

THE INFLUENCE OF STORE ATMOSPHERE, SERVICE QUALITY, AND LOCATION ON CONSUMER PURCHASING DECISIONS AT NUGI BALI

Volume: 4
Number: 4
Page: 1157 - 1163

Putu Indah Hapsari¹, I Gusti Ayu Agung Istri Sari Dewi², I Kadek Angga Saputra³

^{1,2,3}Faculty of Economics and Business, Warmadewa University, Denpasar-Bali, Indonesia

Corresponding author: Putu Indah Hapsari

E-mail: pt.indahhapsari@gmail.com

Article History:

Received: 2026-02-29
Revised: 2026-03-29
Accepted: 2026-05-02

Abstract:

Previous studies have varied in their focus, and there is a lack of research on how shop atmosphere, service quality, and location affect consumers' choices to buy. Furthermore, sales fluctuations at Nugi Bali in Bangli Regency in 2025 were discovered as a study concern, suggesting that customers' purchase choices are still unstable. We want to learn a lot about how shop ambiance, service quality, and location influence customers' final purchases from this research. Using a combination of the strategy and procedure proposed by Hair et al. (2019) and purposive sampling, 102 participants were selected to participate in the study in Bangli Regency. We used multiple linear regression, t-tests, and F-tests to examine the data that came from the surveys. There is a positive and significant relationship between store atmosphere, service quality, and location in terms of customers' purchasing decisions at Nugi Bali. Moreover, the study found that (1) store atmosphere, (2) service quality, and (3) location all have a positive and significant effect on customers' purchasing decisions.

Keywords: Store Atmosphere, Service Quality, Location, Purchasing Decision

INTRODUCTION

Thanks to the rapid development of the industry, coffee shops are now more than just a place to drink; they have become a lifestyle and a way for people to connect with each other. The development of coffee shops in Indonesia, and Bali in particular, has exploded due to increased tourism and shifting consumer habits that see coffee shops as more than just a place to get work done. Consequently, competition between businesses is heating up, even in Nugi Bali, Bangli Regency. Consequently, businesses must have a deeper understanding of what drives consumer spending. According to Rancati et al. (2023), consumers consider various factors when making purchases, including the product itself, the store atmosphere, service quality, and the company's location. Nugi Bali's marketing was shaky throughout 2025, according to the study, indicating a wide variety of consumer purchasing habits.

Furthermore, several issues remain that can impact customer satisfaction, such as less-than-ideal store facilities, varying service quality, and a lack of parking and access. Furthermore, there is a lack of research on how store atmosphere, service quality, and location influence customer purchasing choices. Nugi Bali conducted this study to understand better how these three elements influence customer purchasing choices.

Consumer Purchasing Decisions. The process by which consumers purchase goods based on numerical answers and perceived benefits is known as concessional buying choice (Kotler and Keller in Ridwan, 2024). Emotional factors are as important as practical factors in making purchases, as demonstrated by this case. According to Fauzan et al. (2023), product quality, price, and service quality all play a role in consumer purchasing choices. Customer feedback and other environmental elements, such as location and advertising, influence purchasing choices, according to Yahya &



This open-access article is distributed under a Creative Commons Attribution (CC-BY-NC) 4.0 license

Yuniarto (2024) in the Journal of Management and Accounting. Price, quality, service, promotions, and the store environment are some of the factors consumers consider when making purchases (Gozali, 2024). Suitability, accuracy in product selection, and repeat purchases are indicators (Ndruru et al., 2025).

Store Atmosphere. Companies' efforts to manage variables, including interior and exterior design, layout, color, aroma, and cleanliness, contribute to store atmosphere, which aims to create a safe and inviting environment. Customer reactions to products are influenced by store atmosphere. Having a pleasant shopping environment can make consumers feel comfortable, arouse their curiosity, and encourage them to stay longer. Verginia et al. (2024) found that when visual and sensory aspects are combined, it can result in a sense of good quality and a pleasant shopping experience. Santi et al. (2024) support this by explaining how a pleasant and safe retail atmosphere can increase consumer engagement and sales. Brightness, color, aroma, sound, and cleanliness are the basic criteria for conceptual indices used to measure store environment. (Ilyas and Saraswati's study cites Bierman and Evans from 2021).

