

# Consumer Perceptions of the Influence of Brand Image, Store Atmosphere, Promotions, and Product Innovation on Coffee Purchasing Decisions

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## A B S T R A C T

Consumer purchasing decisions are processes influenced by various factors before consumers decide to buy a product or service. This study aims to analyze the effect of brand image (X1), store atmosphere (X2), promotion (X3), and product innovation (X4) on consumer purchasing decisions at Cafe Ribian in Payakumbuh City. The research employs a descriptive quantitative method, with data collected through questionnaires. The sample consists of 100 respondents who are customers of Cafe Ribian, selected using a purposive sampling technique. Data analysis was conducted using multiple linear regression with IBM SPSS version 26 to examine the partial and simultaneous effects of the variables on purchasing decisions. The results indicate that brand image, store atmosphere, promotion, and product innovation have positive and significant effects on purchasing decisions, both partially and simultaneously. These findings highlight the importance of strengthening brand image, creating a comfortable store atmosphere, implementing effective promotional strategies, and continuously innovating products to enhance consumer purchasing decisions in the cafe sector.

## INTRODUCTION

The coffee industry in Indonesia has experienced significant growth in recent years, leading to changes in consumption patterns among the population. Despite a temporary decline, a report from the USDA Foreign Agricultural Service (Service, 2024) states that national coffee production remains stable at 10 million bags, indicating high domestic demand for coffee. This factor has driven the growth of various coffee shop businesses in various regions, including in small towns such as Payakumbuh, which previously may not have had many options. Today, coffee has shifted from being just a beverage to an integral part of people's social activities, with coffee shops becoming places to gather and interact. Thus, the coffee industry not only contributes to the economy but also shapes the culture of modern society. The city of Payakumbuh has emerged as one of the centers of economic growth in West Sumatra Province, with a variety of trade and service sectors showing rapid development. Based on data from the Payakumbuh City Statistics Agency in 2024, the number of people of productive age, ranging from 15 to 39 years old, reached 32,700, creating an important consumer base (Payakumbuh, 2024). This group is known to have a high level of mobility, making it a prime target for coffee shop businesses looking to attract customers. Daily activities such as working, gathering, and channeling creativity are often carried out in cafes, making them valuable social spaces. This creates promising market potential for coffee drinks in Payakumbuh, in line with the increasing public interest in coffee culture.

Cafe Ribian is one of the most prominent coffee shops in Payakumbuh City, successfully attracting many visitors. With its strategic location and modern interior design, this cafe is often used as a venue for various community events, such as meetings and discussions. Ribian offers a wide selection of beverages, including high-quality coffee and refreshing non-coffee drinks, and provides two comfortable seating areas, indoor and outdoor. However, the number of visitors on Monday Thursday is around 100 people, and on weekends or when there are events, it can increase to more than 1000 people per week. Therefore, managers need to conduct an in-depth analysis to identify the factors that influence visits and design effective strategies to increase the number of visitors consistently.

In marketing, consumer purchasing decisions are influenced by various interrelated factors. One of these factors is brand image, which plays an important role in shaping consumer perceptions of the

quality and uniqueness of the products offered. Store atmosphere also has an important impact, as the comfort and aesthetics of the space can enhance the consumer's shopping experience. Active and creative promotion is essential to introduce products to a wide audience, thereby attracting attention and increasing purchase interest. On the other hand, product innovation, such as developing unique flavors and packaging, is a distinct attraction that can differentiate products in a competitive market.

Previous studies have shown varying results regarding the factors that influence purchasing decisions (Meitriana, 2021). States that brand image has a significant influence, while (Susanti, 2024) argues the opposite. (Soliha, 2024) found that store atmosphere has a positive effect, while (Siregar, 2023) states that store atmosphere has a negative effect that is not significant. (Dewi, 2024) states that promotion has a positive effect, but (Hidayat, 2021) states that promotion has a negative effect that is not significant. Finally, (Saputra, 2024) states that product innovation has a significant effect, while (Noerchoidah, 2022) states that there is no significant effect.

This study emphasizes the importance of understanding consumer perspectives on four key variables in marketing at Cafe Ribian. Brand image, store atmosphere, promotions, and product innovation are considered strategic elements that can influence purchasing decisions. By applying a quantitative approach and regression analysis, this study aims to measure the extent to which each variable has an impact. It is hoped that the results of this study can provide valuable insights for Cafe managers in formulating more effective strategies. In addition, these findings also enrich the literature on consumer behavior in the local culinary sector.

