

MARKETING | RESEARCH ARTICLE

# The Influence of Store Atmosphere on Gen Z Visit Intention

Bimo Almas Jauza<sup>1</sup>, Bethani Suryawardani<sup>2</sup>

<sup>1,2</sup>Department of Digital Marketing, Faculty of Applied Science, Telkom University, Bandung, Indonesia.  
Email: [bimoalmas@gmail.com](mailto:bimoalmas@gmail.com)<sup>1</sup>, [bethanisuryawardani@telkomuniversity.ac.id](mailto:bethanisuryawardani@telkomuniversity.ac.id)<sup>2</sup>

## ARTICLE HISTORY

**Received:** July 03, 2025

**Revised:** August 13, 2025

**Accepted:** August 22, 2025

## DOI

<https://doi.org/10.52970/grmapb.v6i1.1493>

## ABSTRACT

This study investigates the influence of store atmosphere on the visit intention of Generation Z consumers at String Café Bandung, a café known for its modern minimalist interior and social media-oriented ambiance. The research adopts a quantitative approach, using purposive sampling to gather responses from 120 Gen Z individuals who have visited or intend to visit the café. Data were collected through structured questionnaires and analyzed using simple linear regression via SPSS version 22. The findings indicate a strong positive relationship between store atmosphere and visit intention, with a correlation coefficient (R) of 0.871 and a coefficient of determination (R<sup>2</sup>) of 0.758. The t-test results (t = 19.224, sig. = 0.000) and ANOVA (F = 369.579, sig. = 0.000) confirm the significant effect of store atmosphere elements—including layout, lighting, visual aesthetics, and ambient cues—on Gen Z's behavioral intention to visit. This study reinforces the Theory of Planned Behavior by demonstrating how physical and sensory environmental stimuli shape psychological responses in digitally native consumers. The results provide practical insights for café operators and brand strategists seeking to design emotionally engaging and visually compelling environments that resonate with Gen Z expectations. Moreover, it highlights the need for cohesive alignment between a café's physical space and online representation, especially in markets where visual experience drives consumer decision-making.

**Keywords:** Store Atmosphere, Visit Intention, Generation Z, Marketing.

**JEL Code:** M31, L83, Z33

## I. Introduction

The culinary business in Indonesia has been growing significantly in the last few decades, especially in urban cities like Bandung. The capital city of West Java Province is widely recognized as one of Indonesia's leading tourist destinations. Bandung attracts domestic and international tourists annually because of its cool climate, cultural richness, and creative urban development. In recent years, the city has also gained prominence as a center of culinary tourism, with an ever-growing number of food and beverage (F&B) establishments ranging from traditional eateries to modern, aesthetically curated cafés. The city's unique blend of cultural heritage, fashion-forward youth culture, and digital-savvy consumers has positioned Bandung as a hotspot for lifestyle-based dining experiences. This phenomenon is reflected in the emergence of themed cafés, visually engaging interiors, and innovative spatial concepts that cater to evolving consumer



expectations. As a result, Bandung has transformed into a place for gastronomic exploration and a hub for leisure, social interaction, and urban expression through food and ambiance.

Recent data from Open Data Kota Bandung (2022) reveal that 594 registered cafés were operating across the city's districts. This figure underscores the rapid expansion of the café industry in Bandung, highlighting its emergence as a key sector within the city's growing creative economy. The concentration and diversity of these establishments reflect changing consumer behaviors and the increasing demand for lifestyle-oriented culinary experiences, making café tourism a notable urban phenomenon in Bandung's economic and cultural landscape. Data from Badan Pusat Statistik Indonesia (BPS) indicates a massive increase in the number of culinary enterprises, spurred mainly by the shifting lifestyles of Generation Z, which comprises 27.94% of the population in the country. This generation is characterized by natural exposure to digital technology, their fondness for visual experiences, and their quest for distinctive social experiences. To Generation Z, cafés are not just locations for food and drink consumption but are also social spaces that enable self-expression and content generation. As such, considerations other than product quality, such as design and ambiance, have become key in drawing this group.

In this context, the concept of store atmosphere emerges as a critical factor in determining consumer behavior. It includes multiple components such as layout, interior design, lighting, music, and visual merchandising, influencing consumers' psychological and emotional perceptions. Budiman & Dananjoyo (2021) found that café atmosphere, specifically interior point-of-purchase displays and layout, positively and significantly influences purchase decisions among Generation Z consumers in Yogyakarta cafés. Supporting this, previous studies have shown that store atmosphere significantly affects customer satisfaction, loyalty, and purchasing decisions (Gunawan & Syahputra, 2020). The ambiance of a place not only enhances physical experience but also impacts emotional states, making it a decisive element in today's highly competitive café industry. Generation Z's behavioral tendencies, especially their heightened preference for visual stimulation, authentic experiences, and easily shareable environments on digital platforms, highlight a broader and ongoing transformation in global consumer culture. This shift emphasizes a move from purely functional consumption to one that prioritizes emotional engagement, social identity, and immersive experiences. As supported by (Djunaid et al., 2025), experience-centric environments increasingly shape how Gen Z interacts with brands and spaces. Unlike prior generations that prioritized price or product utility, modern consumers increasingly evaluate brands and establishments based on the emotional and sensory engagement they offer. Thus, studying Gen Z highlights a key demographic and is a proxy for understanding evolving consumer expectations across markets.

