

THE EFFECT OF CAFÉ ATMOSPHERE ON GENERATION Y (MILLENNIALS) PURCHASE DECISIONS ON OASE CAFE

ABSTRACT

Aims: The purpose of this study is to investigate the impact of cafe ambiance (outside, general interior, interior display, and store layout) on generation Y (Millennials) purchasing decisions at OASE Café.

Study Design: Using quantitative approaches, this form of research is causative.

Place and Duration of Study: Sumbawa Region at OASE Bakery & Lounge Café, November 2021-December 2021

Methodology: Multiple linear regression analysis was utilized to analyze the data in this study. The data used are primary data acquired from the field through interviews and questionnaires given to respondents who have made purchases and consumed products at OASE Bakery & Lounge Café. This study also makes use of secondary data to supplement primary data, which is supposed to be in the form of company profile data. Data was collected through distributing questionnaires to respondents, assessing data using a Likert scale with four points, and employing documentation procedures to obtain data from multiple sources. Non-probability sampling is utilized in the data collection process. Purposive sampling was employed in conjunction with convenience sampling. There were 100 samples used.

Results: The findings revealed that the exterior had no and no significant effect on purchasing decisions, while general interiors had a significant and positive effect, interior displays had a significant effect on purchasing decisions, and store layout had a significant effect on purchasing decisions.

Conclusion: From the analysis of research results on the variables that influence purchasing decisions at OASE Café, the following conclusions are based on the results of calculations that have been done exterior, variables have no effect on purchasing decisions, meanwhile the other variable had an effect on purchasing decision.

Keywords: cafe atmosphere, exterior, general interior, interior display, store layout, purchasing decisions.

1. INTRODUCTION

In the world of marketing, it is very important to know how people act. The understanding of how people shop is always changing. "Consumer behavior is the way people, groups, or organizations act and the ways they choose, get, use, and get rid of things, experiences, or ideas for their own satisfaction" (Malau, 2017: 217). Consumers become more critical when they choose certain products in the modern world. Besides meeting their needs, people also want to be satisfied by looking at the market and what's going on right now to see if they can get what they want. When a business grows quickly, owners need to know the right marketing strategies so they can compete and beat their competitors. In Indonesia, the retail business began to grow in the early 1990s, and that was the start. President Bill No. 99/1998, which removed the ban on outside investors in Indonesia's retail business, made it even faster to grow even more. The rise of modern retail and market formats, such as minimarkets, supermarkets, hypermarkets, specialty stores, convenience stores, department stores, and cafes.

The abundance of demanding competition produces a paradigm shift in which the objective of attending cafes switches from simply seeking food to other destinations such as seeking experience and as a lifestyle or trend (Baker et All in Ajiwibawani & Edward, 2015). This phenomenon necessitates cafe owners to think critically in order to create something unique, one of which is by developing a cafe atmosphere in order to compete and draw consumer interest. According to Syihabudhin (2018), the store environment can be created using the five human senses: eyes, ears, nose, tools for feeling (hands/skin), and tongue (for taste). The inside and exterior of the shop, with their design and use of complementary colors, as well as the play of lights, can stimulate shoppers' eyes. Visitors will be spoiled if the music suits the ambiance and tastes of the visitors. As a result, customers will feel at ease at the store. One of the habits we frequently see in the field is that people come to cafes with the intention of photographing the uniqueness of the concept and form of the available dishes and then posting them on social media (Instagram, Facebook, etc.). Visitors have unwittingly assisted the corporation in introducing its items. This phenomenon has become the behavior of tourists today; people travel to a place not only to experience the major benefits of being there but also to receive the recognition that they have visited the location, which will be a source of pride for them.

This style is popular among Generation Y (Millennials), or persons born between 1980 and 2000. (Ali and Purwandi, 2017). Generation Y will visit friends and relatives, resulting in increased socializing expenses

and a tendency for Generation Y consumers to be consumptive. Because of the consumptive attitude of Generation Y, company owners are looking to Generation Y as a marketing sector. OASE Bakery and Lounge Cafe, which opened on January 24, 2018, is one of them. Located in the heart of Sumbawa City, on Jalan Diponegoro (in front of Kodim Park) and near to a shopping center. OASE Bakery and Lounge eateries have a competitive advantage over other cafes. OASE Bakery and Lounge Cafe arose by developing a café atmosphere in order to pique the interest of customers. OASE Bakery and Lounge cafés feature more amenities than other cafes, such as photo locations and various forms of entertainment to make the ambiance more comfortable. This type of atmosphere is in high demand among Generation Y, who prefer something new and different. The authors are interested in doing research named "The Effect of Cafe Atmosphere on Purchase Decisions of Generation Y (Millenials) at OASE Cafe" based on this phenomenon.