Service Quality. According to Pulungan et al. (2023), service quality is determined by a company's capacity to provide services that meet customer demands and expectations. The extent to which these services meet or exceed customer expectations, resulting in customer satisfaction, is what is measured by service quality. Furthermore, according to Rosanjaya and Nafi'ah (2023), service quality reflects a company's commitment to continuous improvement to meet consumer expectations. Products, services, human resources, and procedures all contribute to the ever-changing nature of service quality (Apriliana & Sukaris, 2022). Tjiptono and Khuana (2023) state that there are five indices that represent a company's capacity to provide optimal service and contribute to customer satisfaction. These indices are tangible data, reliability, responsiveness, assurance, and empathy.

Location. Because location is crucial to the success of any organization, it influences the ease with which customers can obtain a company's goods or services. Rosiana and Cahyani (2024) stated that when a company chooses a location to establish a business, it is important to prioritize customer convenience. Convenience and purchasing choices are influenced by location, which indicates the level of accessibility. Alfeisha and Syahreza (2024) in the Journal of Economics and Business Management Prima (2024) stated that a company's ability to choose an effective business location to support operational and sales activities is also indicated by location. Jamlean et al. (2022) in the Journal of Applied Administration (2022) found that location is another situational aspect that influences customer purchasing choices. Common metrics for evaluating a site's location include its reach, ease of access, proximity to the target market, and the presence or absence of competitors (Nurhalimah, 2021).

METHODS

The purpose of this study was to investigate the influence of store atmosphere, service quality, and location on consumer purchasing tendencies in Nugi Bali, Bangli Regency. All shoppers were considered part of the study population. The population size was unknown. Therefore, 102 people were randomly selected using a non-probability selection strategy known as purposive sampling. Store atmosphere (X1), service quality (X2), and location (X3) were the independent variables in this study, with customer purchasing choices (Y) as the dependent variable. Qualitative and quantitative information was collected from various sources, including direct observation, focus groups, questionnaires, and secondary data sources. Descriptive statistics, assumption tests, multiple linear regression, and classical assumption tests were some of the data analysis approaches used.



RESULT AND DISCUSSION
Multiple Linear Regression Analysis.

Table 1. Summary of Multiple Linear Regression Analysis Results

Variable	Regression Coefficient		t	Sig
	B	Std. Error		
Store Atmosphere (X1)	0,194	0,050	3,839	0,000
Quality of Service (X2)	0,362	0,055	6,633	0,000
Location (X3)	0,350	0,068	5,112	0,000

Source: Data processed in 2026

The following table illustrates the following:
 Based on the table above, the multiple linear regression equation can be written as:

$$Y = 0.056 + 0.194X1 + 0.362X2 + 0.350X3$$

This multiple linear regression equation shows the direction of each independent variable on its dependent variable. The multiple linear regression equation can be explained as follows:

1. $\alpha = A$ constant value of 0.056, meaning that if store atmosphere (X1), service quality (X2), and location (X3) are equal to zero, then the consumer's purchasing decision will be affected by 0.056.
2. $b_1 = 0.194$ indicates that the store atmosphere regression coefficient has a positive direction. It means that if the store atmosphere is improved, consumer purchasing decisions will increase.
3. $b_2 = 0.362$ indicates that the service quality regression coefficient has a positive direction. It means that if service quality is improved, consumer purchasing decisions will increase.
4. $b_3 = 0.350$ indicates that the location regression coefficient has a positive direction. It means that if the location is more strategic and easily accessible, consumer purchasing decisions will increase.

F TEST.

