MARKETING | RESEARCH ARTICLE

The Effect of Product Quality, Price, and Store Atmosphere on Purchase Decision

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ABSTRACT

This study aims to determine the effect of product quality, price, and store atmosphere on consumer purchasing decisions at Nuju Coffee in Bandar Lampung. The method used in this study is a quantitative approach with data collection through questionnaires and analyzed using multiple linear regression. This study involved Nuju Coffee customers as respondents. The results showed that product quality, price, and store atmosphere significantly influence consumer purchasing decisions. Simultaneously, these three variables contribute to consumer decisions when buying products at Nuju Coffee. This study concludes that product quality, competitive prices, and a comfortable store atmosphere drive customer purchasing decisions in the coffee shop industry.

Keywords: Product Quality, Price, Store Atmosphere, Purchasing Decision.
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I.   Introduction

Indonesia is known for having abundant natural resources. Coffee is one of the mainstay commodities for the Indonesian economy. With a production volume of 124.5 thousand tons in 2022, Lampung Province is the second-largest coffee producer in Indonesia, according to data from PPID (2023). One of the related industries that greatly benefits from the potential of coffee is the food and beverage industry. Business players are also increasingly competing tightly, along with the continued growth of the Indonesian food and beverage industry. In Bandar Lampung, where there are several distinctive and delicious gourmet restaurants, including coffee shops, the coffee shop business is one of the fastest-growing and most in-demand sectors (Pranajaya & Warganegara, 2024). A coffee shop is a place that sells coffee, non-coffee drinks, and food (Rasmikayati et al., 2020). Coffee shops provide customers with food and drink, encouraging social interaction and an engaging environment (Asman & Desy Surya, 2024).

Coffee shops must have several important elements, such as good products, affordable prices, and a friendly atmosphere. Consumers will never forget reliable and high-quality goods, and they are willing to spend a certain amount for them (Gunawan et al., 2023). Prices must also be based on consumers' financial situations so they can purchase the goods. Price impacts client satisfaction and purchasing decisions as it is one of the most important factors in sales (Gunawan et al., 2023). The surrounding environment influences customers' shopping decisions in addition to the price and quality of the product. When the current store atmosphere and the store atmosphere developed can make consumers feel different in every cafe they visit,

it will be a perfect location for visiting. One of the components that supports a cafe company is the store atmosphere (Gunawan et al., 2023). One of the coffee shops in Bandar Lampung is Nuju Coffee, which opened on August 23, 2019 (Instagram, 2021). Although it has only been established for four years, this coffee shop now has seven branches in Bandar Lampung: Kedaton, Kemiling, Pahoman, Sukabumi (Antasari), Sudirman, Sukarame, and Enggal. Nuju Coffee has become a trademark under the auspices of PT. Singosari Dua Tiga.

Coffee drinks are Nuju Coffee's main product, which operates in the food and beverage sector. Original coffee from Lampung farmers is used as the raw material for Nuju Coffee drinks. According to Fitra (2022), Nuju Coffee also faces stiff competition from other surrounding cafes despite providing high-quality service. Hoffman, Daja, Kopi Kenangan, Kiyo Libare, and Koat Coffee are some of its competing coffee shops. Therefore, Nuju Coffee must consider the factors influencing customers' purchasing decisions. In addition, Nuju Coffee also provides information to the public about the potential of local coffee and promotes Lampung's unique coffee culture. Nuju Coffee prioritizes a friendly and attractive store atmosphere, competitive prices, and high-quality products to foster customer loyalty. Currently, customers are more selective in choosing a coffee shop, prioritizing the overall experience, from high-quality goods to the comfort of the coffee shop (Priambodo & Widajanto, 2023). Consumer purchasing decisions in the food and beverage business are greatly influenced by various variables, including price, product quality, and the surrounding environment (Ardyanto & Pradana, 2022). Therefore, coffee shop business actors must consider these three aspects to attract and retain customers. Nuju is a local coffee company based in Bandar Lampung, which was established in August 2019. Nuju Coffee is still concerned about the quality of its products. The good rating from the Go-Food application on the online food and beverage ordering platform evidences this. The following is the rating obtained by Nuju Coffee on the Gojek application.

