The Influence of Store Atmosphere and Price on Purchasing Decisions Through Purchasing Interest as an Intervening Variable (Case Study on Consumers of ART.I Coffee and Space Bogor)

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A R T I C L E I N F O	A B S T R A C T
  	This research aims to determine the direct influence, indirect influence, and influence of total store atmosphere and price on purchasing decisions through purchasing interest. as an intervening variable. The population in this study were consumers of ART.I Coffee and Space Bogor. The number of samples used was 100 respondents using the purposive sampling method. Data analysis used descriptive and associative methods, path analysis using the IBM SPSS version 25.00 program. The research results show that store atmosphere and price have a positive and significant effect on buying interest, store atmosphere and price have a positive and significant effect on purchasing decisions, buying interest has an influence on purchasing decisions, buying interest is able to mediate store atmosphere and price on purchasing decisions.

INTRODUCTION

The large potential of natural resources is one of the main factors that can develop the business industry in Indonesia, one of which is it's a coffee picking business. The area of coffee planting land in Indonesia reaches 1.3 million hectares. This makes Indonesia the third largest coffee producing country in the word based on their data United State Department of Agriculture (USDA) in 2023.

Indonesia can produce coffee reaching 11.85 million bags per 60 kg of coffee, this can be used as a source for entrepreneurs to process coffee into coffee drinks. Drinking coffee has now become a new habit for society, there by encouraging consumption levels as well as raising awareness of the benefits of coffee as well as increasing concentration, reducing stress and preventing disease. The high public interest in coffee can encourage the growth of the coffee shop business.

Consumer is increasingy spoiled with various choices along with the increasing types of businesses in the same field. This also requires ultimate efforts to always understand the desires and interests of the consultants. Sales management develops optimal strategies by learning how sales consultants can generate purchasing turn over in a range of products or services. Kotler & Armstrong (2019) state that purchasing impulsivity is the consultant's actions in selecting, purchasing, and implementing the ultimate product or service to reflect his or her desires and desires. Factors that influence buying interest according to Sulistyawati (2014) consist of value factors, customer satisfaction, service quality, product quality, brand sales, price and physical environment (store atmosphere).

Kotler & Armstrong (2019) state that purchasing impulsivity is the consultant's actions in selecting, purchasing, and implementing the ultimate product or service to reflect his or her desires and desires. The purchasing success indicator consists of product options, sales options, dealer options, purchase time, purchase amount, and payment method. Meanwhile, the factors that influence the impulsiveness of bulying, according to Widjojo (2017), consist of 1) internal factors (motivation, perception, intelligence, lifestyle), 2) external factors (cultivation, social class, group), and 3) situlational factors (physical environment). including store description, income, prices). Purchasing impulses do not happen directly but rather occur because of the encouragement of motivation that triggers bulying interest.

Bulying interest based on motivation to consult can encourage individual cells to carry out bulying purchases spontaneously. According to According to Lestari & Suharyanto (2022), interest in bulying can influence the consultants in making bulying happen. Therefore, bulying interest has an important role in helping to increase business sales.

Kotler & Keller (2016) stated that bulying interest is one type of consumer behavior that occurs as a response to the ultimate object of bulying, resulting in the consumer's desire to carry out purchases for a set of products or services. Bulying interest indicators consist of transactional interest, financial interest, preliminary interest and exploratory interest. Factors that influence bulying

interest according to Sulistyawati (2014) consist of value factors, customer satisfaction, service quality, product quality, brand sales, price and physical environment (store atmosphere).

Berman & Evans (2018) arglue that store atmosphere is a physical characteristic of a store that can convey an impression and attract attention. Properly created comfort will make consumers spend time and linger in the store. A good store atmosphere can influence purchasing decisions and create a pleasant experience. Store atmosphere has indicators including store exterior, general interior, store layout and interior display. Apart from store atmosphere, price is also a factor in influencing purchasing decisions.

Price is an important factor in making sales. Price discrepancies are the main cause of companies experiencing a decline in sales. According to Kotler & Keller (2016), price is the amount of money spent on a product or service. Price is also defined as the amount of value spent by consumers to obtain benefits, ownership or use of products or services. Price indicators consist of price affordability, price match with quality, price match with benefits, and price competitiveness.

Fulfiling desires for a product or service is an action of consumer behavior. Consumers may choose to come to a shop with a comfortable atmosphere even though they have to buy products at a slightly expensive price. Therefore, store atmosphere is one way that companies can increase someone's interest in coming to the store. A good store atmosphere will generate bulying interest in someone. As a business actor, it is very important to study the influence of store atmosphere, price and purchasing interest on purchasing decisions.

ART.I Coffeee and Space is a culinary business founded in 2018 on Jl. Paledang, Gg. Climb Nutmeg No. 48, RT.01/RW.07, Paledang, Tengah Bogor, Bogor. The facilities available at ART.I Coffee and Space include other indoor rooms which are usually suitable for relaxing while looking at the main street, outdoor spaces and rooftops which are usually suitable for relaxing while smoking, singing, playing games. , or enjoy the atmosphere in the afternoon and evening. day. Even though they have complete facilities, ART.I Coffee and Space do not dare to combine the company's revenue targets.