Gen Z is more emotionally affected by spatial attractiveness when selecting food and beverage (F&B) establishments, highlighted by Bandara & Liyanage (2024). Their decisions are not solely influenced by firsthand experience but also by how atmospheres are visually represented online. Given their digital-native behavior, they often evaluate ambiance through curated images, user-generated content, and social media impressions before visiting. This visual pre-conditioning significantly shapes their expectations, emotional responses, and intention to engage with the space in person. Digital media, including websites and online platforms, have emerged as pivotal instruments for promotional activities, exerting a direct influence on the marketing strategies employed by businesses (Suryawardani et al., 2021). This highlights the dual importance of designing both the physical space and its digital representation to influence visit intention among Gen Z. In addition to layout and design, several studies have emphasized other atmospheric dimensions that significantly shape youth behavioral intentions in cafes. According to Abdul Jalil et al. (2018), the five most influential factors are lighting, facility aesthetic, team member appearance, ambient intelligence (such as Wi-Fi availability), and music. These elements were found to positively correlate with approach behaviors such as the intention to visit or revisit a café. For younger consumers, especially digital-native cohorts like Gen Z, these atmospheric cues create a multisensory experience that aligns with their lifestyle values such as comfort, connectivity, and personalization. A well-lit space with curated background music, visually pleasing interiors, and seamless access to technology can elevate both the emotional ambiance and the perceived quality of the venue. Moreover, today's café culture is strongly linked to the broader aesthetic and social values embraced

by Gen Z. Minimalist-modern interior design, aesthetically pleasing layouts, and Instagrammable corners have become essential for engaging this demographic (Çolak & Çengel, 2023). Cafés that provide such visually satisfying and emotionally stimulating spaces are more likely to succeed in attracting and retaining Gen Z customers. This trend is further reinforced by the social sharing culture, where visiting a visually appealing café becomes a part of personal branding and social capital.

Further supporting this, Novita Sari (2021) argues that store atmospheric cues can act as subconscious stimulants that directly affect emotional appraisal, leading to increased visit intention. Facility aesthetics such as flooring, furniture quality, and table setting were proven to trigger psychological comfort and a positive attitude toward the café. In addition, the rise of hybrid consumption patterns, where Gen Z combines online browsing with offline experiences, reinforces the importance of integrated atmospheric strategies. As Generation Z tends to research venues online before making visitation decisions, cafés that offer a consistent ambiance across digital and physical platforms benefit from higher visibility and consumer trust. This also underscores the need for branding coherence in aligning interior aesthetics with digital presentation to support visit intention. Despite the rising relevance of store ambiance, limited research has examined this factor through the lens of initial behavioral triggers such as visit intention, especially among first-time café-goers within the Gen Z demographic. Prior literature often centers around satisfaction, loyalty, or repurchase behavior, leaving a gap in understanding how initial exposure to a café's ambiance influences the decision to visit. This study responds to that gap by exploring visit intention as a distinct behavioral outcome shaped by environmental stimuli.

Nonetheless, there has been less examination of this phenomenon in the context of visit intention, particularly among Generation Z, whose aesthetics and shareable experiences have greatly impacted. While previous studies have extensively explored traditional determinants of consumer decision-making, such as price, promotions, and service quality (Suryawardani & Wulandari, 2020), this research endeavors to bridge the existing gap by investigating the influence of store atmosphere on Generation Z consumers' visit intention at String Café Bandung. Limited attention has been given to the psychological and spatial factors, particularly store atmosphere, which critically influence visit intention among Generation Z consumers in café settings, specifically in urban areas such as Bandung. String Café, known for its minimalist-modern and innovative interior design, is an ideal case for this research. String Café was selected as the case study location due to its consistent popularity among Generation Z consumers in Bandung, as indicated by frequent user-generated content on platforms such as Instagram and TikTok. The café in Jalan Panjaitan Bandung is known for its minimalist-modern interior and aesthetically pleasing ambiance, as well as its strategic digital marketing and physical branding. With its visually stimulating decor and social-media-friendly design, String Café is a representative model for understanding how atmospheric elements can influence visit intention among visually driven consumers. Additionally, its presence in a competitive urban area like Bandung allows for a deeper analysis of consumer preferences in a saturated café market.

This study addresses a research gap by focusing on visit intention, rather than purchase intention or satisfaction, within the context of a design-driven café environment targeted at Generation Z. While many prior studies have examined store atmosphere's effect on transactional behavior, few have explored how ambiance acts as a motivational trigger for first-time visits among visually driven, social media-savvy consumers. The originality of this research lies in its emphasis on how visual and spatial aesthetics contribute to psychological attraction and behavioral intention in a contemporary café setting. While several prior studies have explored the effects of store atmosphere on purchase decisions or customer satisfaction, few have explicitly focused on visit intention as a distinct behavioral outcome, especially in the context of visually driven, social media-savvy consumers like Generation Z. This study offers more than a replication of existing research; it extends current understanding by positioning visit intention as a foundational psychological response that can influence broader loyalty behavior, this aligned with Theory of Planned Behavior (Ajzen, 1991). Moreover, by focusing on Generation Z in Bandung's thriving café culture, this research provides localized insights that may inform design, marketing, and operational strategies specific to urban Indonesian youth. Unlike generalized consumer research, this study incorporates spatial design appreciation and

emotional resonance, which are proven to drive visit motivation in this demographic significantly. Considering these insights, the study contributes to academic discourse. It offers practical recommendations for café entrepreneurs, interior designers, and marketers who aim to attract the Gen Z segment through immersive and engaging atmospheric strategies. The primary question is: To what degree does the store environment influence Generation Z's visit to String Café Bandung? Thus, this research explores the strength and significance of the store environment's relationship with visit intention in this population setting.

