence continue to generate substantial shifts in purchase propensity. This pattern mirrors the "baseline qualifier" concept in service-quality theory, wherein a minimum level of environment is necessary but not sufficient to elicit loyalty, leaving differentiating power to core product attributes.

Finally, the significant yet smaller β coefficient for store atmosphere suggests complementarities rather than substitutability. Consistent with S-O-R logic, a comforting ambience moderates sensory evaluation by reducing cognitive load and extending dwell time, thereby giving quality cues greater opportunity to be perceived. Future research could quantify this interaction effect directly and test whether ambience amplifies taste perception via affective priming, an avenue only hinted at in recent Indonesian studies of barista showmanship and sensory trust.

Implications

The cross-study comparisons deepen our understanding of attribute-weighting models by demonstrating that the relative salience of utilitarian and hedonic cues is not fixed but varies systematically with market maturity and consumer expertise. In early-stage coffee markets, when sensory expectations are still forming, atmospheric stimuli perform a gateway function by reducing uncertainty and signalling social currency; once specialty norms diffuse and tasting proficiency rises, intrinsic quality cues reclaim primacy because they satisfy higher-order value criteria such as authenticity, craftsmanship, and ethical sourcing. This dynamic hierarchy aligns with dual-process perspectives in consumer psychology, where peripheral cues guide choice under low expertise and core cues dominate under high expertise, and it extends the stimulus–organism–response framework by adding city tier and consumer cupping literacy as contextual moderators (Fitriani & Basir, 2025). Future modelling of café choice should therefore integrate these moderators explicitly and test for interaction effects that capture how evolving skill sets and urban sophistication recalibrate the weight consumers assign to flavour precision, roast profile transparency, and spatial aesthetics. Such refinements would move attribute-weighting models beyond static utility assumptions toward a developmental logic that mirrors the experiential learning curve of specialty-coffee cultures.

For operators, the evidence recommends a staged resource-allocation strategy. The first priority is to institutionalise product excellence through robust supply-chain governance, sensory quality-control protocols, and continuous barista capability building. That means formal cupping sessions to calibrate flavour consistency, water chemistry monitoring to preserve extraction integrity, and origin-transparent procurement partnerships that safeguard bean freshness and traceability. Only after these foundations are secure should managers intensify investments in experiential ambience. Even then, spending should focus on hygiene, seating ergonomics, thermal comfort, and acoustic balance, which function as threshold attributes in avoiding negative affect. Capital-intensive aesthetic makeovers or Instagrammable décor elements yield diminishing marginal returns unless they are paired with persuasive narratives about bean origin, farmer relationships, and artisanal brewing methods that reinforce the authenticity signal generated by cup quality. Digital storytelling via short-form video of roasting and brewing rituals, in-store tasting flights that educate palates, and loyalty programmes tied to single-origin rotations can amplify perceived quality at far lower cost than recurrent interior redesigns. By sequencing investments in this manner, cafés can achieve a self-reinforcing cycle in which superior taste anchors reputation, while judicious ambience upgrades and immersive narratives magnify the experiential value proposition without eroding operating margins.

Limitations and Future Directions

The single-site, cross-sectional design limits causal inference and generalisability. Self-report measures may inflate observed relationships due to common-method bias. Longitudinal tracking of actual sales data across multiple urban and semi-urban cafés could clarify how preference weights evolve as markets mature. Experimental manipulations that independently vary cup quality (e.g., roast precision) and ambience cues (e.g., lighting warmth) would permit causal testing of interaction effects. Finally, integrating variables such as price fairness and digital community engagement—factors highlighted in Jakarta's 2024 study could yield a more holistic model of modern café patronage in Indonesia and comparable emerging markets.

CONCLUSION

This study set out to determine how store atmosphere and product quality jointly shape purchase decisions in an Indonesian specialty-coffee setting. Multiple-regression results show that the two attributes together explain more than sixty percent of the variance in consumer behaviour, with product quality exerting a markedly stronger influence than ambience. These findings suggest that urban coffee drinkers, once exposed to specialty norms, evaluate cafés first and foremost on cup excellence—flavour precision, aroma clarity, and barista competence—while treating environmental comfort as a necessary but secondary qualifier. The evidence corroborates recent research in other maturing coffee markets and refines attribute-weighting theory by highlighting market maturity and consumer expertise as pivotal moderators. Practically, the results urge café managers to channel the bulk of their resources into quality-driven processes such as stringent bean sourcing, calibrated brewing protocols, and sustained barista training before committing to costly aesthetic upgrades.

The study is limited by its single-site, cross-sectional design and reliance on self-report measures, leaving causality and broad generalisation for future work. Longitudinal multi-site studies that incorporate objective sales data, price perceptions, and digital engagement metrics would deepen insight into the evolving interplay between sensory and atmospheric cues. Nonetheless, the present research offers a timely blueprint for academics and practitioners seeking to navigate an increasingly quality-centric café landscape..

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Conflict of Interest

The authors declare no conflict of interest related to the publication of this study.

Data Availability

The data supporting the findings of this study are available from the corresponding author upon reasonable request.

Author Contribution

All authors contributed equally to the design, data collection, analysis, and writing of this manuscript. All authors have read and approved the final version of the paper.

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