ART.I Coffee and Space's revenue in 2022 is likely to fluctuate by 89% of the company's sales target. Achieving targets in May, July and December coincided with most holidays, which allowed consumers to take advantage of their free time by visiting ART.I Coffee and Space as a place to stay with friends and family. Apart from that, this achievement was also made worse by the increase in sugar in guests at the Onih Hotel which is located close to the coffee shop, so that many hotel guests visited ART.I Coffeee and Space. In other months, failure to achieve revenue targets is estimated to be caused by certain factors, including a decrease in purchasing decisions caused by low purchasing interest, store atmosphere, and prices at ART.I Coffee and Space that do not reflect consumer behavior.

To overcome the decline in decision making which is considered to be the store atmosphere, price and purchasing intelligence which has not dilute

consumer judgment, a preliminary screening was carried out on 30 ART.I Coffeee and Space consumers on January 13-14 2024. Based on this, a preliminary survey was conducted. conducted regarding purchasing decisions with indicators of product selection, brand choice, deal choice, purchase time, payment amount and payment method, it was stated that 56% of consumers answered "No", meaning that consumers were still considering making interesting decisions at ART.I Coffeee. Meanwhile, 44% of consumers answered "Yes", which means consumers made an interesting decision at ART.I Coffeee. These are consumers who already feel confident and stable in their decision to purchase products at ART.I Coffee and Space to meet their needs.

Based on a preliminary survey of consumers looking for intelligence in the field of Art. Apart from decreasing the attractiveness of intelligence, the failure to achieve targets at ART.I Coffee and Space Bogor also tends to be disappointing due to the less than optimal implementation of the shop atmosphere. A good store atmosphere can create a pleasant and gentle experience for consumers.

Based on the results of the initial stage, the shop atmosphere at ART.I Coffee and Space Bogor is not running optimally. It can be selected from the highest performance level in the "No" condition, which is 56% compared to the "Yes" condition for the store exterior, general interior, store layout and interior appearance indicators. The major theory used in this research is regarding consumer behavior. According to Kotler & Keller (2016) consumer behavior is the study of how individuals, groups and organizations sell choices, purchase, use and dispose of goods, services, ideas or experiences to satisfy consumer needs and desires.

Apart from the shop atmosphere, price is also a factor that influences consultants to consider buying products at ART.I Coffee and space Bogor. Consumers will consider whether the costs they will incur are commensurate with the benefits obtained. Based on Made's observations, it is known that the prices sold by ART.I Coffeee and Space Bogor are more expensive than other competitors.

ART.I Coffeee and Space Bogor already have many consumers, but there are still several shortcomings that need to be corrected and evaluated by the company so that consumers can maintain product purchases at ART.I Coffee and Space Bogor. Consumers will compare the atmosphere and prices offered by other coffee shops. ART.I Coffee and Space Bogor need to pay attention to and improve store atmosphere and prices in order to attract the interest of intelligence consultants in increasing sales. Therefore, it is important for company owners to study the behavior of consultants in achieving company success.

LITERATURE REVIEW
Consumer Behaviour

Kotler & Keller (2016) state that consumer behaviour is the study of how individuals, groups, and organizations sell choices, purchase, sale, and disposal of goods, sales, ideas, or experiences to satisfy consumer needs and desires. This consumer behaviour concept approaches telecommunications companies

that marketers want to have a better consumer orientation and not only sell what the company produces. Factors that influence consumer behaviour include: 1) Cultural factors (sub culture, social class), 2) Social factors (group affiliation, family, role and status), 3) Personality factors (age, job, personality, lifestyle), 4) Psychological factors (motivation, perception, expenditure, memory).

Store Atmosphere

Paying attention to the atmosphere can give visitors a sense of satisfaction and impression as well as added value, especially as the main requirement for a company to influence consumer decisions in shopping. Below are several definitions of store atmosphere according to experts. The definition of store atmosphere according to Berman and Evans (2018), Store Atmospheric is the physical characteristics of a store that can convey an impression and attract consumer attention. Store atmosphere includes the outside of the store, the inside of the store, the physical layout that makes it easy or difficult for perpetrators to move around in it. Each shop has a different appearance. A shop must create an atmosphere that is planned and aligned with its goals and can attract consumers to create a shop. Store atmosphere indicators consist of 1) Store exterior, 2) General interior, 3) Store layout, 4) Interior appearance.

Price

Harga dapat disebut sebagai media pertukaran sebagaimana kita ketahui bahwa dalam melaksanakan kegiatannya yaitu memasarkan barang atau jasanya, perusahaan setiap tidak boleh menerapkan harga yang pantas dan sesuai. Pada dasarnya, harga inilah yang membuat calon konsumen membeli barang atau jasa yang disediakan oleh perusahaan tersebut. Harga merupakan komponen yang secara langsung mempengaruhi pendapatan perusahaan. Menurut Kotler dan & Armstrong (2019), harga adalah jumlah uang yang dibebankan untuk suatu produk atau produk, atau jumlah nilai yang diminta oleh bursa untuk menjual suatu produk atau produk. Indikator Harga terdiri dari 1) Keterjangkauan Harga, 2) Kesesuaian Harga dengan Kualitas, 3) Kesesuaian Harga dengan Manfaat, 4) Daya Saing Harga.