## II. Literature Review and Hypothesis Development

### 2.1. Management Marketing

According to Rezioka Dara G & Ismiulya F (2022), marketing management encompasses two essential concepts: management and marketing. Marketing creates, builds, and maintains mutually beneficial consumer relationships to achieve organizational goals. Meanwhile, marketing management involves the planning, execution, control, and evaluation of all marketing activities within an organization. It represents the application of management principles to the marketing function, allowing companies to align resources effectively with consumer needs. (Kotler & Keller 2021:22) Define marketing management as both an art and a science, used to identify target markets and create significant value through strategic communication and delivery, building and nurturing customer relationships. Marketing management emphasizes transactional exchanges and focuses on long-term engagement and brand loyalty through value co-creation.

Furthermore, Sudaryono (2016) states that marketing management is a set of planning, implementation, and control processes designed to achieve corporate objectives effectively and efficiently. These processes enable organizations to respond dynamically to market changes, consumer behavior, and competitive pressures. In conclusion, marketing management can be understood as strategically integrating managerial disciplines and marketing principles to identify market opportunities, understand consumer behavior, and develop effective strategies that lead to competitive advantage and profitability. It serves as a comprehensive framework through which businesses can adapt to the complexities of modern marketplaces while delivering sustained value to consumers. This strategic function is increasingly critical in today's customer-centric environments, where marketing success depends not only on product quality and price but also on personalized experiences, brand perception, and digital engagement.

### 2.2. Service Marketing

According to Kotler & Keller (2021), service marketing refers to activities, benefits, or satisfactions offered for sale and delivered in connection with certain tangible goods. Its primary focus is on delivering intangible experiences or value to customers. Service marketing is a component of the overall service system in which businesses engage with their customers in various ways, from advertising to billing, and includes interactions during service delivery (Mamahit et al., 2021). Services are a series of identifiable and intangible activities that serve as the main object of a transaction and are intended to provide customer satisfaction according to their preferences. These services are not accompanied by the production of physical goods (MY et al., 2022). In today's digital and customer-centric business landscape, the strategic role of service marketing has grown significantly. Effective service marketing must address the core service and the peripheral elements that shape the overall customer experience, including communication, service recovery, and relationship management. Digital transformation and rising customer expectations demand that businesses provide personalized, seamless, memorable service encounters. Based on these explanations, it can be concluded that service marketing is a customer-focused activity that emphasizes creating and delivering intangible value or experiences to meet customer needs, foster satisfaction, and build long-term relationships.

### 2.3. Physical Evidence

Physical evidence holds a strong correlation with customer emotions and intention. According to Yazid (2008:104, 105), this tangible element may include the appearance of physical facilities, equipment, personnel, and supplementary materials. The purpose of these elements is to enhance customer perceptions of service quality, comfort, and safety. As tangible cues, particularly the physical environment, are the most visible components of a service organization, such environments must be designed in alignment with the business's strategic positioning. Satisfying customer needs through well-maintained physical facilities and environments is vital to tourism marketing management (Isa, 2020). In the context of Strings Café, physical evidence encompasses all tangible elements that make the service experience more concrete and emotionally resonant for customers, especially Generation Z. These include:

- a. Interior design: The selection of furniture with a vintage-modern aesthetic, warm lighting, and wall art that supports Instagrammable visuals serves as a central attraction for Gen Z visitors.
- b. Cleanliness and comfort: A well-organized space, clean tables, and amenities such as free Wi-Fi and accessible power outlets enhance the functionality of the café for working or studying.
- c. Menu presentation: Using eco-friendly dining ware and appealing packaging adds to the café's professionalism and aligns with Gen Z's growing preference for sustainability.
- d. Brand identity: The presence of visual brand elements such as the café's logo, staff uniforms, and merchandise strengthens customer recall and reinforces the brand's image.

### 2.4. Store Atmosphere

Store atmosphere consists of specific elements that shape the overall ambiance a store seeks to convey in order to attract consumer interest. According to (Berman & Evans, 2018), as applied in the study by (Budiman & Dananjoyo, 2021), store atmosphere comprises four key components: exterior, interior, store layout, and interior point of purchase displays. Each element contributes uniquely to the creation of a consumer-centric environment:

- a. Exterior  
The store's exterior serves as the first visual contact for consumers and functions as the "face" of the establishment. An attractive exterior design creates a positive first impression, evokes curiosity, and encourages potential customers to enter. Well-integrated exterior elements offer a visually pleasing and inviting experience that strengthens brand perception from the outset.
- b. Interior  
The dining experience in a café is not solely determined by food quality, but also by the overall ambiance. Customers seek memorable and unique experiences shaped by various sensory factors such as background music, aroma, decorative themes, and supporting facilities. These atmospheric components enhance emotional engagement and influence customer satisfaction.
- c. Store Layout  
Store layout refers to strategically planning space within the café to optimize customer movement and interaction. This includes the arrangement of tables and chairs, placement of reservation and payment areas, and the accessibility of pathways. A well-organized layout ensures easy navigation and contributes to an overall sense of comfort and efficiency.
- d. Interior Point of Purchase (POP) Displays  
POP displays play a significant role in setting the tone of a café environment by providing relevant information and enhancing the visual appeal. Their primary purpose is to stimulate sales and improve profitability. These displays may include posters, signage, promotional materials, and thematic decorations for special events such as Christmas or New Year's celebrations. Proper implementation

of POP elements supports the café's branding and marketing objectives while enhancing the consumer's in-store experience.