The novelty of this research lies in its location, which has rarely been studied, namely the city of Payakumbuh, which acts as an economic buffer in West Sumatra. By applying a simultaneous approach to the four variables, this research can be more detailed. The results not only provide practical benefits but also have academic relevance. The findings can serve as important considerations for MSME actors and local policymakers. Therefore, it is hoped that the results of this study can make a significant contribution to the development of a coffee business that focuses on consumer needs.

## **METHOD**

This study applies a quantitative method with a descriptive approach, using primary and secondary data in the information collection process. Primary data is information obtained directly by the data collector, while secondary data is obtained through intermediaries in the form of documents or other people (Sugiyono, 2023). Questionnaires are used as a tool to collect various data or information. The questionnaire includes a Likert scale ranging from one to five points. The sample was taken using the nonprobability sampling method with the purposive sampling technique. Sampling was based on certain characteristics in accordance with predetermined criteria, namely that the sample consisted of individuals aged 17 years and above and respondents who had visited Ribian at least once. There were 100 respondents using the Lemeshow formula (2017) in (Gracia et al., 2024).

The data obtained was analyzed using multiple linear regression analysis techniques. IBM SPSS version 26 was used for data processing and testing. The research instrument was adapted from previous studies, where the validity and reliability tests proved to be valid and reliable. Thirty respondents were needed to conduct the validity and reliability tests. Validity is a measuring tool to determine the reliability and validity of the measured data. Next, a reliability test was conducted by only entering valid data. This test can be calculated using the Cronbach's Alpha formula, where the data is considered reliable if the Cronbach's Alpha result is positive and greater than 0.60 (Emenina & Angel, 2019).

Descriptive analysis aims to describe respondents' perceptions of each variable by interpreting the average scores obtained from the Likert scale. Through classical assumption testing, it can be ensured that the data meets the requirements for further testing. This test consists of several parts, namely normality, multicollinearity, and heteroscedasticity tests. Hypothesis testing was applied simultaneously (F test) and partially (t test) to assess the effect of each independent variable on the dependent variable. Furthermore, the coefficient of determination ( $R^2$ ) was calculated to measure the contribution of all independent variables to consumer purchasing decisions.

## **RESULTS & DISCUSSION**

The results of the study show the influence of brand image, store atmosphere, promotion, and product innovation on purchasing decisions. To determine this influence, the researcher distributed a questionnaire consisting of 21 statements. There were 3 statements for the brand image variable, 5

statements for the store atmosphere variable, 4 statements for the promotion variable, 3 statements for the product innovation variable, and finally 6 statements for the purchase decision variable. The questionnaire was distributed to 30 respondents.

### Validity Test

(Subhaktiyasa, 2024) states that validity refers to the extent to which a measuring instrument can assess the concept being referred to, so that the results found truly reflect the reality being studied. This validity test is used to measure the validity and invalidity of research data using SPSS. In this study, 30 respondents were used by looking at  $r_{\text{calculated}} > r_{\text{table}}$ , so that the variable instruments were declared valid.

The degree of freedom (DF) can be calculated using the formula  $n-2$ , where  $n$  is the number of samples used in the analysis. The number of samples used was 30 respondents, so the degree of freedom was calculated as  $30-2=28$ . Based on a degree of freedom of 28 and a significance level of 5%, the  $r$  table value obtained from the Pearson critical table distribution is 0.361. If the  $r$  count value is greater than  $r$  table (0.361), then the relationship between variables is statistically significant. The validity test results for the brand image variable can be seen in the table below:

**Table 1.** Results of the Validity Test for the *Brand Image* Variable

Indicator	Calculated R	Table R	Description
X1.1	0,872	0,361	Valid
X1.2	0,864	0,361	Valid
X1.3	0,829	0,361	Valid

Source: Processed primary data (2025)

The results of the validity test from Table 1 show that  $r_{\text{calculated}} > r_{\text{table}}$ , so the brand image variable is declared to meet the validity requirements. Furthermore, the results of the validity test on the store atmosphere variable can be seen in the table below:

**Table 2.** Validity Test Results for the *Store Atmosphere* Variable

Indicator	Calculated R	Table R	Description
X2.1	0,855	0,361	Valid
X2.2	0,846	0,361	Valid
X2.3	0,827	0,361	Valid
X2.4	0,737	0,361	Valid
X2.5	0,825	0,361	Valid

Source: Primary data processed (2025)

The results of the validity test calculations from Table 2 show that  $r_{\text{calculated}} > r_{\text{table}}$ , so the store atmosphere variable is declared to meet the validity requirements. The results of the validity test on the promotion variable can be seen in the table below:

**Table 3.** Validity Test Results for the *Promotion* Variable

Indicator	Calculated R	Table R	Description
X3.1	0,763	0,361	Valid
X3.2	0,865	0,361	Valid
X3.3	0,819	0,361	Valid
X3.4	0,841	0,361	Valid

Source: Primary data processed (2025)

The results of the validity test from Table 3 show that  $r_{\text{calculated}} > r_{\text{table}}$ , so the promotion variable is declared to meet the validity requirements. Furthermore, the results of the validity test on the product innovation variable can be seen in the table below:

**Table 4.** Product Innovation Variable Validity Test Results

Indicator	Calculated R	Table R	Description
X4.1	0,858	0,361	Valid
X4.2	0,904	0,361	Valid
X4.3	0,852	0,361	Valid

Source: Primary data processed (2025)

The results of the validity test calculation from Table 4 show that  $r_{\text{calculated}} > r_{\text{table}}$ , so the product innovation variable is declared to meet the validity requirements. Furthermore, the results of the validity test on the purchase decision variable can be seen in the table below:

**Table 5.** Validity Test Results for the Purchase Decision Variable

Indicator	Calculated R	Table R	Description
Y.1	0,777	0,361	Valid
Y.2	0,803	0,361	Valid
Y.3	0,869	0,361	Valid
Y.4	0,844	0,361	Valid
Y.5	0,794	0,361	Valid
Y.6	0,760	0,361	Valid

Source: Primary data processed (2025)

The results of the validity test calculation from Table 5 show that  $r_{\text{calculated}} > r_{\text{table}}$ , so the purchase decision variable is declared to meet the validity requirements.

### Reliability Test

The reliability test aims to show the extent to which a measuring instrument can provide consistent results when used to measure the same phenomenon. To assess whether an instrument is reliable, Cronbach's Alpha is used as a benchmark, whereby if the alpha value is  $\geq 0.60$ , the instrument is considered to have adequate reliability or to be trustworthy (Sukimin et al., 2024). The results of the questionnaire reliability test can be seen in the table below:

**Table 6.** Questionnaire Reliability Test Results

No	Indicator	Alpha	Description
1	Brand Image (X1)	0,815	Reliable
2	Store Atmosphere (X2)	0,876	Reliable
3	Promotion (X3)	0,840	Reliable
4	Product Innovation (X4)	0,839	Reliable
5	Purchase Decision (Y)	0,891	Reliable

Source: Primary data processed (2025)

Based on the table above, there are 5 variables (4 independent variables and 1 dependent variable) that were tested for reliability, where the brand image variable (X1) has a Cronbach's alpha ( $\alpha$ ) value of 0.815 with 3 items, the store atmosphere variable (X2) has a Cronbach's alpha ( $\alpha$ ) value of 0.876 with 5 items, the variable of promotion (X3) has a Cronbach's alpha ( $\alpha$ ) value of 0.840 with 4 items, the variable of product innovation (X4) has a Cronbach's alpha ( $\alpha$ ) value of 0.839 with 3 items, and the variable of purchase decision (Y) has a Cronbach's alpha ( $\alpha$ ) value of 0.891 with 6 items.