Purchase Interest

Purchase Intention is something related to consumers' plans to buy a particular product and how many units of that product are available in a certain period. According to Kotler & Keller (2016), interest in bullying is a type of consumer behavior that occurs as a response to an object that shows the consumer's desire for a product or service. Indicators of interest intimidation consist of 1) Transactional interest, namely a person's tendency to own a product, 2) Referential interest, namely a person's tendency to hand over a product to someone else, 3) Preferential interest, which shows the behavior of someone who has a primary preference for the product, 4) Exploratory interest, which shows the behavior of someone who is always looking for information

about the product they are interested in and looking for other products that can provide positive encouragement from that product.

Buying Decision

In taking an action, consumers do not need to make a decision. According to Kotler & Armstrong (2019), purchasing decisions are consultants' actions to sell products or services, purchase and use them to satisfy their needs and desires. Purchasing decision indicators consist of 1) Product choice, 2) Brand choice, 3) Channel choice, 4) Purchase time, 5) Purchase amount, 6) Payment method.

METHODOLOGY

The research method used is a qualitative method. According to Sugiyono (2017) quantitative research is a research method based on the philosophy of positivism which aims to conduct re-research on certain populations or samples, collect data using research instruments, analyze quantitative or statistical data with the aim of illustrating existing hypotheses. has been previously set. The form of research used is descriptive and associative methods.

Research Objects and Locations

A research object is a condition that describes or explains a situation of thel object to be studied to get a clear picture of the research. The object of this research is storing atmosphere, price, bulying interest and purchasing decisions. Located at Jl. Paledang, Gg. Ramp Pala No.48, RT.01/RW.07, Paledang, Bogor Tengan District, Bogor city.

Population and Sample

Population is a combination of all objects or individual objects in the research (Ghozali, 2019). The population of this research is consumers of ART.I Coffeee and Space Bogor.

The definition of a sample according to Sugiyono (2017), is part of the population. Quantitative analysis of sample data produces sample statistics that can be used to estimate population parameters. The samples that can be used as respondents in this research are ART.I Coffeee and Space Bogor consultants. The consumer population does not know ART.I Coffee and Space, so in this study the author took a sample of calculation results according to Lemeshow (1997) with a calculation result of around 96, which is rounded up to 100 respondents.

RESULT AND DISCUSSION
Research Result

The number of samples in this study was 100 people. The following table shows the characteristics of respondents based on gender, age, education, employment and income.

Table 1. Respondent Characteristics Table

No	Karakteristik	Ciri-Ciri Responden	Jumlah Konsumen	Persentase (%)
1	Jenis Kelamin	Perempuan	54	54
2	Usia	17-25 Tahun	66	66
3	Pendidikan Terakhir	SMA/SMK	52	52
4	Pekerjaan	Pelajar/Mahasiswa	40	40
5	Pendapatan	< Rp1.000.000	43	43

Source: Process data, 2024

Multiple Linear Regression Results First Equation

The first equation shows the influence of store atmosphere and price on bullying intelligence. The regression results from SPSS are as follows:

Table 2. Multiple Linear Regression Table First Equation

		Coefficientsᵃ						
		Unstandardized Coefficients		Standardized Coefficients			Collinearity Statistics	
Model		B	Std. Error	Beta	t	Sig.	Tolerance	VIF
1	(Constant)	.726	2.325		.312	.756		
	Store Atmosphere	.531	.094	.500	5.642	.000	.633	1.581
	Harga	.390	.117	.296	3.344	.001	.633	1.581

a. Dependent Variable: Minat Beli
Sumber: Data diolah, 2024.

$$Z = P_{zx1}X_1 + P_{zx2}X_2 + P_{Z\varepsilon}$$
$$Z = 0{,}531X_1 + 0{,}039X_2 + P_{Z\varepsilon}$$

An explanation of the results of several linear regression models above is as follows:

1. The atmospheric correlation coefficient has a positive sign, meaning that atmospheric variables have a positive influence on intelligence.
2. The price regression coefficient is positive, meaning that the price variable has a positive influence on intimidation intelligence.

Results of Multiple Correlation Coefficient First Equation

The results of multiple correlation coefficient analysis from the first equation can be carried out to eliminate the degree of strength between store atmosphere and price together in suppressing interest. The results of several correlation coefficients in this research can be seen in the table below:

Table 3. Multiple Correlation Coefficients Second Equation

		Model Summaryᵇ		
Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.720ᵃ	.518	.508	4.18381

a. Predictors: (Constant), Harga, Store Atmosphere
b. Dependent Variable: Minat Beli
Sumber: Data diolah, 2024.

The relationship between store atmosphere and prices shows a correlation figure of 0.720, which means it has a very strong relationship with the interests of the oppressor.