Store ambiance has increasingly been recognized as a powerful driver of consumer behavior, particularly in visually engaging spaces such as cafés and lifestyle-oriented retail environments. (Budiman & Dananjoyo, 2021) Demonstrated that store interior design and point-of-purchase displays significantly influence Generation Z's initial purchasing decisions in cafés across Yogyakarta. Their findings emphasize that spatial aesthetics function as environmental stimuli, attracting first-time visitors by creating a memorable and emotionally resonant atmosphere. Similarly, Wahyu Saputri and Jalari (2023) underscored that visual merchandising and store design directly influence Gen Z's visit intention, reinforcing the role of design elements in shaping initial perceptions and encouraging physical store engagement. In alignment with these findings, Awa et al. (2025) identified music (30.9%) and lighting (28.6%) as the most influential ambiance elements affecting Gen Z's decisions when visiting cafés. Their study, which focused on first-time visitors in Davao City, highlights the significance of non-visual sensory cues in fostering an inviting and emotionally comforting space. These stimuli enhance the atmosphere and act as subconscious signals that shape visitors' initial impressions and emotional readiness to interact with the space. For Generation Z, who often associate ambiance with identity and aesthetic value, such sensory elements become essential motivators in their decision to visit a physical location for the first time.

## 2.5. Visit Intention

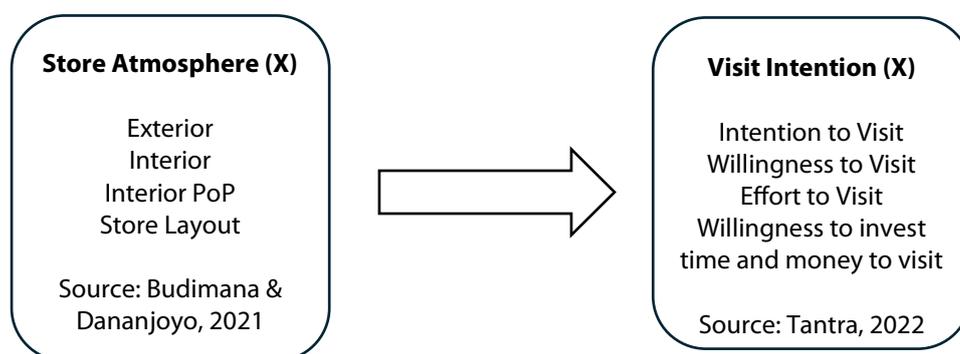
According to the Theory of Planned Behavior (TPB) (Ajzen, 1991), an individual's intention to engage in a particular behavior is influenced by three core components: Attitude toward the behavior, Subjective norms, and perceived behavioral control. In the context of this study, attitude toward the behavior refers to how Generation Z perceives the café atmosphere and the level of comfort it offers. Subjective norms pertain to social influences, such as trends on social media or recommendations from friends and family, which can shape their behavioral intentions. Meanwhile, perceived behavioral control relates to the availability of resources and opportunities that enable Generation Z to visit a café, such as its strategic location, accessibility, or affordability. Therefore, TPB provides a relevant theoretical foundation to understand how store atmosphere influences customers' visit intentions. In the context of cafés, a positive attitude formed through appealing ambiance elements may enhance visit intention, particularly when the environment resonates with Gen Z's lifestyle, comfort preferences, and aesthetic expectations. The sensory and emotional triggers embedded within the store atmosphere are pivotal in shaping these attitudes and generating the initial desire to visit. According to the theory (Tantra, 2022), visit intention is an individual's desire or willingness to visit a particular tourism destination, which is influenced by various internal and external factors. In his study, several key indicators that shape visit intention were identified as follows:

- a. **Intention to Visit:** This refers to the extent to which an individual has a plan or desire to visit a specific destination in the future. It reflects the preliminary stage of decision-making influenced by personal interest and external stimuli.
- b. **Willingness to Visit:** This indicator measures the individual's commitment to fulfilling the visit plan. It reflects how serious or determined a person is to realize their intention to visit.
- c. **Effort to Visit:** This dimension reflects the tangible efforts made by the individual to actualize the visit plan, such as seeking information about the destination, making itineraries, or engaging in preparatory actions.
- d. **Willingness to Invest Resources:** This captures the individual's readiness to allocate personal resources, including time and money, to visit a particular destination. It serves as an indicator of how committed the individual is to turning intention into actual behavior.

To distinguish the current study's focus from prior research, it is important to note that while some studies emphasize revisit behavior driven by satisfaction (Jerry Alessandro et al., 2024) & (Jayaweera et al., 2024), this study concentrates on the earlier phase of consumer interaction of visit intention which is influenced by the initial perception of ambiance. This distinction allows the research to capture the psychological and emotional responses more accurately before a consumer experiences the full-service cycle, especially among first-time visitors.