Table 1. Rating for Coffee

No	Brand	Price Range	Number of Ratings	Rating Value
1	Coffee Break Sudirman	IDR 14,000–20,000	12K+	4.9
2	Nuju Coffee Kedaton	IDR 14,000–20,000	11K+	4.9
3	Nuju Coffee Sukarame	IDR 14,000–20,000	8K+	4.9
4	Nuju Coffee Kemiling	IDR 14,000–20,000	4K+	4.9
5	Nuju Coffee Pahoman	IDR 10,000–21,000	1K+	4.8
6	Go to Space	IDR 10,000–20,000	200+	4.9
7	Nuju Coffee HQ	IDR 15,000–21,000	2K+	4.8

Source: Gojek application in Go-Food feature, December 2024

Consumers are generally happy with the quality of Nuju Coffee products and reasonable prices, as shown by the number of ratings in the table above, which they obtained through the Gojek application. Nuju Coffee has a competitive price range and a variety of menu choices. At Nuju Coffee, a single drink usually costs between IDR 14,000 and IDR 21,000. Several important aspects influence customer purchasing decisions, including the environment, product quality, and price. Not only getting positive reviews from consumers who buy products online. However, many people buy Nuju coffee products offline at the Nuju coffee shop. Many customers buy Nuju Coffee products because this coffee shop has various interesting areas, adequate lighting, the latest music playlists available in the cafe, and an interior design that makes customers feel at home and have fun. In addition, Nuju Coffee Outlet offers various facilities, including internet, prayer rooms, sopa, and many more.

From the above incident, in addition to the results that contradict previous research. The author hopes to conduct a more comprehensive study to show whether environmental, cost, and product quality affect customer decisions. The study is "The Effect of Product Quality, Price, and Store Atmosphere on Purchasing Decisions at Nuju Coffee Bandar Lampung". This study is original because it explicitly examines local coffee shops' consumer behavior in Bandar Lampung, which is still rarely studied, focusing on the

younger generation as the main segment. In addition, this study simultaneously integrates product quality, price, and store atmosphere in one analysis model to understand purchasing decisions, which has not been widely studied in previous studies.

II. Literature Review and Hypothesis Development

2.1. Product Quality

According to Wijaya & Ni Putu Widhia Rahayu (2025), product quality refers to a product considered high quality based on consumer criteria. Rofiq & Hufron (as cited in Hidayat et al., 2021) state that the definition of quality may vary depending on the approach used to define it and its specific requirements. Product quality is why consumers perceive a product as suitable and capable of meeting their needs, encouraging them to make repeat purchases. Tjiptono (as cited in Wulandari, 2019) identifies several indicators of product quality:

a. Performance relates to the attributes of an item in a basic service or product.
b. Durability indicates that an item will last longer if used more frequently.
c. A feature is an enhancement to a product, meaning that an addition or improvement is added to a product to make it more attractive to buyers.
d. When someone looks at an item, they can indirectly gauge its perceived quality. Some consumers may be less knowledgeable or even uninformed about the item they are considering purchasing or its quality.

2.2. Price

According to Fetrizen and Aziz (as cited in Hidayat et al., 2021), price is one of the most important factors for customers. Therefore, businesses and organizations must understand how price influences customer perceptions and sentiment. Each consumer may have a different interpretation of price based on their unique circumstances, the type of goods, and their characteristics. Fitriasari et al. (2025) define price as the basic cost of a particular product, which can be determined through various business methods. Price indicators, as stated by Kotler and Gary (as cited in Agustina, 2019), include the following:

a. Affordability is the amount a buyer must pay for a product based on the listed price.
b. Discount is a price reduction the seller gives as a reward for certain customer purchasing behaviors.
c. Payment Method refers to how a buyer pays for goods or services according to the applicable procedures.