Table 2. F Test Results

ANOVA ^a					
Model	Sum of Squares	df	Mean Square	F	Sig.
1 Regression	1846.488	3	615.496	345.350	.000 ^b
Residual	174.660	98	1.782		
Total	2021.147	101			

Source: Data processed in 2026

Based on the table above, it is known that F count (345.350) > F table (2.70) with a significance value of F is 0.000 < 0.05, so H0 is rejected. It means that the variables store atmosphere (X1), service quality (X2), and location (X3) simultaneously have a significant effect on consumer purchasing decisions (Y) at Nugi Bali. Based on the results of the research analysis, the following discussion can be drawn:

The Influence of Store Atmosphere, Service Quality, and Location on Consumer Purchasing Decisions at Nugi Bali. The null hypothesis (H0) is rejected because, according to the simultaneous F-test, the calculated F (345.350) is > F (2.70) at a significance level of 0.000 < 0.05. With an Adjusted R Squared value of 0.911, this scenario indicates that the store environment (X1), service quality (X2),



This open-access article is distributed under a Creative Commons Attribution (CC-BY-NC) 4.0 license

and location (X3) all play a major role in influencing consumer purchasing choices (Y) at Nugi Bali. It indicates that X1 (store atmosphere), X2 (service quality), and X3 (store space) can influence Y (customer purchasing choices) by 91.1%. Factors unrelated to this study accounted for the remaining 8.9%. This research finding is supported by the philosophical framework proposed by Kotler and Keller (2016). This framework explains how factors such as store layout, service quality, and accessibility influence customer purchasing choices. When these three factors come together, they can make shopping more enjoyable, which in turn increases the likelihood of consumers making a purchase. This finding is consistent with that of Halimah et al. (2025) and Aulia et al. (2024), who also found that store atmosphere, service quality, and location significantly influence customer purchasing choices.

The Influence of Store Atmosphere on Consumer Purchasing Decisions at Nugi Bali. With a significance level of $0.000 < 0.05$, the influence of store atmosphere on customer purchasing decisions at Nugi Bali was found to be significant, leading to the rejection of H0 and acceptance of H2. It indicates that store atmosphere significantly influences customer purchasing decisions. With a regression value of 0.194 for the store environment variable, we can see that customer purchasing choices at Nugi Bali are positively correlated with the quality of the store atmosphere. According to Berman and Evans (2018), who define "store atmosphere" as "the sum of a store's physical elements, including layout, color brightness, aroma, and decor, intended to create a specific atmosphere to influence customer emotions and purchasing behavior," the findings of this study are consistent with this philosophical framework. The retail environment at Nugi Bali can be made more enjoyable for consumers if it is safe, clean, and well-organized. A clean work environment, well-lit spaces, attractive decor, and an organized layout all contribute to a pleasant experience, which in turn influences customer purchasing choices. Customers' purchasing tendencies are directly proportional to the quality of the retail environment developed by Nugi Bali. The study found that some consumers still felt the space was not entirely safe, the seating arrangements were not perfect, or the space might need some improvements in terms of cleanliness and aesthetics. Therefore, to make customers feel more comfortable and encourage them to make purchases, Nugi Bali management should pay more attention to the room layout, cleanliness, seating comfort, and supporting areas such as lighting and decoration. Consistent with other research, this study found that customers' moods in the store significantly influenced their purchasing choices (Ilyas & Saraswati, 2021; Kumalasari & Masreviastuti, 2022).

The Effect of Service Quality on Consumer Purchasing Decisions at Nugi Bali. The results of the study indicate that the service quality factor significantly influences customer purchasing decisions at Nugi Bali, with a t-value (6.633) > t-table (1.660) at a significance level of $0.000 < 0.05$. Consequently, H0 is rejected, and H3 is accepted, indicating that the service quality factor is important. The higher the service quality, the higher the purchasing choices made by customers at Nugi Bali, as indicated by the regression coefficient b2 (0.362 for the service quality variable). The findings of this study are in line with the concept put forward by Tjiptono (2019), who defines service quality as the extent to which a company excels in meeting the demands and desires of its consumers. Customers will be more likely to purchase after receiving excellent service, which will make them happy. Clients feel valued and have a pleasant time at Nugi Bali because of the fast and friendly service they receive. Customers have more trust in a business when they can get accurate information about the menu, their orders are filled quickly, and their questions are answered clearly by the staff. Customer spending at Nugi Bali is directly proportional to the level of service they receive. The study found that some consumers still felt that service was not up to standard, that it fell short of expectations, and that there was still room for improvement in terms of personalized