## 2.6. The Relationship Between Store Atmosphere and Visit Intention

This study conceptualizes the store atmosphere using a four-dimensional model comprising exterior design, interior aesthetics, store layout, and interior point-of-purchase display (Budiman & Dananjoyo, 2021). These dimensions are selected based on their proven impact on emotional and behavioral responses, particularly in ambiance-driven settings such as cafés. Meanwhile, visit intention is operationalized using the framework proposed by Tantra (2022), which includes indicators such as intention to visit, willingness to visit, effort to visit, and willingness to invest time and resources. This multidimensional operationalization enables a more comprehensive understanding of how store ambiance can stimulate Generation Z's intent to engage with a retail or café space for the first time. This study focuses on visit intention rather than revisit behavior, emphasizing how specific ambiance elements trigger psychological attraction and behavioral readiness in first-time visitors. This perspective enriches theoretical discourse while offering practical guidance for café operators seeking to attract new customers through thoughtfully designed spatial experiences. A conceptual framework is also presented to illustrate the relationship between store atmosphere components and Gen Z's intention to visit String Café.



**Figure 1. Conceptual Framework**

## III. Research Method

The research approach employed in this study is quantitative. Sugiyono (2019) states that quantitative research is based on collected, processed, and presented data to generate useful information for decision-making in managerial and economic contexts. (Cooper and Schindler, 2014) further emphasize that quantitative research seeks to produce precise measurements. The survey method used in this study is defined by Cooper & Schindler (2014) as a measurement process aimed at collecting information about past events through structured interviews, which can be conducted with or without the presence of an interviewer. The objective is to measure the relationship between predetermined variables: store atmosphere and visit intention. This research is important as it explains significant behavioral thresholds and the specific factors influencing them. It allows for the development of evidence-based recommendations derived from the findings. The research was conducted at String Café Bandung, a well-known coffee shop in Jalan Panaitan, Bandung. It aimed to objectively examine the store atmosphere's influence on visit intention among Generation Z consumers from February to May 2025. This research is classified as causal research, aiming to

identify the cause-and-effect relationship between the independent variable (store atmosphere) and the dependent variable (visit intention). In addition, it also adopts a descriptive approach to illustrate respondents' perceptions of the various elements of the store atmosphere.

The target population of this research consists of Generation Z individuals aged between 16 and 27 years residing in Bandung. The sampling technique used is purposive sampling, selected based on specific criteria: respondents who have either visited or intend to visit the String Café. This method allows the researcher to deliberately select participants who meet predefined criteria and are most likely to provide pertinent data, enhancing the study's relevance and depth (Memon et al., 2025). This study employed purposive sampling to select respondents who met specific criteria aligned with the research objectives (Cooper & Schindler, 2014). The inclusion criteria targeted Generation Z individuals who had either visited String Café or expressed an intention to visit. A brief question was placed at the beginning of the online and offline questionnaires to screen for eligibility. This ensured that only relevant participants continued the survey and contributed data aligned with the study focus. However, since purposive sampling is non-random, it may introduce potential bias, limiting the generalizability of the findings beyond the String Café or to the broader Gen Z population. Nevertheless, purposive sampling remains an effective technique in exploratory research where representativeness is balanced with contextual depth. One hundred twenty qualified respondents were selected to provide data sufficiently representative of the target group, allowing for meaningful interpretation and actionable insights regarding store atmosphere and visit intention among digitally active young consumers.

A total of 120 respondents participated in the study. This number is deemed sufficient for simple linear regression analysis and represents a reliable sample size for capturing the behavioral tendencies of urban Gen Z café goers (Makwhana, Dhaval et al., 2023). The sample size was determined based on prior methodological recommendations that suggest a minimum of 100–120 samples for simple regression to ensure valid inference and statistical power. When setting this target, practical limitations such as time, access, and resource availability were also considered. Data was collected using a structured, closed-ended questionnaire consisting of two primary constructs: store atmosphere and visit intention. Each item was measured using a five-point Likert scale, ranging from 1 (strongly disagree) to 5 (strongly agree). The questionnaires were distributed online using Google Forms, and the research team collected offline responses manually by targeting respondents who matched the inclusion criteria.

**Table 1. Scale Likert Point**

Store Atmosphere	Visit Intention	Value
Strongly Agree	Strongly Agree	5
Agree	Agree	4
Netral	Netral	3
Disagree	Disagree	2
Strongly Disagree	Strongly Disagree	1

The variables examined in this study include Store Atmosphere, which comprises several dimensions such as exterior, interior, store layout, and interior point-of-purchase display. The second variable is Visit Intention, consisting of intention to visit, willingness to visit, effort to visit, and willingness to invest. Each dimension is further elaborated into more specific indicators. The table below presents the operational variables used in this research.

**Table 2. Operational Variables**

Variable	Dimension	Indicator	Scale
Store Atmosphere (X)	Exterior	1. The signage and logo of String Café are visible from a distance. 2. The entrance design is attractive.	Likert