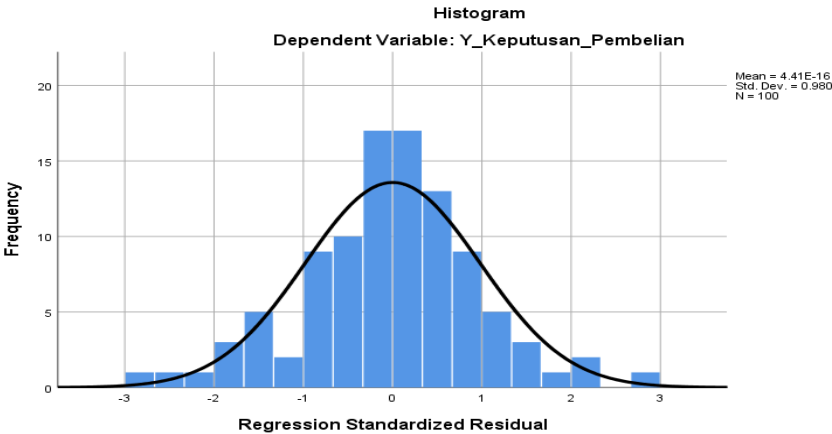
### Classical Assumption Test

The classical assumption test is a crucial process in regression analysis, as it ensures that the resulting patterns meet the necessary statistical criteria. This method is used to evaluate the influence of two or more predictor variables on one dependent variable. Generally, the data displayed has an

interval or ratio scale, especially for dependent variables. In order for the analysis results to remain accurate and valid, understanding and applying classical assumption tests is very important. By applying these tests, we can maintain the reliability of the model, because classical assumption tests help in identifying and overcoming potential problems that can affect the analysis results (Heterokedatisitas et al., 2024)

**Data Normality Test**

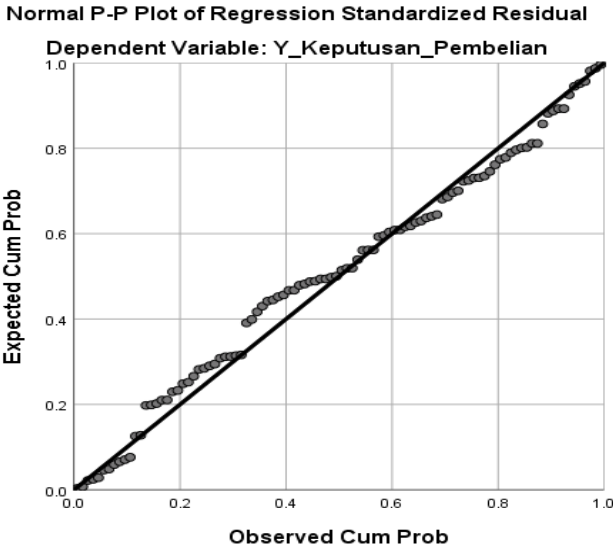
In testing data normality, histogram analysis and normal probability plot graphs are used. If the histogram shows a bell shape, the data is considered normally distributed. Conversely, if the histogram shows a right or left skew, this indicates that the data is not normally distributed (Sembiring et al., 2023). The histogram graph can be seen in the image below:



Source: Primary data processed (2025)

Figure 1. Histogram Graph

Based on the figure above, it can be concluded that the histogram graph shows that the data forms a diagonal straight line, so the regression model results show that the variables used are normally distributed.



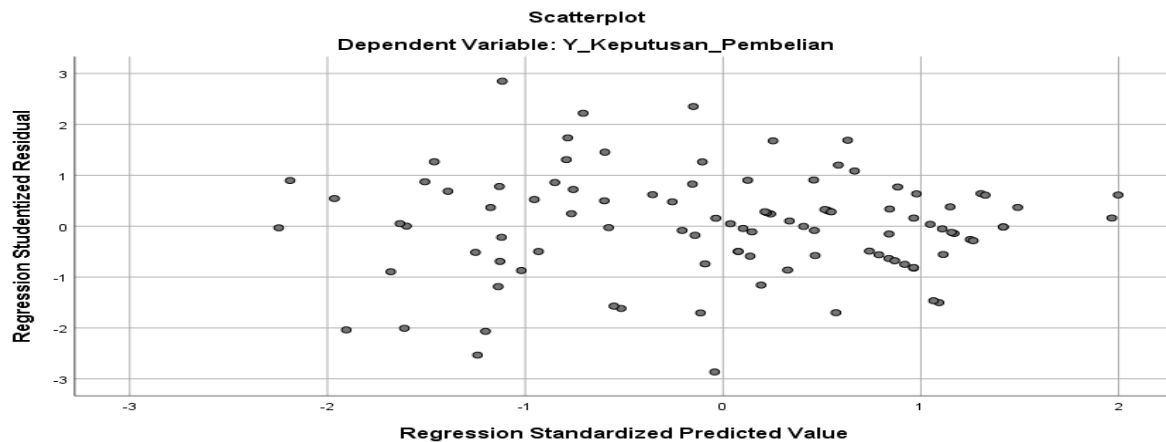
Source: Primary data processed (2025)

Figure 2. Normal probability plot

Based on the figure, it can be concluded that the normal probability plot graph shows that the data or points are scattered around the diagonal line and follow the direction of the diagonal line, so that the variables used from the regression model results are normally distributed.