2. MATERIAL AND METHODS

Marketing is a sociological process through which individuals and groups receive what they require and desire in order to create, offer, and freely exchange valuable products and services (Kotler and Keller, 2018). Purchasing decisions, according to Sangadji and Sopiah (2013), are a stage in the decision-making process until consumers actually buy. According to Hasan (2014), the stages of decision making are as follows:

- 1) The problem arises as a result of a mismatch between the consumer's intended state and the state actually encountered, and consumers are motivated to bridge this gap, so they begin the purchasing process.
- 2) Once a consumer admits to having an issue, they seek information on items and services that can help them address it. Consumers seek this knowledge both internally (memory) and externally (through private sources, public and/or personal experiences).
- 3) At this point, buyers compare the things they're thinking about buying. How marketers can raise the possibility that their brand's offering will be considered by consumers. The consumer assesses the offer's functional and psychological benefits. Marketers must understand what advantages people seek since benefits are the most essential factor in purchasing decisions.
- 4) Purchase decision After weighing the options, the consumer is ready to make a buying decision. A purchasing intention does not always result in a purchase. Marketers must make it easier for customers to follow through on their purchase intentions.
- 5) Evaluation Following Purchase Consumers will assess their purchasing decisions after purchasing and using the goods. They assess product performance in relation to their expectations. If the purchased product satisfies his expectations, he will react positively; however, if it does not, he will react badly to the supplier.

The cafe atmosphere is the way a place looks and feels that is planned for the target market so that it can make people feel better and make them more likely to buy (Utami, 2016). Berman and Evans (2012) say that the cafe atmosphere elements that are used in this study are broken down into these groups:

- 1) The outside of the physical building can be different. The most important thing to think about is where the shop is and how it looks. As you can see, the design is very important because it helps people remember what is inside the building and how the store looks overall.
- 2) General interior variables are linked to things that are thought to make people feel good about the way the cafe is set up.
- 3) Store Layout includes everything from the physical layout of the store, to the placement of goods, to the fixed equipment, so that customers can move in a certain direction while looking at displays that are lit up in a good way.
- 4) Interior display is about how the displays are set up in the cafe, which is thought to make people more aware of what they're looking at.

Millennials are the generation that grew up with a lot of new technology, like the internet and gadgets. Millennials are people who were born between 1980 and 2000. (Ali and Purwandi, 2017). This means that the rise of the millennial generation is linked to the rise of the internet. The development of the internet is in line with the development of other information technology, such as PCs, laptops, cell phones, and smartphones. When it comes to millennials, the internet is no longer a tertiary or secondary need. It is now a main need. This is what you need to do to see if

the independent variable (the cafe atmosphere) has an effect on the dependent variable (buying decisions), which is why you need to test the research hypothesis.

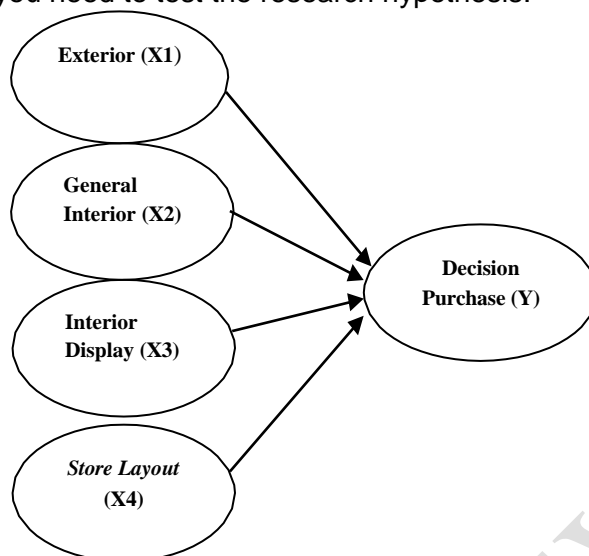


Figure 1. Conceptual Framework

This type of research is causal because it is done with a quantitative method. The independent variable is the atmosphere in the cafe (exterior, general interior, interior display, and store layout). And the dependent variable is whether or not to buy something. The people in this study are people who eat at OASE Bakery and Lounge Cafe. The method used to get data is called non-probability sampling, which is a sampling technique that gives each person in the population different chances or chances. Purposive sampling was used, which is a method of sampling that is based on a set of rules. Convenience sampling is a sampling method where the researcher meets people in the population who are willing to be used as samples, or the researcher picks the people who are the closest to the researcher (Siregar, 2013). Questionnaires are carefully made and then given to people who want to answer them.