2.3. Store atmosphere

Hilaliyah (as cited in Maradita & Susilawati, 2021) states, "Store atmosphere is a spatial design that can emotionally influence consumers to make purchases." This is supported by recent research (Akbar & Tjahjaningsih, 2023). The store atmosphere is an important component of a shop or café, as its design can create a substantial sensory impact. According to Sitepu (as cited in Safitri & Rini, 2021), the indicators of store atmosphere are:

a. The actual placement and arrangement of stationary goods and equipment, known as layout.
b. Sound, such as general music, can enhance the shopping experience.
c. Construction design, which has the power to make owners and guests feel comfortable.
d. Texture, or the visual component that conveys the feel of the depicted material's surface. Typically, texture management layouts can provide qualities and impressions that attract visitors.

2.4. Purchasing Decision

Jefryansyah and Muhajirin (as cited in Claudya & Komariah, 2021) state, "The action taken by the buyer to fulfill their desires by considering the available goods and services is called a purchasing decision." A purchasing decision is a person's decision to buy or use goods or services that they believe can fulfill their needs and are ready to face the consequences (Rafli & Tjahjaningsih, as cited in Akbar & Tjahjaningsih, 2023). The purchasing decision indicators, according to Jefryansyah and Muhajirin (as cited in Claudya & Komariah, 2021), are:

a. Being sure before making a purchase.
b. Buying as intended.
c. Having plans to repurchase the item.
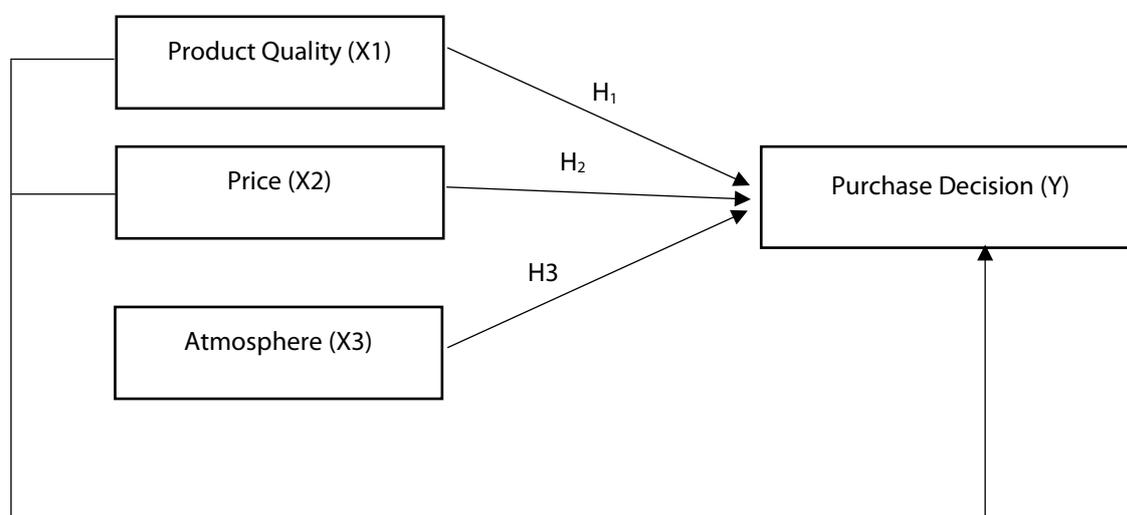d. Recommending the product to others.

2.5. Framework of Thought

Figure 1. Conceptual Framework

2.6. Hypothesis Development

2.6.1. The Influence of Product Quality on Purchasing Decisions

According to Kurniawati and Silitonga (2021), products are anything tangible or intangible that customers can provide to satisfy their needs and wants. The term "ability to provide characteristics that help consumers differentiate products" refers to a product's capacity to offer distinctive features that enable consumers to distinguish it from competing products and make informed purchasing decisions (Schiffman in Rahmawati & Cyasmoro, 2024). According to Nadiya and Wahyuningsih (2020), purchasing involves considering alternatives and selecting a product from various available possibilities. Since past performance and brand reputation are often associated with product quality, developing a respected brand can increase consumer trust. Research by Rahmawati and Cyasmoro (2024) shows that product quality positively and significantly influences purchasing decisions. Furthermore, research by Kurniawati and Silitonga (2021) indicates that customer purchasing decisions at Fore Coffee Cibubur Junction are positively influenced by product quality. However, another study revealed that product quality does not significantly influence purchasing decisions (Firdayani & Paludi, 2022). Therefore, the purpose of this study is to determine whether

product quality has a significant influence on consumer purchasing decisions. The following hypothesis is proposed:

H1 : Product quality positively and significantly affects purchasing decisions at Nuju Coffee Bandar Lampung.