Results of the Coefficient of Determination of the First Equation

The shop atmosphere and price variables in bullying intelligence have an R^2 (R square) value of 0.518 or 51.8%. This shows that the contribution of store atmosphere and price variables to purchasing intelligence is 51.8%, while the remaining 48.2% is influenced by other factors not included in this marketing model.

The store atmosphere and price variables in bullying intelligence have an Adjusted R Square value of 0.508 or 50.8%. This shows that the percentage contribution of the atmospheric store and price variables to purchasing interest is 50.8%.

Multiple Linear Regression Results Second Equation

The second equation shows the influence of store atmosphere, price and purchasing intelligence on purchasing decisions. The regression obtained from SPSS is as follows:

Table 4. Multiple Linear Regression Table Second Equation

Model		Unstandardized Coefficients		Standardized Coefficients			Collinearity Statistics	
		B	Std. Error	Beta	t	Sig.	Tolerance	VIF
1	(Constant)	-3.645	1.398		-2.608	.011		
	Store Atmosphere	.218	.065	.273	3.354	.001	.476	2.099
	Harga	.398	.074	.402	5.384	.000	.567	1.763
	Minat Beli	.217	.061	.288	3.556	.001	.482	2.074

a. Dependent Variable: Keputusan Pembelian
Sumber: Data diolah, 2024.

$$Y = P_{Yx1}X_1 + P_{Yx2}X_2 + P_{Y\varepsilon}$$
$$Y = 0{,}218X_1 + 0{,}398X_2 + P_{Y\varepsilon}$$

An explanation of the results of several linear regression models above is as follows:

1. The store atmosphere ratio coefficient has a positive sign, meaning that the store atmosphere variable has a positive and significant influence on purchasing decisions.
2. The price regression coefficient has a positive sign, meaning that the price variable has a positive and significant influence on purchasing decisions.
3. The regression coefficient for purchasing interest is positive, meaning that the purchasing intelligence variable has a positive and significant influence on purchasing decisions.

Results of Multiple Correlation Coefficient Second Equation

Multiple correlation coefficient analysis from the second equation was carried out to determine the degree of strength between store atmosphere, price and purchasing interest together on purchasing decisions. The multiple correlation coefficient values in this study can be seen in the table below:

Table 5. Multiple Correlation Coefficients Second Equation

Model Summary[b]				
Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.835[a]	.697	.687	2.51398

Sumber: Data diolah, 2024.

The relationship between store atmosphere, price and purchasing interest shows a correlation figure of 0.835, which means it has a strong relationship with purchasing decisions.

Results of the Determination Coefficient of the Second Equation

Based on the first equation in Table 4.23, it can be seen that the variables of storage atmosphere, price and price intelligence in purchasing goods have an R2 (R square) value of 0.697 or 69.7%. This shows that the percentage contribution of the store atmosphere, price and purchasing interest variables to purchasing decisions is 69.7%, while the remaining 30.3% is influenced by other factors not included in this research model.

The store atmosphere, price and purchase interest variables in purchasing decisions have an Adjusted R Square value of 0.687 or 68.7%. This shows that the contribution of the store atmosphere, price and purchasing intelligence variables to purchasing decisions is 68.7%.

Path Analysis

Path analysis is an analysis that eliminates the magnitude of the causal relationship between variables, both direct and indirect influences (Ghozali, 2019). The influence of exogenous variables on the exogenous variables of analysis on this path is in the form of direct or indirect influence. The following are the results of path analysis using SPSS version 25.00:

Table 6. Path Analysis Test Results

Variabel	Pengaruh	Minat Beli	Keputusan Pembelian	Total
Store Atmosphere	Langsung	-	0,273	0,273
	Tidak Langsung	0,500	0,288	0,144
	Total	-	-	0,417
Harga	Langsung	-	0,402	0,402
	Tidak Langsung	0,296	0,288	0,085
	Total	-	-	0,487

Source: Processed data, 2024

Interpretation of the results of the path test analysis used using SPSS is as follows:

1. There is an influence of store atmosphere on decision making both directly and indirectly through search information. This can be seen from the direct value, namely 0.273 or 27.3% and the indirect value of 0.144 or 14.4%. Meanwhile, the total influence of store atmosphere on intelligence was 0.417 or 41.7%.