### Heteroskedasticity Test

(Sari, A. W., Simon, J., & Hasoloan, 2024) states that the heteroscedasticity test refers to a situation where the residual variance in the regression model is not uniform across observations. A good regression model should be free from heteroscedasticity. To identify this condition, a scatter plot graph is used. If the points form a regular pattern, then heteroscedasticity may occur. Conversely, if the points are scattered irregularly without a clear pattern, then heteroscedasticity does not occur. The results of the heteroscedasticity test, using a scatter plot graph, can be seen in the image below:



Source: Primary data processed (2025)

Figure 3. Scatterplot

Based on the figure above, it can be concluded that there is no clear pattern and the points are scattered above and below the number 0 on the Y-axis, so it can be seen that the regression model results from data processing do not show signs of heteroscedasticity.

### Multicollinearity Test

The multicollinearity test aims to determine whether there is a relationship or correlation between independent variables in a regression model. A regression model is considered good if there is no multicollinearity among the independent variables. Multicollinearity can be detected by looking at the VIF (Variance Inflation Factor) and tolerance values. If the VIF value is  $> 10$ , it indicates multicollinearity. Conversely, if the VIF value is  $< 10$ , it can be concluded that multicollinearity does not occur in the model (Sukimin et al., 2024). The results of the multicollinearity test can be seen in the table below:

Table 7. Multicollinearity Test Results

Tolerance	VIF
0,797	1,255
0,729	1,372
0,521	1,918
0,457	2,186

Source: Primary data processed (2025)

Based on the table above, it can be concluded that the test results in the SPSS application show that the tolerance value of each variable is  $> 0.10$  and the VIF value is  $< 10$ , which means that there is no correlation between the independent variables. The brand image variable has a VIF value of 1.255 and a tolerance value of 0.797. The store atmosphere variable has a VIF value of 1.372 and a tolerance value of 0.729. The promotion variable has a VIF value of 1.918 and a tolerance value of 0.521. The product innovation variable has a VIF value of 2.186 and a tolerance value of 0.457. Therefore, it can be concluded that the independent variables used are free from multicollinearity.

## Multiple Linear Regression Analysis

Regression analysis is a method for determining the relationship between one variable and another. Regression testing involves statistical calculations such as significance tests (t-test, F-test), ANOVA, and hypothesis testing. The results of regression testing are regression equations, which are used to predict the value of a variable influenced by other variables. Multiple linear regression is an equation that explains the relationship between one dependent variable (Y) and two or more independent variables (X1, X2, ... Xn). This is done to determine the direction of the relationship between the dependent variable and the independent variables (Sinaga et al., 2022). The results of the multiple linear regression analysis can be seen in the table below:

**Table 8.** Results of Multiple Linear Regression Analysis

Model	Unstandardized	Coefficients	Standardized	t	Sig.
	B	Std. Error	Coefficient		
<sup>1</sup> (Constant)	-2,479	2,018		-1,229	,222
Brand Image	,496	,117	,274	4,231	,000
Store Atmosphere	,220	,106	,141	2,086	,040
Promotions	,513	,122	,336	4,202	,000
Product Innovation	,626	,176	,304	3,561	,001

Source: Primary data processed (2025)

Based on the table above, it can be seen that the data processing results obtained from multiple linear regression analysis are as follows:

$$Y = - 2.479 + 0.496 + 0.220 + 0.513 + 0.626 + e$$

Based on the processed data, the output of the multiple linear regression analysis can be described as follows:

The constant coefficient value obtained from the multiple linear regression analysis is the constant value ( $\beta_0$ ) = -2.479. The results of this analysis show that the constant level is positive, which means that when the values of brand image (X1), store atmosphere (X2), promotion (X3), and product innovation (X4) are one unit with the condition that other variables are 0 or ignored, the value of the purchase decision variable (Y) increases by -2.479. Conversely, if there is a decrease in the variables of brand image (X1), store atmosphere (X2), promotion (X3), and product innovation (X4) by one unit, it will result in a decrease in the coefficient of purchase decision (Y).