2.6.2. The Influence of Price on Purchasing Decisions

Nuju Coffee's pricing approach, which covers various consumer categories with prices ranging from IDR 14,000 for a regular cup to IDR 64,000 for a one-liter coffee, shows a strong understanding of market segmentation in Bandar Lampung. Marketing methods, including social media engagement and accessibility through digital platforms such as Gojek, Shopee, and Grab, further strengthen their product pricing placement in customers' minds. Based on previous research, Fatihadi et al. (2021) found that competitive prices that reflect the value offered positively influence consumer purchasing decisions. However, according to The Secret (2021), price does not significantly influence consumer purchasing decisions. By examining whether price significantly influences purchasing decisions, this study proposes the following hypothesis:

H2 : Price positively and significantly affects purchasing decisions at Nuju Coffee Bandar Lampung.

2.6.3. The Influence of Store Atmosphere on Purchasing Decisions

The store atmosphere is one of the key elements in the coffee shop industry that can influence customer psychology and purchasing behavior. Nuju Coffee has implemented a holistic atmospheric design concept by offering a layout accommodating different customer preferences. Large indoor and outdoor spaces allow customers to choose the experience that best suits their needs, whether for social events, work-related tasks, or simply taking a break. The instagrammable elements emphasized in Nuju Coffee's interior and exterior design also align with contemporary consumer trends that emphasize aesthetic and shareable experiences on social media. As shown in research by Kurniawati and Silitonga (2021), the environment strongly and positively impacts consumers' purchasing decisions. However, data from Lestari et al. (2023) indicates that the environment has little influence on purchasing decisions. To explore this further, this study proposes the following hypothesis:

H3 : Store atmosphere positively and significantly influences Nuju Coffee Bandar Lampung's purchasing decisions.

2.6.4. The Influence of Product Quality, Price, and Store Atmosphere on Purchasing Decisions

According to Assauri (in Nadiya & Wahyuningsih, 2020), the ability of a product to meet customer goals is an indicator of its quality. In this context, customers will perceive high-quality products positively and consider them valuable. Meanwhile, price is a financial consideration and a strategic indicator that influences consumer psychology during purchasing decision-making (Nadiya & Wahyuningsih, 2020). Mendur et al. (2021) state that a complete value proposition for customers can be achieved by combining high product quality, reasonable pricing, and a pleasant store atmosphere. Previous studies have shown that combining these three factors significantly and positively influences customer purchasing decisions, such as Toko Awesam Kepanjen's case (Saputra et al., 2023). However, research by Rizkyani and Anggraeni (2022) suggests that purchasing decisions at Hokben are not significantly influenced by product quality, price, service quality, marketing, packaging, or store atmosphere. This study aims to determine whether product quality, price, and store atmosphere significantly influence consumer decisions. Considering this, the following hypothesis is proposed:

H4 : Product Quality, Price, and Store atmosphere positively and significantly influence Nuju Coffee Bandar Lampung purchasing decisions.

III.   Research Method

This study aims to determine the effect of product quality, price, and store atmosphere on consumer purchasing decisions at Nuju Coffee Bandar Lampung.

3.1.   Research Method

This research uses a quantitative approach. According to The Last Supper (2020), quantitative methods are systematic research approaches that examine specific populations or samples, collect data using research instruments, and conduct statistical and quantitative analyses to test hypotheses.

3.2.   Population

The term "population" refers to both natural and human cultural elements. Sugiyono (2020) states that a population includes all the attributes of the objects or subjects under study, not just the number of individuals or items. In this study, the population comprises all Nuju Coffee Bandar Lampung customers.