attention. Therefore, Nugi Bali management must conduct regular staff training. To maintain consistent service quality and improve customer purchasing choices, it is necessary to establish clear service standards and maintain regular records. Consistent with previous research showing that service quality significantly influences customer purchasing choices, the findings of this study corroborate those of Irmawan et al. (2022) and Nirwana et al. (2025).

The Influence of Location on Consumer Purchasing Decisions at Nugi Bali. At a significance threshold of $0.000 < 0.05$, the t-test result (5.112) is greater than the t-table result (1.660) regarding the impact of geography on customer purchasing choices. Consequently, we accept H4 and reject H0, indicating that location significantly influences Nugi Bali customers' purchasing choices. Customers are more likely to purchase at Nugi Bali if the location is prominent and easily accessible, as indicated by the b3 regression coefficient (area variable) of 0.350. Consistent with the theory proposed by Kotler and Armstrong (2018), this finding suggests that a company's location is defined as its operational location for product preparation or customer assistance. Inviting customers to come and purchase from you is easier in an easily accessible location. Customers' choice to shop at Nugi Bali is strongly influenced by the accessibility and convenience of the location. Customers are more likely to visit a company if its location is strategic and easily accessible by public transportation.

Furthermore, factors influencing customer purchasing choices include parking accessibility and environmental safety. The likelihood of higher sales is associated with the easily accessible and convenient Nugi Bali area. Some consumers still perceive the area as dangerous to enter or that there is insufficient parking, according to existing comments. Management at Nugi Bali could improve the directional index, simplify parking rules, and make the area safer for customers, thus increasing their likelihood of making a purchase. Location significantly influences customer purchasing choices, according to the findings of this study, which aligns with those of Arianda et al. (2024) and Puti & Yulianthini (2023).

CONCLUSION

Based on the data analysis and discussion, the following conclusions were drawn:

1. Store atmosphere, service quality, and location have a significant positive influence on consumer purchasing decisions at Nugi Bali. It means that the better the store atmosphere, the better the service quality, and the more strategic the location, the greater the consumer's decision to purchase at Nugi Bali.
2. Store atmosphere has a positive and significant influence on consumer purchasing decisions at Nugi Bali. It means that the better the store atmosphere, the greater the consumer's purchase decision at Nugi Bali.
3. Service quality has a positive and significant influence on consumer purchasing decisions at Nugi Bali. It means that the better the service quality, the greater the consumer's purchase decision at Nugi Bali.
4. Location has a positive and significant influence on consumer purchasing decisions at Nugi Bali. It means that the more strategic and accessible the location, the greater the consumer's purchase decision at Nugi Bali.

Recommendations. Based on the research results and discussions conducted, the following recommendations can be made:

1. The store atmosphere at Nugi Bali is generally considered good. However, there are indicators with lower average scores for space comfort, seating arrangement, and aesthetics. Therefore,



- management is advised to pay more attention to interior design, maintain consistent cleanliness, and improve supporting elements such as lighting, decoration, and layout to create a more comfortable atmosphere and encourage customers to make purchases.
2. Service quality at Nugi Bali is generally good, but there are still several aspects that need improvement, particularly employee responsiveness, consistent service delivery, and individual attention to customers. Therefore, management is advised to provide regular employee training, establish clear service standards, and conduct regular evaluations and supervision to ensure more responsive, consistent, and professional service.
 3. The location of Nugi Bali is generally strategic and easily accessible. However, customer perceptions remain concerning regarding the convenience of access to the location and the availability of parking. Therefore, management is advised to optimize parking arrangements, clarify location signs, and ensure more convenient and safe access to make it easier for consumers to visit and make purchases.
 4. For further research, it is recommended to include other variables that may influence consumer purchasing decisions, such as price, promotions, product quality, or brand image. Furthermore, expanding the research sample to several coffee shops or different regions allows for broader generalization of the results.