2. There is an influence of price on purchasing decisions both directly and indirectly through purchasing intelligence. This can be seen from the direct value, which is 0.402 or 40.2% and the indirect value is 0.085 or 8.5%. Meanwhile, the total influence of price on intelligence is 0.487 or 48.7%.
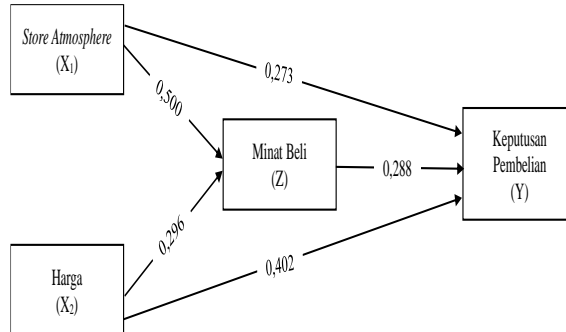

Figure 1. Path Analysis Results

The structure of the model above is:

First structural equation

$Z = P_{zx1}X_1 + P_{zx2}X_2 + P_{Z\varepsilon}$

$Z = 0{,}531X_1 + 0{,}039X_2 + P_{Z\varepsilon}$

Second structural equation

$Y = P_{Yx1}X_1 + P_{Yx2}X_2 + P_{Y\varepsilon}$

$Y = 0{,}218X_1 + 0{,}398X_2 + P_{Y\varepsilon}$

Hypothesis Test

In this re-study, the author provides two answers to the first and second equations. The first equation should be reduced to the direct influence of store atmosphere and price on purchasing intelligence. The best results for suppressing intelligence are as follows:

Table 7. First Equation t Test Results

	Coefficients[a]					
Model	Unstandardized Coefficients		Standardized Coefficients		t	Sig.
	B	Std. Error	Beta			
1 (Constant)	.726	2.325			.312	.756
Store Atmosphere	.531	.094	.500		5.641	.000
Harga	.390	.117	.296		3.344	.001

a. Dependent Variable: Minat Beli

Source: Processed data, 2024

The storage atmosphere variable obtained a t_{count} value of 5.641 and a t_{table} value for $\alpha = 0.05$ with a dom degree value of 100-2-1 = 97 of 1.661. So the t_{count} is greater than t_{table} (5.641 > 1.661) with a significance of 0.000 < 0.050. then it can be concluded that Ho is rejected and Ha is accepted. This shows that the savings atmosphere has a positive and significant influence on intelligence intimidation.

The price variable obtained is a t_{count} value of 3.334 and a t_{table} value for $\alpha = 0.05$ with degrees of freedom 100-2-1 = 97 of 1.661. So the t_{count} is greater than t_{table} (3.344 > 1.661) with a significance of 0.001 < 0.050. then it can be concluded that Ho is rejected and Ha is accepted. This means that price has a positive and significant influence on intelligence.

To find out the influence of store atmosphere, price, and intimidation quotient on purchasing decisions, you can take the following table:

Table 8. Second Equation t Test Results

	Coefficients[a]					
Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	-3.645	1.398		-2.608	.011
	Store Atmosphere	.218	.065	.273	3.354	.001
	Harga	.398	.074	.402	5.384	.000
	Minat Beli	.217	.061	.288	3.556	.001

a. Dependent Variable: Keputusan Pembelian

Source: Processed data, 2024

The storage atmosphere variable obtained a t_{count} value of 3.354 and a t_{table} value for $\alpha = 0.05$ with degrees of freedom 100-2-1 = 97 of 1.661. So the t_{count} is greater than t_{table} (3.354 > 1.661) with a significance of 0.001 < 0.050. then it can be concluded that Ho is rejected and Ha is accepted. This atmospheric atmosphere has a positive and significant influence on dining satisfaction.

The price variable obtained a tcount value of 5.384 and a t_{table} value for $\alpha = 0.05$ with degrees of freedom 100-2-1 = 97 of 1.661. So the t_{count} is greater than t_{table} (5.384 > 1.661) with a significance of 0.000 < 0.050. then it can be concluded that Ho is rejected and Ha is accepted. This means that price has a positive and significant influence on purchasing decisions.

The purchasing intelligence variable obtained a t_{count} value of 3.556 and a t_{table} value for $\alpha = 0.05$ with degrees of freedom 100-2-1 = 97 of 1.661. So the t_{count} is greater than t_{table} (3.556 > 1.661) with a significance of 0.001 < 0.050. then it can be concluded that Ho is rejected and Ha is accepted. This means that oppressive intelligence has a positive and significant influence on decision making.
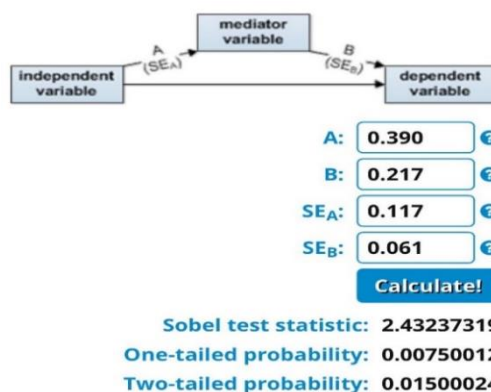
Sobel Test

Figure 2. Sobel Test Calculator Results for Store Atmosphere Variables
Source: Sobel Test Calculator Output For Mediation Importance, 2024

The Z_{count} value is 2.43. The Z_{count} value is higher than Z_{table} (2.43 > 1.96), which proves that the intelligence of the bully is able to defuse the shop atmosphere in making interesting decisions.
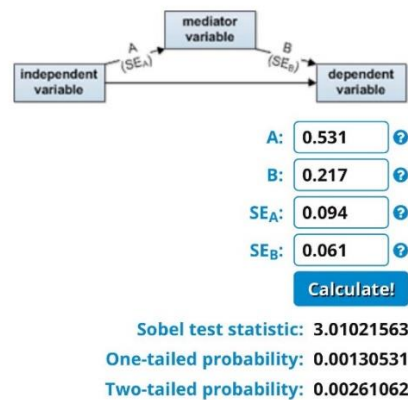
Figure 3. Price Variable Sobel Test Calculator Results
Source: Sobel Test Calculator Output for the Significance of Mediation, 2024

The calculated Z value is 3.0 1. The calculated Z value is higher than Z table (3.01 > 1.96) which proves that the bully's intelligence is able to process prices in making interesting decisions.