Variable	Dimension	Indicator	Scale
		3. The parking area is spacious and comfortable.	
		4. The building's appearance draws my attention.	
	5. The location of the String Café is easy to find.		
	Interior	6. The lighting inside the café supports a cozy atmosphere.	
		7. The scent of the room creates a pleasant impression.	
		8. The music played suits the ambiance of the café.	
		9. The room temperature feels cool and comfortable.	
		10. The toilets at String Café are clean and well-maintained.	
		11. The interior decoration provides an aesthetic impression.	
	Store Layout	12. The distance between tables is sufficient to allow ease of movement.	
		13. The layout of the café is well-organized.	
		14. The tables and chairs are comfortable.	
		15. The café's facilities (toilets, parking area, cashier) are easy to locate.	
		16. The spatial arrangement supports social interaction.	
	Interior Point of Purchase Display	17. The interior theme decorations are appealing for photos.	
		18. Promotional information inside the café is easy to see and read.	
		19. The café's decoration reflects the overall vibe and concept.	
		20. Product displays inside the café attract customer interest.	
		21. The visual elements of the interior stimulate interest in posting on social media.	
Visit Intention (Y)	Intention to visit	22. After receiving information about the String Café, I am interested in visiting.	
		23. The ambiance presented by the String Café captures my attention and encourages me to visit.	
	Willingness to visit	24. My available time allows me to visit the String Café.	
		25. I have plans to visit the String Café in the near future.	
	Effort to visit	26. I am interested in visiting the String Café in the future with friends.	
		27. I am willing to set aside time to visit	
	Willingness to invest	28. I feel comfortable spending a long time at the String Café.	
		29. I consider the cost of visiting the String Café to be worth the experience it offers.	

The theoretical foundation for this relationship is drawn from the Theory of Planned Behavior (Ajzen, 1991), which posits that an individual's intention to act is shaped by attitudes, perceived behavioral control, and subjective norms. In this context, a well-designed store atmosphere is expected to foster positive attitudes, emotional responses, and anticipated experiences, thereby significantly influencing visit intention among Gen Z consumers. To ensure the quality of the instrument, a validity test was conducted using Pearson Product-Moment Correlation. Each statement item is considered valid if the correlation coefficient exceeds the critical value at a 5% significance level (Wijaya & Klopung, 2021). Furthermore, the instrument's reliability was measured using Cronbach's Alpha, where a value of  $\alpha \geq 0.70$  indicates acceptable internal consistency. Following the data collection and validation process, the data were analyzed using simple linear regression analysis with the aid of SPSS version 22 to examine the strength and direction of the relationship between the independent and dependent variables, providing statistical evidence for hypothesis testing.

## IV. Results and Discussion

### 4.1. Simple Linear Regression

**Table 3. Model Summary**

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.871a	.758	.756	2.892

The correlation coefficient (R) is 0.871. Based on this output, the coefficient of determination (R Square) is 0.758, which means that the influence of the independent variable (Store Atmosphere) on the dependent variable (Visit Intention) is 75.8%. This indicates a strong and substantial relationship between the two variables in the observed context.

**Table 4. ANOVA Test**

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	3091.049	1	3091.049	369.579	.000 <sup>b</sup>
	Residual	986.918	118	8.364		
	Total	4077.967	119			

The ANOVA test shows that the regression model is significant, with an F value of 369.579 and a significance level (Sig.) 0.000. Since the Sig. If the value is less than 0.05, it can be concluded that the regression model is valid and that Store Atmosphere significantly affects Visit Intention. This indicates that the overall model reliably explains variations in consumer behavior within the targeted demographic group.

**Table 5. Coefficients**

Model	Unstandardized Coefficients		Standardized Coefficients	t	Sig.
	B	Std. Error	Beta		
(constant)	4.216	1.393		3.025	.003
Total (X)	.329	.017	.871	19.224	.000

The t-test results show that the regression coefficient value for store atmosphere is 0.329 with a t-value of 19.224 and a significance level of  $0.000 < 0.05$ . This confirms that the store atmosphere variable partially has a positive and significant effect on visit intention, reinforcing the hypothesis that environmental aesthetics and ambiance are crucial in influencing consumer decision-making among Generation Z café visitors. These statistical results strongly align with the Theory of Planned Behavior (Ajzen, 1991), which posits

that individuals are more likely to form behavioral intentions when positive environmental cues shape their attitudes. In this case, store atmosphere through layout, lighting, and visual displays acts as an external stimulus that enhances emotional connection, ultimately fostering Gen Z's intention to visit. This supports the notion that ambiance plays a crucial psychological role in shaping pre-visit decision-making, especially among experience-driven consumers. Gen Z evaluates physical environments for their utility and potential to deliver emotionally memorable and shareable experiences. The findings from Sijinjak et al. (2019) further validate the critical role of store atmosphere in influencing consumer behavior, particularly behavioral intention. Their research confirmed that the ambiance created within a café environment serves not merely as an aesthetic element but as a psychological stimulus that directly shapes the consumer's decision to visit.