REFERENCES

- Alfeisha, D., & Syahreza, D. S. (2024). Pengaruh Variasi Produk Dan Lokasi Pemasaran Terhadap Keputusan Pembelian Pelanggan Coffeeshop 90 o Medan. *Jurnal Ekonomi Bisnis Manajemen Prima*, 6(1), 1–9.
- Apriliana & Sukaris. (2022). Analisa Kualitas Layanan Pada CV. Singoyudho Nusantara. *Jurnal Maneksi*, 11(2), 498–504.
- Arianda, A. A., Rafidah, & Orinaldi, M. (2024). Pengaruh Harga, Lokasi, Suasana Toko (Store Atmosphere) terhadap Keputusan Pembelian (Studi pada Konsumen Koffiekopi Kota Jambi). *Jurnal Riset Manajemen*, 2(3), 81–97. <https://doi.org/10.54066/jurma.v2i3.2216>
- Aulia, J. O., Riyanto, A., & Aini, W. H. (2024). The Effect of Location, Service Quality, and Store Atmosphere on Purchasing Decisions at Gedoh Coffee Singojuruh. *Neo Journal of Economy and Social Humanities*, 3(1), 12–19. <https://doi.org/10.56403/nejesh.v3i1.167>
- Fauzan, A., Rusilanti, & Artanti, G. D. (2023). Analisis Faktor Yang Mempengaruhi Keputusan Pembelian Konsumen di Kedai Kopi Gans Oemah Eyang. *Journal Of Comprehensive Science*, 2(8), 1332–1340.
- Gozali, A. (2024). Faktor-Faktor yang Mempengaruhi Keputusan Pembelian Konsumen. *Jurnal Jubisma*, 6(1), 1–6.
- Halimah, S., Untari, D. T., & Rohaeni, H. (2025). Pengaruh Store Atmosphere, Kualitas Pelayanan, Dan Lokasi Terhadap Keputusan Pembelian Kopi Nako Summarecon Bekasi. *Jurnal Ilmiah Ekonomi Dan Manajemen*, 3(8), 130–137. <https://doi.org/10.61722/jiem.v3i8.6126>
- Ilyas, M. A. Z., & Saraswati, T. G. (2021). Pengaruh Store Atmosphere Terhadap Proses Keputusan Pembelian Konsumen Coffee Shop Wirskopi Makassar. 8(2), 1524–1535.
- Irmawan, Pambudi, M. R., Annida, N. B., Yusuf, S., & Masriah, I. (2022). Pengaruh Kualitas Pelayanan Dan Harga Terhadap Keputusan Pembelian Konsumen Pada J.Co Donuts & Coffee Di Bintaro Tangerang Selatan. *Journal PERKUSI*, 2(4), 573–580.