Store Atmosphere has a Positive and Significant Influence on Purchase Interest

Based on the results of statistical tests, it is known that the total value is greater than t table (5.642 > 1.661) with a significance value of 0.000 < 0.050 so it can be concluded that Ho is relevant and Ha is accepted. This shows that the savings atmosphere has a positive and significant influence on intelligence intimidation. Consumers feel that coffee shops in this area have ample space, receiving responses from 38 people or 38% of consumers who agree. These conditions show that the coffee shop area feels spacious so that it can provide comfort for consumers. Large areas make it easier for consumers to sit and provide more freedom for consumers to move, which ultimately will increase safety and positive comfort for consumers. A large coffee shop area can increase capacity, create a more open atmosphere, and can facilitate various activities such as bazaars. Based on in-depth intelligence, tables and chairs with remote seat belts provide better movement distance for consumers.

The results of this re-search are supported by the results of in-depth and direct intelligence views with ART.I Coffeee and Space consumers. In the respondents' opinion, when the author asked about the atmosphere in the coffee shop, most respondents answered that the atmosphere in the shop at ART.I Coffee and Space was good. This shows that consumers generally feel comfortable and happy with the atmosphere in the coffee shop. The shop atmosphere is one of the important variables that influences intellectual intelligence. The higher and better the store atmosphere, the greater the consumer's interest in intimidating (Wulandari, et al, 2021). This is in line with consumer behavior theory according to Nugroho (2019), namely actions directly involved in the acquisition, consultation and consultation of products or services, including the decision-making process that precedes and follows these actions.

This is in line with consumer behavior theory according to Kotler & Keller (2016) that store atmosphere can influence consumers at various stages of the decision-making process. These search results prove that ART.I Coffee and Space have succeeded in increasing consumer interest, because a good store atmosphere will make consumers want to experience new, memorable experiences. This is in line with research conducted by Indriyani & Pramono (2023), Meldarianda, et al (2019), and Ilham (2021) which states that the store atmosphere variable has a positive and significant effect on intimidation interest.

Price has a Positive and Significant Influence on Buying Interest

Based on the results of statistical tests, it is known that the total value is greater than t_{table} (3.344 > 1.661) with a significance of 0.001 < 0.050 so it can be concluded that Ho is relevant and Ha is accepted. This means that price has a positive and significant influence on intelligence. The prices offered are comparable to other coffee shops, even more affordable for some people. With comparable and competitive prices, ART.I Coffeee and Space can attract more consultants. This was proven by as many as 50 people or 50% of consumers who stated that they strongly agreed that the prices offered were comparable to other coffee shops. This condition shows that consumers feel that the price offered is appropriate to the product. If the price offered is too high compared to other coffee shops, it is likely that consumers will choose and buy products from other coffee shops that offer cheaper prices.

The results of this re-search were carried out by in-depth intelligence directly with ART.I Coffeee and Space consuls. According to consumers, the prices of the products offered are still affordable, various producers are still willing to buy products at ART.I Coffee and Space. The price of the products offered is considered cheaper compared to prices in other coffee shops.

Price is the amount of money spent in exchange for various combinations of products and goods, so that the price must be associated with various goods which will ultimately be considered the same as something, namely products and goods, (Laksana, 2018). Price is one of the variables that influences intellectual intelligence. By implementing and applying the right pricing strategy, coffee shops can increase intelligence consulting, Yulianti & Trisnawati (2022). This is in line with the theory of consumer behavior and prices which are closely related to others in developing effective marketing strategies.

This proves that an appropriate price will be able to increase the intellectual intelligence of a product. Conversely, if the product price does not match consumer demand and supply, purchasing intelligence will be invalidated. This is in line with research conducted by Ayumi & Budiatmo (2021), Muniarty, et al (2021), and Septiani (2019) which states that the price variable has a positive and significant influence on intimidation intelligence.

Store Atmosphere has a Positive and Significant Influence on Purchasing Decisions

Based on the results of statistical tests, it is known that the total value is greater than t table (3.354 > 1.661) with a significance of 0.001 < 0.050 so it can be concluded that Ho is relevant and Ha is accepted. This atmospheric atmosphere has a positive and significant influence on dining satisfaction. This is proven by respondents' responses to interesting purchasing decision variables. The combination of a strategic location and a comfortable atmosphere as an ideal place for various activities such as working, studying and relaxing is a special attraction for consumers. This is in accordance with the respondents' responses to the statement "I made a purchase at ART.I Coffeee because of its strategic location" as many as 48 consumers stated that they quite agreed. This shows that its strategic location is easy to reach and close to various public facilities such as hotels and schools, making ART.I Coffee and Space the place of choice for consumers.