These findings also align with existing empirical studies that emphasize the role of ambiance in influencing consumer behavior (Awa et al., 2025) found that ambiance elements such as lighting and music were the strongest contributors to café preference among Gen Z students in Davao City. Their study concluded that sensory-driven design elements significantly shaped customer moods and engagement levels. (Jerry Alessandro et al., 2024) Also, store atmosphere and product variety significantly influence revisit intention, mediated by satisfaction. Their research on Indonesian youth emphasized how visual and auditory cues, such as ambient lighting and curated playlists, could increase consumer satisfaction and foster a sense of belonging. Similarly, Jayaweera et al. (2024) highlighted that spatial layout and atmospheric design notably impact revisit behavior, particularly among Generation Z consumers in Sri Lanka's café industry. They argued that seamless movement and accessibility within café spaces contribute to psychological comfort and influence behavioral loyalty. Meanwhile, Budiman and Dananjoyo (2021) showed that visual décor, layout, and displays play a critical role in shaping first-time purchase decisions, further reinforcing the behavioral impact of spatial aesthetics. In sum, these findings converge on the notion that the psychological effect of ambiance is not merely additive but transformative in shaping customer intention and decision-making. For Gen Z consumers, ambiance is a physical experience and a social and emotional narrative. A visually engaging and sensorially pleasing space enables emotional resonance, self-expression, and content creation, key factors driving visit intention in the café industry. This study further reinforces the theoretical perspectives proposed by Firmansyah (2019) and Kotler (2012), asserting that store atmosphere can be an impactful communication medium that yields positive and profitable outcomes. When crafted in a highly appealing and emotionally engaging way, store atmosphere enhances customer satisfaction and effectively triggers purchase behavior, even among visitors who initially had no intention to buy. Thus, creating an immersive and emotionally aligned atmosphere should be considered a strategic necessity for cafés targeting the Gen Z segment. In the context of String Café Bandung, aesthetic appeal, modern minimalist design, and strategic layout contribute to creating an Instagrammable and emotionally comfortable environment, fulfilling both social and experiential needs of Generation Z. These features align with Gen Z's behavioral drivers, including visual stimulation, emotional connection, and social currency, which directly translate into increased visit intention. This alignment is further supported by previous research (Setiawan, 2024), which found that store atmosphere significantly influences purchase decisions among Gen Z consumers, particularly in retail environments like UNIQLO outlets, where visual appeal, spatial comfort, and emotional ambiance play critical roles in shaping shopping behavior and intention.

## V. Conclusion

The present research examined the influence of store atmosphere on the visit intention of Generation Z consumers at String Café Bandung. Employing a quantitative method with data collected from 120 respondents, the results confirm a strong and statistically significant positive correlation between store atmosphere and visit intention. The regression analysis revealed that store atmosphere accounts for 75.8% of the variability in visit intention, validating the hypothesis that a well-planned spatial and sensory environment considerably impacts consumer behavior. The findings demonstrate that the four components of store atmosphere, exterior design, interior aesthetics, store layout, and point-of-purchase displays significantly

shape Generation Z consumers' attitudes and emotional responses. These results are consistent with the Theory of Planned Behavior (Ajzen, 1991), which posits that attitudes influenced by external environmental factors shape behavioral intentions. Moreover, the findings align with existing empirical studies indicating that Generation Z exhibits heightened sensitivity to visual, emotional, and experiential stimuli within café environments.

**Practical Implications:** From a managerial perspective, this study underscores the strategic value of atmospheric design in attracting Gen Z consumers. Café owners and marketers are encouraged to invest in spatial elements that reflect Gen Z preferences, such as minimalist-modern aesthetics, Instagrammable spots, interactive lighting, and comfort-oriented layouts that support relaxation and content creation. Attention to visual storytelling and immersive ambiance can foster stronger emotional engagement and increase the likelihood of initial visits. These insights can serve as a guideline for F&B businesses aiming to enhance customer attraction and differentiate their brand in competitive markets. **Theoretical Implications:** This study contributes to the theoretical development by validating the Theory of Planned Behavior (Ajzen, 1991) in the context of café visit intention among Generation Z. The findings emphasize that external environmental factors, specifically store atmosphere components—exterior design, interior aesthetics, store layout, and point-of-purchase displays—play a critical role in shaping consumer attitudes and behavioral intentions. Unlike most prior studies focusing on revisit behavior, this research highlights the psychological attraction triggered during first-time visits, offering a fresh perspective for academic exploration. Future research should expand on these findings by incorporating additional variables such as brand image, service quality, or perceived value, and involving more diverse geographic locations to enhance generalizability.

## References

- Abdul Jalil, N. A., Fikry, A., & Zainuddin, A. (2018). Impact of Dining Café Atmospherics on Youth Behavioural Intention. *Asian Journal of Behavioural Studies*, 3(13), 78. <https://doi.org/10.21834/ajbes.v3i13.145>
- Ajzen, I. (1991). The theory of planned behavior. *Organizational Behavior and Human Decision Processes*, 50(2), 179–211. [https://doi.org/10.1016/0749-5978\(91\)90020-T](https://doi.org/10.1016/0749-5978(91)90020-T)
- Awa, C. A., Cortez, J. K., Gultiano, L. E., Jardin, H., & Lagria, D. S. (2025). Conjoint Analysis of Ambiance Influence on Coffee Shop Preferences among Gen Z Students in Davao City. *International Journal of Business and Applied Economics*, 4(3), 1321–1336. <https://doi.org/10.55927/ijbae.v4i3.140>
- Bandara, W. T. M. H. S., & Liyanage, A. D. U. V. (2024). Evaluation of Consumer Behaviour of Millennial and Gen Z Generations in the Latvian Retail Industry. *Economics and Business*, 38, 54–67. <https://doi.org/10.7250/eb-2024-0004>
- Berman, B., & Evans, J. R. (2018). *Retail management : a strategic approach*. Pearson.
- Budiman, S., & Dananjoyo, R. (2021). The Effect of Cafe Atmosphere on Purchase Decision: Empirical Evidence from Generation Z in Indonesia. *Journal of Asian Finance, Economics and Business*, 8(4), 483–490. <https://doi.org/10.13106/jafeb.2021.vol8.no4.0483>
- Cooper, D. R., & Schindler, P. S. (2014). *Business research methods* (12th ed.). McGraw-Hill Education.
- Çolak, F. U., & Çengel, Ö. (2023). Store Atmosphere Strategies And Their Effects On Purchase Intention. In *Journal of International Trade, Logistics and Law* (Vol. 9, Issue 1).
- Djunaid, I. S., Alexander, C., Set-Jetting, W., Generasi, ;, Preferensi, Z. ;, Pengabdi, W. ;, & Pan-galengan, S. ; (2025). Preferensi Wisatawan Gen Z terhadap Destinasi Wisata Set-Jetting di Indonesia Kata kunci (Vol. 8, Issue 4). <http://Jiip.stkipyapisdmpu.ac.id>
- Firmansyah, Anang. 2019. "Buku Pemasaran Produk dan Merek." *Buku Pemasaran Produk dan Merek* (August): 336
- Gunawan, C. B., & Syahputra, S. (2020). Analisis perbandingan pengaruh store atmosphere terhadap loyalitas pelanggan coffee shop di Bandung. *Jurnal Manajemen Maranatha*, 20(1), 51–62. <https://doi.org/10.28932/jmm.v20i1.2935>
- Jayaweera, K. A. R. S., Kulathilaka, C. J. P., & Vithana, L. V. M. G. (2024). "Sustainability Nexus: Multidisciplinary Connections for a Resilient Future" Investigating the Effect of Cafes' Atmospheric Design on