The Likert scale was used to get the answers to each category from the people who took part in the study. Because of what Sugiyono said in her book, the Likert scale is used to measure how people feel about certain things in the world or how they think other people think about certain things in the world. With a Likert scale, the variables that need to be measured are turned into indicators. This is how instrument items are made, statements or questions can be used to make the items. The data contained in this study were obtained from the following sources:

- 1) One way to get primary data is to interview people who have bought and eaten at OASE Bakery and Lounge Cafe and fill out questionnaires for them. This is how the researcher came up with the criteria for getting the data.
- 2) Secondary data is data that is used to back up primary data, like documents or data from the research literature. This study is based on data from OASE Bakery & Lounge Cafe. It was the data in the form of a cafe profile that was used in Chapter 1 to explain the cafe, and it was used.

In 2015, Bhuono said that in order to see if a list of questions (structure) can be used to figure out what a variable is, a validity test is used. then the question item is valid, but if it's smaller than then the question item is not valid (Ghozali, 2018). Validity tests show that these things happen:

Table 1. Validity Test Results

Variable	Items	Score	T-score	Information
X1	1	0.704	0.361	Valid
	2	0.776	0.361	Valid
	3	0.749	0.361	Valid
	4	0.723	0.361	Valid
	5	0.527	0.361	Valid
	6	0.499	0.361	Valid
X2	7	0.482	0.361	Valid

	8	0.743	0.361	Valid
	9	0.658	0.361	Valid
	10	0.784	0.361	Valid
	11	0.678	0.361	Valid
	12	0.888	0.361	Valid
	13	0.659	0.361	Valid
X3	14	0.782	0.361	Valid
	15	0.659	0.361	Valid
	16	0.801	0.361	Valid
	17	0.735	0.361	Valid
	18	0.769	0.361	Valid
	19	0.689	0.361	Valid
X4	20	0.643	0.361	Valid
	21	0.882	0.361	Valid
	22	0.844	0.361	Valid
	23	0.832	0.361	Valid
Y	1	0.676	0.361	Valid
	2	0.673	0.361	Valid
	3	0.754	0.361	Valid
	4	0.754	0.361	Valid
	5	0.790	0.361	Valid
	6	0.809	0.361	Valid

Source: Data processing by researchers (2021)

As shown in Table 1, there are 29 statements in the validity test, with 30 respondents and a significance level of 5%. This means that the number of statements in the validity test is 29. (0.361). It can be said that the cafe atmosphere validity test data (exterior, general interior, interior display, and store layout) and purchasing decisions show that all of the statement items are valid (valid) because they have a correlation value above 0.361, which means that they are true. Reliability is an index number that shows how well a measuring instrument is at measuring the same things over and over again (Umar, 2010). In order for a variable to be reliable, it must have a Cronbach Alpha value that is greater than 0.60. The results of the reliability test are shown in this way:

Table 2. Reliability Test Results

Variable	Alpha Cronbach	Information
X1	0.757	Reliable
X2	0.774	Reliable
X3	0.785	Reliable
X4	0.815	Reliable
Y	0.786	Reliable

Source: SPSS Output 25

It can be said that all the statements are true because the results of the data reliability test in Table 3.3 show that Cronbach's alpha is higher than the r-table. This means that all of the statements are true (0.361). These are the steps Priyatno (2010) says are the "classic assumption tests" that this study used. These tests are called normality and linearity tests, and they're used to make sure that the data is normal:

- 1) Normality test, Used to determine whether the data population is normally distributed or not. In this study, the Lilliefors test will be used by looking at the value of the Kolmogorov-Smirnov. Data is declared normally distributed if the significance is greater than 0.05.
- 2) The multicollinearity test was used to determine the presence or absence of a linear relationship between the independent variables in the regression model. To detect it, by analyzing the tolerance and variance inflation factor (VIF), if it is close to 1 and the VIF is below 10, it is free from multicollinearity (Sanusi, 2011).
- 3) Heteroscedasticity Test is used to determine whether or not there is an inequality of variance from the residuals in the regression model. The prerequisite that must be met in the regression model is the absence of heteroscedasticity problems. The criteria for the occurrence of heteroscedasticity in a regression model is if it is significantly less than 0.05.