3.3.   Sample

The Last Supper (2020) explains that a sample is a portion of the population with similar characteristics. This study uses purposive sampling combined with a non-probability sampling method. The Last Supper (2020) notes that in non-probability sampling, not all population members are equally likely to be selected. The purposive sampling technique is based on specific criteria and the researcher's judgment to determine the appropriate sample size (The Last Supper, 2020). The sampling technique used in this research is purposive sampling, where the respondents selected are active Nuju Coffee Bandar Lampung customers who have made at least one purchase within the last three months. This criterion ensures that respondents have direct experience with the coffee shop's product quality, pricing, and store atmosphere, making the data collected more relevant to the research objectives. The sampling strategy in this study follows the guideline that the number of samples should be 10 times the number of indicators (Hair et al., 2016). Since this study uses 16 indicators, 160 respondents were chosen. The sampling criteria used are as follows:

a.   Respondents must reside in Bandar Lampung.
b.   Respondents must be at least 17 years old.
c.   Respondents must have made at least one purchase at Nuju Coffee.
d.   Respondents must have visited a Nuju Coffee location and personally assessed the store atmosphere and products offered.

3.4.   Data Collection Techniques

This study used two types of data: primary data and secondary data. Primary data were collected through a questionnaire distributed to Nuju Coffee Bandar Lampung customers to obtain direct responses. The questionnaire included statements related to the research variables: product quality, price, store atmosphere, and purchasing decisions. Secondary data were obtained from various reference sources, such as news articles and previous publications relevant to the research topic. These secondary data supported the validity of the findings and provided a more comprehensive description of the research context.

The research instrument used was a Google Form-based survey. The questionnaire was designed using a 5-point Likert scale, where a score of 1 indicated "Strongly Disagree" and a five indicated "Strongly Agree." The data collected from the questionnaire were processed using SPSS software. The analysis was carried out in several stages, beginning with validity and reliability tests to evaluate the instrument's feasibility, followed by multiple linear regression analysis to determine the influence of the independent variables (product quality, price, and store atmosphere) on the dependent variable (purchasing decision). Descriptive and inferential analyses were also conducted to examine the relationships between the variables.

Table 2. Respondent Characteristics Results

Measurement	Number of Respondents	Presentation
Gender		
Man	59	36.9%
Woman	101	63.1%
Total	160	100%
Age Group		
17–25 years	157	98.1%
26–32 years	3	1.9%
33–39 years	0	0%
40–47 years	0	0%
48 years and above	0	0%
Total	160	100%
Occupation		
Student	129	80.6%
Civil Servant/Police/Military	1	0.6%
Private Sector/Self-Employed	12	7.5%
Housewife	0	0%
Other	18	11.3%
Total	160	100%
Monthly Expenditure		
< IDR 1,000,000	67	41.9%
IDR 1,000,000 – 3,000,000	77	48.0%
IDR 3,000,000 – 5,000,000	10	6.3%
> IDR 5,000,000	6	3.7%
Total	160	100%

The data analysis results show that most coffee drinkers are women, accounting for 63.1% of respondents. This indicates that coffee is not only popular among men but also among women. This finding is consistent with Mustika (2024), who found that women are the most frequent visitors to coffee shops. Furthermore, most Nuju Coffee customers in Bandar Lampung are students (80.6%), suggesting that the brand is favored by those seeking a comfortable coffee experience at affordable prices. The age group with the highest representation is 17–25 years (98.1%), and most respondents reported monthly spending in the range of IDR 1,000,000 to 3,000,000 (48%). Based on this, it can be concluded that Nuju Coffee is highly suitable for individuals aged 17 to 25.

The contemporary design and curated music selection contribute to the modern and appealing store atmosphere of Nuju Coffee, aligning with the aesthetic preferences of Generation Z in Bandar Lampung. Before administering the questionnaire, both validity and reliability tests were conducted using Cronbach's Alpha. The test results showed that all questionnaire items were valid—indicated by correlation values above

the minimum threshold—and reliable, with alpha values exceeding 0.60. Therefore, the questionnaire was deemed appropriate for use as a research instrument.

IV.   Results and Discussion

4.1.   Validity Test

According to Ghazali (2018), validity testing is a procedure used to assess the accuracy of a research questionnaire in measuring what it is intended to measure. The criteria for evaluating validity are as follows: if the calculated r-value (r count) > the critical r-value (r table), then the item is considered valid; and if the calculated r-value (r count) < the critical r-value (r table), then the item is considered invalid.