Consumer Revisit Intention with the Moderating Role of Service Quality: With Special Reference to Generation Z in Kandy District.

Jerry Alessandro, M., Listiana, E., & Rosnani, T. (2024). The influence of cafe atmosphere, food quality, and product variety on revisit intention with customer satisfaction as a mediation variable in CW Coffee West Kalimantan. *Journal of Management Science (JMAS)*, 7(1), 257–268. [www.exsys.iocspublisher.org/index.php/JMAS](http://www.exsys.iocspublisher.org/index.php/JMAS)

Kotler, P. (2012). *Essentials of Management for Healthcare Professionals: Marketing Management*

Kotler, & Keller. (2021). *Intisari Manajemen Pemasaran (A Pramesta (ed.))*. Penerbit Andi

Makwhana Dhaval, Engineer Priti, & Dabhi Amisha. (2023). *ijtsrd57470*.

Memon, M. A., Thurasamy, R., Ting, H., & Cheah, J. H. (2025). Purposive Sampling: A Review And Guidelines For Quantitative Research. *Journal of Applied Structural Equation Modeling*, 9(1), 1–23. [https://doi.org/10.47263/JASEM.9\(1\)01](https://doi.org/10.47263/JASEM.9(1)01)

MY, M., Hayat, N., Chaniago, F., & Erlianto, M. (2022). Strategi Pemasaran Jasa Pendidikan Dalam Meningkatkan Citra Sekolah.

Mamahit, B. B. V., Mandey, S. L., & Rotinsulu, J. J. (2021). Analisis Strategi Pemasaran Jasa Cv. Caritas Dei Nobiscum Untuk Meningkatkan Daya Saing. In *892 Journal EMBA (Vol. 9, Issue 3)*.

Novita Sari, E. (2021). Pengaruh Store Atmosphere Terhadap Keputusan Pembelian Kopi Pada Kong Djie Café Pekanbaru.

Rezieka Dara G, & Ismiulya F. (2022). Analisis Manajemen Pemasaran Paud.

Setiawan, G. A. (2024). Pengaruh Store Atmosphere, Shopping Lifestyle, dan Fashion Involvement terhadap Keputusan Pembelian Konsumen Generasi Z pada Produk UNIQLO.

Sitinjak, M. F., Pangaribuan, C. H., & Tafriza, N. (2019). Do Store Atmosphere and Perceived Value Matter in Satisfying and Predicting the Millennials' Behavioral Intention in a Café Setting? *Binus Business Review*, 10(1), 31–40. <https://doi.org/10.21512/bbr.v10i1.5345>

Suryawardani, B., & Wulandari, A. (2020). Determinant Factors of Customers' Switching Behavior to Customer Satisfaction and Loyalty in Online Transportation Users in Bandung. *Jurnal Dinamika Manajemen*, 11(1), 12–26. <https://doi.org/10.15294/jdm.v11i1.21432>

Suryawardani, B., Wulandari, A., & Marcelino, D. (2021). Tourism 4.0: digital media communication on online impulse buying and e-satisfaction. *BISMA (Bisnis Dan Manajemen)*, 14(1), 74–93. <https://doi.org/10.26740/bisma.v14n1.p74-93>

Sugiyono (2019). *Metode Penelitian Kuantitatif, Kualitatif, dan R&D*. Bandung: Alfabeta.

Sudaryono. (2016). *Manajemen pemasaran: Teori dan implementasi*. Yogyakarta: Andi.

Tantra, T. (2022). Analisis Niat Wisatawan untuk Berkunjung ke Kawasan Kuta Mandalika Lombok. *Ekonomi, Keuangan, Investasi Dan Syariah (EKUITAS)*, 3(3). <https://doi.org/10.47065/ekuitas.v3i3.1181>

Wahyu Saputri, N., & Jalari, M. (2023). Pengaruh Store Atmosphere, Visual Merchandise, Dan Perilaku Hedonism Terhadap Impulse Buying Studi Empiris Customer Gen Z Gerai Miniso Cabang Kota Solo (Vol. 7, Issue 2).

Wijaya, M. C., & Kloping, Y. P. (2021). Validity and reliability testing of the Indonesian version of the eHealth Literacy Scale during the COVID-19 pandemic. *Health Informatics Journal*, 27(1). <https://doi.org/10.1177/1460458220975466>