The regression coefficient value of the brand image variable (X1) is positive towards the purchase decision (Y) with a value of 0.496. This means that if the brand image (X1) increases by one unit, the purchase decision may increase by 0.496. However, the opposite is true if there is a decrease in the brand image variable by one unit, which will result in a decrease in the purchase decision coefficient (Y).

The regression coefficient value of the store atmosphere variable (X2) is positive towards the purchase decision (Y) with a value of 0.220. This means that if the store atmosphere (X2) increases by one unit, the purchase decision (Y) will increase by 0.220. Conversely, if there is a decrease in the store atmosphere variable (X2) by one unit, it will result in a decrease in the purchase decision coefficient (Y).

The regression coefficient value of the promotion variable (X3) is positive towards the purchase decision (Y) with a value of 0.513. This means that if promotion (X3) increases by one unit, the purchase decision (Y) will increase by 0.513. Conversely, if there is a decrease in the promotion variable (X3) by one unit, it will result in a decrease in the purchase decision coefficient (Y).

The regression coefficient value of the product innovation variable (X4) has a positive value on the purchase decision (Y) of 0.626. This means that if product innovation (X4) increases by one unit, the purchase decision (Y) will increase by 0.626. However, the effect is different if there is a decrease in the product innovation variable (X4) by one unit, which will result in a decrease in the purchase decision coefficient (Y).

## Hypothesis Testing

### T-test (Partial)

A partial test is conducted to assess the influence of each independent variable individually on the dependent variable. This test uses a t-test on the regression coefficient of each variable. If the t value exceeds the t-table at a significance level of 5% or the significance value (p-value) is below 0.05, it can be concluded that the independent variable has a significant effect on the dependent variable (Sukimin et al., 2024). The results of the t-test (partial) can be seen in the table below:

**Table 9.** T-Test (Partial)

Model	Unstandardized		Standardized		t	Sig.
	B	Std. Error	Coefficient	Coefficient		
1 (Constant)	-2,479	2,018			-1,229	,222
Brand Image	,496	,117	,274		4,231	,000
Store Atmosphere	,220	,106	,141		2,086	,040
Promotions	,513	,122	,336		4,202	,000
Product Innovation	,626	,176	,304		3,561	,001

Source: Primary data processed (2025)

Based on Table 9, it can be concluded that the results of the partial hypothesis testing are as follows:

The brand image variable has a t-value of 4.231 and a significance level of 0.000. Partially, brand image has a positive and significant effect on purchasing decisions. This is because the t-value is greater than the t-table ( $4.231 > 1.661$ ) and the significance level is  $0.000 < 0.05$ . The store atmosphere variable has a t-value of 2.086 and a significance level of  $< 0.040$ . Store atmosphere can have a positive and significant effect on purchasing decisions. This is because the t-value is greater than the table t-value ( $2.086 > 1.661$ ) and the significance level is  $0.00 < 0.05$ . The promotion variable has a t-value of 4.202 and a significance level of 0.000. The promotion variable has a positive and significant effect on purchasing decisions in the partial test. This is because the t-value is greater than the t-table value ( $4.202 > 1.661$ ) and the significance level is  $0.000 < 0.005$ . The product innovation variable has a t-value of 3.561 and a significance level of  $< 0.001$ . Partially, product innovation can have a positive and significant effect on purchasing decisions. This is because the t-value is greater than the t-table ( $3.561 > 1.661$ ) and the significance level is  $0.001 < 0.005$ .

### F Test (Simultaneous)

This test is used to determine whether all independent variables simultaneously have a significant effect on the dependent variable. The test is conducted by comparing the F count value with the F table at a significance level of 5%, or by looking at the significance value (p-value). If the calculated F value is greater than the table F value or the significance value is less than 0.05, it can be concluded that the independent variables together have a significant effect on the dependent variable (Sukimin et al., 2024). The results of the f test (simultaneous) can be seen in the table below:

**Table 10.** F Test (Simultaneous)

Model	Sum of Squares	Df	Mean Square	F	Sig.
1 Regression	887,716	4	221,929	51,313	<,000 <sup>b</sup>
Residual	410,874	95	4,325		
Total	1298,590	99			

Source: Primary data processed (2025)

The F-test results in Table 10 show that the calculated F value  $>$  F table, namely  $51.313 > 2.47$  with a significance value of  $0.000 < 0.05$ , meaning that  $H_0$  is rejected and  $H_1$  is accepted. Therefore, it can be concluded that the variables of brand image (X1), store atmosphere (X2), promotion (X3), and product innovation (X4) of Cafe Ribian simultaneously have a very significant effect on the purchase decision (Y) of Cafe Ribian in Payakumbuh.