Table 3. Validity Test Results

Variables	Item	R Count	R Table	Information
Product Quality (X1)	X1.1	0.787		
	X1.2	0.876		
	X1.3	0.827		
	X1.4	0.771		
Price (X2)	X2.1	0.882		
	X2.2	0.876		
	X2.3	0.899		
	X2.4	0.901	0.159	Valid
Store atmosphere (X3)	X3.1	0.898		
	X3.2	0.887		
	X3.3	0.901		
	X3.4	0.879		
Purchase Decision (Y)	Y.1	0.768		
	Y.2	0.821		
	Y.3	0.852		
	Y.4	0.847		

Table 3 shows that all calculated r-values exceed the critical r-value of 0.159. Therefore, it can be concluded that all questionnaire items are valid.

4.2.   Reliability Test

According to toGhazali, (2018) Reliability test is a metric that shows how trustworthy or reliable a measuring instrument is. Therefore, a reliability test can ascertain the consistency of a measuring instrument and whether it maintains its consistency when repeated measurements are made.

Table 4. Reliability Test Results

Variables	Cronbach Alpha	Criteria	Information
Product Quality (X1)	0.833		
Price (X2)	0.910	0.60	Reliable
Store atmosphere (X3)	0.913		
Purchase Decision (Y)	0.834		

Based on the research findings, each variable has a Cronbach's Alpha value higher than 0.60. We can conclude that these findings are reliable and can represent a thorough examination of all the data used in the study.

4.3. Multiple Linear Regression Test

This study employs multiple linear regression as a data analysis technique. According to Ghozali (2018), multiple linear regression analysis is a statistical method used to evaluate the relationship between one dependent variable and two or more independent variables. The multiple linear regression equation adopted from The Last Supper (2020) is as follows:

$$Y = a + b_1X_1 + b_2X_2 + b_3X_3 + \varepsilon$$

Where Y is the purchase decision, a is the constant, b_1, b_2, and b_3 are the regression coefficients for the independent variables Product Quality (X_1), Price (X_2), and Store atmosphere (X_3), respectively, and ε represents the standard error.

Table 5. Multiple Linear Regression Analysis Test Results

Coefficients^a					
Model	**Unstandardized Coefficients**		**Standardized Coefficients**	**t**	**Sig.**
	B	**Std. Error**	**Beta**		
(Constant)	0.971	.905		1.072	.285
Product Quality (X1)	.490	.076	.458	6.441	.001
Price (X2)	.282	.063	.291	4.496	.001
Store atmosphere (X3)	.161	.068	.159	2.358	.020

a. Dependent Variable: Purchase Decision (Y)

Table 5 presents the results of the multiple linear regression analysis, which produces the following equation:

$$Y = 0.971 + 0.490X_1 + 0.282X_2 + 0.161X_3 + \varepsilon$$

The constant value of 0.971 implies that when the values of Product Quality (X_1), Price (X_2), and Store atmosphere (X_3) are zero, the Purchase Decision (Y) is 0.971. The positive regression coefficient of 0.490 for Product Quality (X_1) indicates that for every one-unit increase in X_1, the Purchase Decision (Y) increases by 0.490. Similarly, the Price variable (X_2) has a positive coefficient of 0.282, meaning that a one-unit increase in X_2 leads to a 0.282 increase in Y. The Store atmosphere variable (X_3) also has a positive coefficient of 0.161, showing that each one-unit increase in X_3 results in a 0.161 increase in the Purchase Decision (Y). Based on these results, Product Quality (X_1) has the most decisive influence on purchasing decisions, as reflected by its highest coefficient value of 0.4 compared to the other variables. This suggests that Nuju Coffee consumers prioritize product quality when making purchasing decisions.

4.4. Coefficient of Determination Test (R^2)

The coefficient of determination measures the extent to which a model explains the variability of the dependent variable through the independent variables (Ghozali, 2018). A low R^2 value indicates that the model's ability to explain the dependent variable is limited. In contrast, a value close to one indicates that the independent variables provide the information needed to predict the dependent variable.