The results of this re-search were carried out by in-depth intelligence directly with ART.I Coffeee and Space consumers. According to consumers, "I feel this coffee shop offers a comfortable atmosphere and a strategic location so I can buy products whenever I want." Conclusions from consumer interviews reveal that the combination of a comfortable atmosphere, strategic location, and ease of obtaining ART.I Coffee and Space products is the relationship that makes consumers make purchases.

Store Atmosphere is a physical characteristic of a store that can convey an impression and attract consumer attention, Berman & Evans (2018). Based on the results of this research analysis, it shows that store atmosphere has a positive and significant influence on purchasing decisions.

This shows that the atmosphere of the store is the main consideration when consultants decide to visit and buy products. When the atmosphere or atmosphere is good, consumers will be easily attracted and make interesting decisions. In addition, when the company considers the concept of a comfortable, attractive and unique store atmosphere, it will indirectly influence purchasing decisions. This is in line with research conducted by Sari (2021), Perkasa, et al (2021), and Safira (2021) which states that store atmosphere variables have a positive and significant influence on purchasing decisions.

Price has a Positive and Significant Influence on Purchasing Decision

Based on the results of statistical tests, it is known that the calculated value is greater than t_{table} (5.384 > 1.661) with a significance of 0.000 < 0.050 so it can be concluded that Ho is relevant and Ha is accepted. This means that price has a positive and significant influence on purchasing decisions. Consumer responses regarding ease of purchase show that the pricing strategy implemented by the company is quite effective in attracting consumer intelligence in intimidating products in large quantities. This is in line with the low price of the product, both quality and consumer quality. However, on the other hand, if the sale price is high, it is likely that the consul will not be confident in making a large purchase.

These search results are strengthened by in-depth intelligence results directly with ART.I Coffeee and Space consumers. According to respondents, the prices offered by ART.I Coffeee and Space are affordable so consumers can make purchases.

Price is the amount of money spent to obtain a product or service, Gerung (2017). Based on the results of the analysis in this research, it shows that price has a positive and significant influence on purchasing decisions. This is in line with the theory of consumer behavior put forward by Engel, et al (1995) that consumer choices regarding price can influence purchasing decisions.

This shows that price will be the main consideration when consumers make purchasing decisions. When the price offered is in line with the rights obtained, consumers will easily make the decision to intimidate. This also shows that when a company makes decisions regarding prices appropriately and appropriately, this will indirectly influence purchasing decisions. On the other hand, if the price chosen is not appropriate then the demand will be lowered. This is in line with research conducted by Hidayat, et al (2022), Ridho, et al (2023), Yulianingsih, et al (2020), Masayu, et al (2023), and Afatiha (2020) which states that the price of this variable has an influence which is positive and significant for purchasing decisions.

Purchase Interest has a Positive and Significant Influence on Purchase Decisions

Based on the results of statistical tests, it is known that this value is greater than (3.556 > 1.661) with a significance of 0.001 < 0.050, so it can be concluded that Ho is relevant and Ha is accepted. This means that oppressive intelligence has a positive and significant influence on decision making. Consumer responses in requesting information about ART.I Coffee and Space products from other people who had visited received quite good responses as many as 47 people or 47%. This shows that consumers want to get fairly accurate information about the taste of their products so that consumers feel confident and confident in buying ART.I Coffee and Space products. Consumers who hear positive information about a product will gain external validation and increase consumer confidence and reduce doubts about making a purchase. Although some respondents stated that they did not research ART.I Coffee and Space products before making a purchase, this does not mean that the consulting information intelligence in these products is low.

The results of this re-research are very strong because the results of in-depth intelligence directly with ART.I Coffee and Space consumers who consulted the intelligence in ART.I Coffee and Space products were very high. This is proven by the consultant's intelligence in buying products without having to wait for promotions. Consumers feel confident with the product service. This is in line with consumer behavior theory that purchasing intelligence is an important aspect of consumer behavior in purchasing a product or service.

Purchase interest is a type of consumer behavior that appears as a response to an object that shows the consumer's desire to purchase a product or

service, Kotler & Keller (2016). Consumer interest in a product will lead to interest and purchase.

When the attractiveness intelligence is high, consumers have a strong desire to own the product. This desire fuels the motivation to make money, making consumers more determined to spend money. This research is in line with research conducted by Meli, et al (2022), Ilham (2021), and Ayumi (2021) which states that the purchase interest variable has a positive and significant effect on purchasing decisions.

Store Atmosphere has a Positive and Significant Influence on Purchasing Decisions Through Purchase Intention

Based on the Sobel test results, the Zcount value is 2.43. The Zcount value is higher than Ztable (2.43 > 1.96), considering that disruptive intelligence is able to freeze the shop atmosphere on an interesting decision. These real results show that the indirect influence of store atmosphere on purchasing decisions through purchasing intelligence is significant, so it can be concluded that mediation occurs.