### Coefficient of Determination

The coefficient of determination aims to determine the accuracy or validity of the regression line formed when representing the observed data set. It is necessary to see how well the model formed can explain the actual situation, which is called the coefficient of determination (R<sup>2</sup>). The results of the coefficient of determination test can be seen in the table below:

**Table 11.** Results of the Coefficient of Determination

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	,827 <sup>a</sup>	,684	,670	2.080

Source: Primary data processed (2025)

There are four types of independent variables (X) used in the Cafe Ribian study, including brand image (X1), store atmosphere (X2), promotion (X3), and product innovation (X4). Meanwhile, the dependent variable (Y) used is purchase decision (Y). The results of the statistical test on the coefficient of determination (R<sup>2</sup>) can be seen in Table 11, which is 0.67, meaning that  $R^2 > 0$  and  $< 1$ . This indicates that the percentage of influence of the independent variables used on the dependent variable is 67%, with the remainder influenced by other independent variables not explained in the study.

### The Influence of Brand Image on Purchasing Decisions at Cafe Ribian

From the t-test (partial) analysis for the brand image variable (X1), the regression coefficient is 0.496 with a t-value of 4.231, indicating that the t-value is greater than the t-table value ( $4.231 > 1.661$ ) and the significance level is  $0.00 < 0.05$ . The brand image variable partially has a significant effect on purchasing decisions at Cafe Ribian in Payakumbuh City. Cafe Ribian has established its brand image through its commitment to quality, with every dish and drink prepared using high-quality ingredients and attractive recipes. The results are consistent with previous studies, which found that brand image has a significant influence on purchasing decisions at Cafe Ribian. The results obtained are in line with studies conducted by (Meitriana, 2021) and (Kasiono et al., 2022) which state that brand image has a major influence on consumer decisions. However, the results of this study are not in line with previous studies by (Susanti, 2024) and (Purwati & Cahyanti, 2022) which state that brand image does not have a significant influence on consumers' purchasing decisions.

### The Influence of Store Atmosphere on Purchasing Decisions at Cafe Ribian

The store atmosphere variable (X2) in the t-test (partial) produced a regression coefficient of 0.22 with a t-value of 2.086, indicating that the t-value is greater than the table t-value ( $2.086 > 1.661$ ) and the significance level is  $0.04 < 0.05$ . It can be concluded that, partially, the store atmosphere variable has a significant effect on purchasing decisions at Cafe Ribian in Payakumbuh City. Cafe Ribian has an attractive and comfortable interior design, lighting, music, and atmosphere. One important aspect of Cafe Ribian is its attractive and Instagramable interior design, which can make consumers feel happy and more inclined to buy more products. These results align with the study (Soliha, 2024) and (Sofiyanti et al., 2022) which state that store atmosphere has a positive and significant influence on purchasing decisions, unlike the research (Siregar, 2023) and (Budiono & Siregar, 2023) which state that store atmosphere has a negative and insignificant influence on purchasing decisions.

### The Influence of Promotion on Purchase Decisions at Cafe Ribian

The results of the study show that the t-test (partial) for the promotion variable (X3) produced a regression coefficient of 0.626 with a t-value of 4.202, indicating that t-value  $>$  t-table ( $4.202 > 1.661$ ) and a significance level of  $0.001 < 0.05$ . Thus, it can be concluded that the promotion variable partially has a significant effect on purchasing decisions at Cafe Ribian in Payakumbuh City. At certain times, Cafe Ribian offers a 20% discount on all beverage variants and holds a coupon draw based on monthly purchase receipts. This encourages consumers to make purchases. Discount offers and coupon draws not only attract new customers but also invite returning customers to try menus they have not ordered before. The results of this study are in line with previous studies by (Dewi, 2024) which states that promotions have a positive and significant influence on purchasing decisions. However, this is contrary to the studies (Hidayat, 2021) and (Purwanti, 2024) which state that promotions have no significant influence on purchasing decisions.