Table 6. Results of the Determination Coefficient Analysis Test (R^2)

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	0.803	0.646	0.639	1.75515

a. Predictors: (Constant), X_3, X_2, X_1

The adjusted R-squared value is 0.639 or 63.9% based on the table. This indicates that 63.9% of the variation in the Purchase Decision (Y) can be explained by the independent variables: Product Quality (X_1), Price (X_2), and Store atmosphere (X_3). The remaining 36.1% is influenced by other factors not examined in this study. These other influencing factors may include service quality, brand image, strategic location, and various external variables.

4.5.   Hypothesis Testing

4.5.1.   Partial Test (T-Test)

According to Ghozali (2018), the t-test can measure how much each independent variable proportionally influences the dependent variable. Researchers can evaluate the significance of the effect of several independent variables on the dependent variable using the t-test. If the significance value of the t-test is less than 0.05, it can be concluded that there is a significant relationship between the independent and dependent variables.

Table 7. Partial Test Results (T-Test)

Coefficients[a]					
Model	**Unstandardized Coefficients**		**Standardized Coefficients**	**t**	**Sig.**
	B	**Std. Error**	**Beta**		
(Constant)	.971	.905		1.072	.285
Product Quality (X1)	.490	.076	.458	6.441	.001
Price (X2)	.282	.063	.291	4.496	.001
Store atmosphere (X3)	.161	.068	.159	2.358	.020

a. Dependent Variable: Purchase Decision (Y)

The t-test was used to determine the level of influence of each independent variable (X) on the dependent variable (Y). To test hypothesis H1, the variable X1 (Product Quality) had a significance value (Sig.) of 0.001 < 0.05 and a t-value of 6.441 > t-table value of 2.266. These results indicate that product quality positively, significantly, and beneficially influences consumer purchasing decisions. For hypothesis H2, the variable X2 (Price) had a t-value of 4.496 > 2.266 and a significance value of 0.001 < 0.05. This suggests that price has a significant and positive influence on purchase decisions. Furthermore, for hypothesis H3, the variable X3 (Store atmosphere) had a t-value of 2.358 > 2.266 and a significance value of 0.020 < 0.05. Therefore, the results indicate that the store atmosphere also significantly and positively impacts purchasing decisions.

4.5.2.   Simultaneous Test (F-Test)

According to Ghozali (2018), the F-test determines whether all independent variables in the model collectively influence the dependent variable. This test evaluates the simultaneous effect of all independent variables on the dependent variable.

Table 8. Simultaneous Test Results (F Test)

ANOVA					
Model	Sum of Squares	Df	Mean Square	F	Sig
Regression	875.178	3	291.726	94.699	.001
Residual	480.566	156	3.081		
Total	1355.744	159			

Based on Table 8, the F-value is 94.699 > F-table value of 1.97, with a significance value of 0.001 < 0.05. Price, product quality, and store atmosphere significantly influence purchasing decisions. In conclusion, this study employs a quantitative approach, using primary data collected through questionnaires distributed to 160 Nuju Coffee customers in Bandar Lampung. The data were analyzed using multiple linear regression with the help of SPSS software to test the effect of product quality, price, and store atmosphere on purchasing decisions.

4.6.   Discussion

4.6.1.   The Influence of Product Quality (X1) on Purchasing Decisions (Y) at Nuju Coffee Bandar Lampung

The calculated T value of 6.441 > T count on the product quality variable produces a T table value of 2.266 and a coefficient of 0.490, with a significance value of 0.001 <0.05, based on the data studied in the hypothesis test. The assessment of what to buy is significantly influenced by product quality. Buyers will have more choices as product quality increases because of the unidirectional relationship. The results of this study support Busyra's research (2022), which shows that product quality significantly and positively influences the choice to buy. Based on the questionnaire questions on the Product Quality variable, packaging design greatly influences consumer decisions to buy Nuju Coffee Bandar Lampung. Previous research by Augustina Ishak et al. (2024) showed that consumers with lower middle incomes tend to pay more attention to product design, which supports this conclusion. This shows that product quality is a crucial factor when consumers make purchases. Consumers are ultimately willing to pay more for high-quality products because they believe they provide better value.