A good shop atmosphere will improve consultation intelligence. A conducive atmosphere makes consumers feel comfortable and comfortable in the store, so they are smarter in trying products and considering shopping. This is in line with consumer behavior theory according to Kotler & Keller (2016) that store atmosphere can influence consumers at various stages of the decision-making process. A positive store atmosphere can increase intelligence which will encourage decision making. Store atmosphere is an important factor that can influence consumer behavior. An attractive, comfortable and pleasant store atmosphere can increase consumer intelligence.

Purchasing Intelligence plays a fusion role in improving relationships in both store settings and compelling decisions. The results of this research are in line with research research proposed by Safira (2021) which states that the savings atmosphere influences interesting decisions through purchasing intelligence.

Price has a Positive and Significant Influence on Purchasing Decisions Through Purchasing Interest

Based on the Sobel test results, the Zcount value is 3.01. The Zcount value is higher than Ztable (3.01 > 1.96), considering that disruptive intelligence is able to mediate prices in making interesting decisions. The following results show that there is a significant indirect influence of price on purchasing decisions through purchasing intelligence, so it can be concluded that mediation occurs. By influencing the mind of the capital market, prices can indirectly influence capital market decisions. Competitive pricing can increase intelligence that oppresses consultants who ultimately provide funding to make interesting decisions. Consumers always receive information about products offered at attractive prices. When consumers' bullying intelligence is high, consumers show a stronger ability to bully a product, regardless of price. This extraordinary intelligence acts as a catalyst for interesting decision making.

Purchasing Intelligence plays a fusion role in improving the relationship between pricing and decision making. Price is a consideration for consumers, most consumers will react differently to price. Because, a good price will influence purchasing decisions. This is in line with research conducted by Ayumi & Budiatmo (2021) which shows that price has a positive and significant influence on purchasing decisions through purchasing intelligence.

CONCLUSIONS AND RECOMMENDATIONS

1. The shop atmosphere has a positive and significant influence on buying interest in ART.I Coffee and Space. This shows that the positive influence that occurs shows that ART.I Coffee and Space have succeeded in creating a good atmosphere for consumers.
2. Price has a positive and significant influence in attracting intelligence at ART.I Coffee and Space. This means that the right price will be able to increase intelligence in purchasing a product.
3. The shop atmosphere has a positive and significant influence on purchasing decisions at ART.I Coffee and Space. This means that the consultant makes purchases by paying attention to the shop atmosphere first.
4. Price has a positive and significant influence on purchasing decisions at ART.I Coffee and Space. This means that price is the main consideration when Consumer decides to make a purchase.
5. Purchase Interest has a positive and significant influence on purchasing decisions at ART.I Coffee and Space. This means that in this case it shows that a high level of intelligence would potentially attract the consumer to make decisions.
6. Store atmosphere has a positive and significant influence on purchasing decisions made by purchasing interest at ART.I Coffee and Space. This means that search plays an integral role in enhancing the relationship between store atmosphere and decision making.
7. Send input Saved History side panel Price has a positive and significant influence on purchasing decisions made by purchasing interest in ART.I Coffee and Space. This means that interest intelligence plays a unifying role in enhancing the relationship between both price and interest decisions.
8. The atmosphere in the shop was very bad because the number of chairs in the coffee shop could not accommodate the consul who came. It's a good idea for the company to provide several spare seats to anticipate a surge in costumer.
9. Price is violated as an instrument with the smallest assessment, namely the price of the product according to the quality possessed by consumers. Considering that price influences consumer purchasing decisions, companies must pay more attention to product quality by using quality raw materials. When consumers perceive a product to be of high quality and a fair price, consumers will be more inclined to make a purchase.

10. Interest Buy is prohibited from calling the instrument with the smallest assets, that is, I would not hesitate to recommend ART.I Coffee and Space to others. This condition needs to be paid attention to by the company to carry out a comprehensive evaluation and improvement. Companies can improve the quality of their products, protect the environment and improve the store atmosphere so that it is more organized and attracts consumers' attention.

11. The smallest tool in making purchasing decisions is ART.I Coffee products which can be sold according to the quality of their sales. This condition requires companies to request the availability of products and raw materials and continue to innovate by pre-selling attractive new products and in line with consulting companies.

12. Future researchers can use this research as a benchmark and reference. Qualified managers are advised to look for other variables that influence purchasing decisions to get more varied results and influence purchasing decisions to obtain more significant value.

FURTHER STUDY

The results of this research are in line with behavioural and consumer theory according to Kotler & Keller (2016) to understand the study of how individuals, groups and organizations sell, buy, use and dispose of goods, services, ideas or experiences to satisfy consumer needs and desires. The strategy that companies can use to face increasingly tight business competition is to pay attention to the shop atmosphere so that consumers feel comfortable, as well as considering the selling price of their products. When consumers feel that the atmosphere of the store and the prices of the products offered are in line with their expectations, consumers will make interesting decisions and intelligence will increase.

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