### **The Influence of Product Innovation on Purchase Decisions at Cafe Ribian**

Product innovation has a regression coefficient value of 0.220 with a t-value of 3.561, indicating that the t-value is greater than the t-table value ( $3.561 > 1.661$ ) and the significance level is  $0.00 < 0.05$ . The product innovation variable partially has a significant effect on purchasing decisions at Cafe Ribian in Payakumbuh City. Cafe Ribian can attract consumers who are looking for new experiences by offering seasonal menus inspired by global trends and developing unique beverage variations, which can be an effective innovation strategy. The results of this study are in line with research conducted by (Saputra, 2024) and (Khoiriyah et al., 2024) which states that product innovation has a positive and significant effect on purchasing decisions, while in contrast, (Noerchoidah, 2022) states that product innovation does not have a significant influence on consumer purchasing decisions.

### **The Influence of Brand Image, Store Atmosphere, Promotion, and Product Innovation on Purchasing Decisions at Cafe Ribian**

The results of the simultaneous F-test on the four independent variables indicate a simultaneous and significant influence on purchasing decisions. The significant value of the F-test is  $0.00 < 0.05$ . This aligns with the research by (Eka Febriyanti & Anggrainie, 2023) which states that brand image is not only a brand identity but can also build customer loyalty. A positive brand image can create a favorable impression among consumers. Thus, the cafe's rating can be higher than other cafes. Trust built through a strong brand image can reduce consumer risk when making purchasing decisions, allowing consumers to feel more comfortable when enjoying the services offered.

(Ragilia Asri Putri & Primasatria Edastama, 2023) mentions that store atmosphere creates a pleasant shopping experience. At Cafe Ribian, elements that must be considered, such as attractive interior design, proper lighting, and appropriate music, can create a comfortable atmosphere. A pleasant atmosphere not only attracts consumers but also influences the length of their visit to the cafe. When consumers feel comfortable and entertained, it increases the likelihood of them purchasing additional products. Therefore, Cafe Ribian's management must pay attention to every aspect of the store atmosphere to create a good experience for consumers.

(Dewi, 2024) states that product promotion and innovation play an important role in the decision to make a purchase. Effective promotions carried out by Cafe Ribian, such as discounts and special offers, can increase consumer awareness of the products available. Promotions conducted through social media and online platforms can reach a wider audience, thereby attracting many new customers. Continuous product innovation, such as adding new menu items or flavor variations, is essential to meet the ever-changing needs and preferences of consumers. By regularly introducing new products, Cafe Ribian can maintain customer interest and encourage them to return.

### **CONCLUSION**

Based on the results of a study conducted on 100 respondents regarding consumer perceptions of Cafe Ribian in Payakumbuh City related to the influence of brand image, store atmosphere, promotion, and product innovation on coffee purchasing decisions, it can be concluded that the four independent variables, namely brand image (X1), store atmosphere (X2), promotion (X3), and product innovation (X4), have a positive and significant influence on consumer purchasing decisions at Cafe Ribian. Partially, brand image, store atmosphere, promotion, and product innovation contribute to purchasing decisions. The t-test results show that all variables have significance values, which means that each variable has a significant individual influence. However, based on the F-test, the calculated F is greater than the table F, which indicates that the four variables simultaneously have a significant effect on purchasing decisions. The coefficient of determination ( $R^2$ ) value of 0.670 indicates that 67% of the variation in purchasing decisions can be explained by these variables, while the remaining 33% is influenced by other factors outside the research model, such as culture, psychology, social, and personal factors. This study has limitations because it only discusses four main variables, while other factors such as price, service quality, and consumer psychological conditions also have the potential to influence purchasing decisions, so they can be factors to consider in further research. It is recommended that future researchers add other variables such as price, service quality, customer experience, or business location so that the analysis of purchasing decisions becomes more comprehensive. The use of a mixed method (quantitative and qualitative) can also be considered to explore consumer perceptions in greater depth. Further analysis such as Structural Equation Modeling (SEM) is also recommended to test the relationship between variables more thoroughly.

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