- Jamlean, S., Saleky, S. R. J., & Pattipeilohy, V. R. (2022). Pengaruh Lokasi Usaha Terhadap Minat Pembelian Konsumen. *Jurnal Administrasi Terapan*, 1(1), 151–157.
- Khuana, B. R. (2023). Analisa Kualitas Pelayanan Jasa Pada CU AHA Kabupaten Maluku Tenggara. *In Jurnal Ilmu Sosial (Vol. 6, Issue 1)*.
- Kumalasari, V. F., & Masreviastuti. (2022). Pengaruh Store Atmosphere Dan Lokasi Terhadap Keputusan Pembelian di Grands Coffee Blitar. *Jurnal Aplikasi Bisnis*, 8(2), 241–246.
- Ndruru, M. W., Karim, A., & Tampubolon, H. (2025). Pengaruh Kualitas Pelayanan Terhadap Keputusan Pembelian Dengan Perilaku Konsumen Sebagai Variabel Intervening. *In YUME: Journal of Management (Vol. 8, Issue 1)*.
- Nirwana, Asia, N., & Naim, Muh. R. (2025). Pengaruh Kualitas Pelayanan Dan Promosi Terhadap Keputusan Pembelian Pada Café Eat N Joy Kabupaten Mamuju. *Journal of Economic Resources*, 8(2), 1178.
- Nurhalimah, S. (2021). Pengaruh Kebijakan Harga dan Lokasi Terhadap Kepuasan Konsumen Dampaknya Pada Keputusan Pembelian Produk Pada Indogrosir Ciputat. *HUMANIS*, 01(2), 873–884. <http://www.openjournal.unpam.ac.id/index.php/SNH>
- Pulungan, N., Fannya, P., Sonia, D., & Indawati, L. (2023). Hubungan Kualitas Pelayanan Terhadap Kepuasan Pasien Penggunaan Bpjs Rawat Jalan di Rumah Sakit Bhakti Mulia Tahun 2023. *Jurnal Kesehatan Tambusai*, 4(3).
- Putri, A. H. (2023). Pengaruh Suasana Toko (Store Atmosphere) Terhadap Keputusan Pembelian Konsumen di Swalayan Subur Jaya Desa Buatan II Kecamatan Koto Gasib.
- Putri, N. P. R. D., & Yulianthini, N. N. (2023). Pengaruh Harga Dan Lokasi Terhadap Keputusan Pembelian di Panamena Coffee & Eatery. *Jurnal Manajemen Dan Bisnis*, 5(2), 165–171.
- Rancati, G., Nguyen, T. T. T., Fowler, D., Mauri, M., & Schultz, C. D. (2023). Customer experience in coffee stores: A multidisciplinary Neuromarketing approach. *Journal of Consumer Behavior*, 23(1), 243–259. <https://doi.org/10.1002/cb.2184>
- Ridwan. (2024). Price Perception and Brand Affect Purchase Decision. *Siber Nusantara of Economic and Finance Review*, 1(1), 24–29. <https://doi.org/10.38035/snefr.v1i1>
- Rosanjaya, L., & Nafi'ah, B. A. (2023). Kualitas Pelayanan Publik pada Badan Penyelenggara Jaminan Sosial Ketenagakerjaan Tanjung Perak. *PUBLIKA: Jurnal Ilmu Administrasi Publik*, 9(2), 125–136. <https://doi.org/10.25299/jiap.2023.13501>
- Rosiana, D., & Cahyani, R. R. (2024). Strategi Pemilihan Lokasi Usaha Yang Optimal Dan Strategis Untuk Keberhasilan Bisnis Bagi Para Perintis Usaha. *Jurnal Inovasi Manajemen, Kewirausahaan, Bisnis Dan Digital (JIMaKeBiDi)*, 1(2), 114–121.
- Santi, W., Hursepuny, H., & Tahalele, M. C. (2024). Pengaruh Store Atmosphere Dan Harga Terhadap Keputusan Pembelian Konsumen Pada Toko Adin Di Kota Ambon. *Jurnal Administrasi Terapan*, 3(2), 356–364.
- Verginia, N. W. C., Imbayani, I. G. A., & Prayoga, I. M. S. (2024). Pengaruh Customer Experience, Store Atmosphere Terhadap Loyalitas Pelanggan Di Mediasi Oleh Kepuasan Pelanggan Pada Salon Kecantikan Dewi Sri Di Gianyar. *Journal EMAS*, 5(12), 28–48.
- Yahya, B., & Yuniarto, A. S. (2024). Pengaruh Word Of Mouth, Lokasi dan Kualitas Pelayanan Terhadap Keputusan Pembelian Konsumen Warmindo. *Jurnal Akuntansi, Manajemen, Dan Perencanaan Kebijakan*, 2(1), 1–3. <https://doi.org/10.47134/jampk.v2i1.391>