4.6.2.   The Influence of Price (X2) on Purchasing Decisions (Y) at Nuju Coffee Bandar Lampung

With a significance value of 0.001 <0.05 and a coefficient of 0.282, the T value obtained from the data studied in the hypothesis test, especially the T test on the Price variable, is 4.496> T table 2.266. The assessment of what to buy is significantly influenced by price. People will make more purchases if the price is set fairly because the two criteria have a strong and unidirectional relationship. Previous research at Fore Coffee (Erianto, 2019) supports the study's findings by showing that price significantly influences consumer buying decisions. Most of the study participants were students who spent an average of between one and three million. This shows that affordability plays an important role in the decisions made by customers with this income level. Previous research has shown that customers with lower middle-class incomes are often more price sensitive, strengthening this study (Yesi, 2020). Before buying something, they will consider the price carefully.

4.6.3.   The Influence of Store Atmosphere (X3) on Purchasing Decisions (Y) at Nuju Coffee Bandar Lampung

The data analyzed in the hypothesis test, especially the t-test on the atmospheric variable, is supported by the calculated t results of 2.358> t table 2.266, a significance value of 0.020 <0.05, and a coefficient of 0.161. A relatively large unidirectional relationship between the two components indicates that

the environment significantly influences purchasing decisions. This means purchasing decisions will increase if the environment is attractive and comfortable. The results of this study are consistent with previous research conducted by The Last Supper (2023)at ON Zambo Coffee Jombang, which found that environmental factors significantly influence factors related to purchasing decisions. Based on the ambient variable components of the questionnaire, the layout of Nuju Coffee Bandar Lampung has the most significant influence on customer purchasing decisions. Most participants were between 17 and 25 years old, which supports this. This suggests that a friendly and attractive store atmosphere is essential to clients' decision-making process in this age group. Previous research by Bujung et al. (2020) supports these results by showing that young people often like cafes that have an Instagrammable store atmosphere and are suitable for hanging out with friends.

4.6.4.   The Influence of Product Quality (X1), Price (X2), and Store Atmosphere (X3) on Purchasing Decisions (Y) at Nuju Coffee Bandar Lampung

The F test was used to evaluate the Product Quality, Price, and Store atmosphere data, resulting in an F value set at 94.699> T table 1.97 with a significance value of 0.001> 0.05. Price, store atmosphere, and product quality can positively and substantially impact purchasing decisions. Previous research by Winarsih and Mandey (2022) supports the conclusions of this study by showing that price, store atmosphere, and product quality all significantly impact purchasing decisions simultaneously. High-quality products, affordable costs, and a comfortable store atmosphere provide significant value to clients and ultimately attract them to purchase.

V.   Conclusion

The data analysis results show that Bandar Lampung consumers' decision to buy Kopi Nuju is significantly influenced by price, store atmosphere, and product quality. The Product Quality variable strongly and positively influences consumer buying of Kopi Nuju in Bandar Lampung. Increasing product quality increases the likelihood of consumers buying Kopi Nuju. Consumers in Bandar Lampung are highly influenced by price when deciding to buy Kopi Nuju. Thus, the results of this study indicate that product quality, price, and store atmosphere influence consumer purchasing decisions at Nuju Coffee Bandar Lampung. Theoretically, these findings support the consumer behavior concept that emphasizes the importance of value and experience in the decision-making process. From a practical perspective, the results of this study can be used as a reference for business actors in designing more targeted marketing strategies. Further research is recommended to examine similar variables in different contexts, such as digital platforms or other consumer segments, to broaden the scope of understanding consumer purchasing behavior.

This study contributes to the development of literature in the field of consumer behavior by strengthening the evidence that product quality, price, and store atmosphere play an important role in influencing purchasing decisions, especially in the local coffee shop industry. The findings of this study can be used as a basis for designing more effective marketing strategies for coffee shops. Business actors can improve product quality through menu and presentation innovation, set prices by market segments, and create a comfortable cafe store atmosphere that aligns with young consumer trends. By optimizing these three aspects, coffee shops have a greater chance of attracting and retaining customers.

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