- 4) Linearity Test The linearity test aims to determine whether two variables have a linear relationship or not significantly. Testing on SPSS using a test for linearity at a significant level of 0.05. Two variables are said to have a linear relationship if their significance (linearity) is less than 0.05.

According to Siregar (2013), multiple regression is the development of simple linear regression, which are both tools that can be used to predict future demand based on past data or to determine the effect of one or more independent variables to one dependent variable. Linear regression formula with four independent variable:

$$Y = C + b_1X_1 + b_2X_2 + b_3X_3 + b_4X_4 + e$$

Y = Purchase decision
 X1 = Exterior
 X2 = General interior
 X3 = Interior display
 X4 = Store layout
 C = Constant
 b_1, b_2, b_3, b_4 = Regression coefficient
 e = Confounding variable

This test aims to determine whether the effect of each independent variable on the dependent variable. If the value of t-count > t-table, then the independent variable has an effect on the dependent variable. The t-statistical test basically shows how far the influence of one independent individual variable individually in explaining the dependent variable (Ghozali, 2018). According to Sanusi (2011), the coefficient of determination (R^2) aims to determine how much the ability of the independent variables (exterior, general interior, interior display, and store layout) to explain the dependent variable (purchase decisions).

3. RESULTS AND DISCUSSION

1) Normality test

Table 3. Normality Test Results

Variable	Significant
X1	0.116
X2	0.063
X3	0.062
X4	0.052
Y	0.073

Source: SPSS Output 25

Based on the results of the normality test in Table 4.1, it is known that the Sig value > 0.05 so that it can be it is known that the values of all variables in this study are normally distributed.

2) Multicollinearity Test

Table 4. Multicollinearity Test Results

Variable	Tolerance	VIF
X1	0.760	1.315
X2	0.819	1.221
X3	0.832	1.201
X4	0.759	1.317

Source: SPSS Output 25

To detect multicollinearity problems, it can be done by looking at the tolerance and variance inflation factor (VIF) values and the amount of variation between independent variables. Based on the results of the multicollinearity test in Table 4.2, it can be concluded that the variable is free from multicollinearity because it has a tolerance value > 0.10 and VIF < 10.

3) Heteroscedasticity Test

Table 5. Heteroscedasticity Test Results

Variable	Significant
X1	0.186
X2	0.784
X3	0.241
X4	0.149

Source: SPSS Output 25

Based on the results of the heteroscedasticity test in Table 4.3, all independent variables have a significant value > 0.05, it can be concluded that the regression model does not have heteroscedasticity or can be said to be homogeneous.

4) Linearity Test

Table 6. Linearity Test Results

Variable	Significant
<i>Exterior</i>	0.488
<i>General Interior</i>	0.029
<i>Interior Display</i>	0.410
<i>Store Layout</i>	0.256

Source: SPSS Output 25

Based on the results of the linearity test in table 4.4, it is known that the Exterior, Interior Display, and Store Layout variables do not have a linear relationship with the purchasing decision variables. Because the three variables have a significant number greater than 0.05 ($\alpha=5\%$) which is 0.488 (48%), 0.410 (41%), and 0.256 (25%). While the variables that have a linear relationship are general interior ie with a significant value of 0.29 (2.9%) smaller than 0.05 ($\alpha=5\%$). Exterior, Interior Display, and Store Layout variables are assumed to have a relationship but are not significant (linear). The variable is not significant because there are other models that are better outside linear, or OASE Café consumers do not pay too much attention to these variables in making purchasing decisions. Based on the phenomenon, there are other variables that are the main considerations for consumers in making purchases other than the general interior, namely price, product quality, and service quality. This is in accordance with the theory put forward by Kotler and Keller (2018), namely several variables that are more important to attract consumer interest, namely pricing, product quality, and service quality. Traditionally these three things are the main determinants in consumer purchasing decisions. This theory is in line with research conducted by Bonita et al. (2017) product quality, price, and service quality have a significant and positive effect on purchasing decisions. Supported by research by Kurniasari & Santoso (2013) which states that price, product quality, and price have a significant and positive effect on purchasing decisions.

Table 8. Multiple Linear Regression Equation Test Result

Variable	Coefficient Regression	t-score	Sig	Information
<i>Exterior</i>	0.144	1.046	0.298	Hypothesis Rejected
<i>General interior</i>	0.276	2.226	0.028	Hypothesis Accepted
<i>Interior display</i>	0.382	2.786	0.039	Hypothesis Accepted
<i>Store layout</i>	0.412	2.753	0.033	Hypothesis Accepted
constant		11,937		
R2		0.59		
F count		1,734		
Sig.		0.149		

Source: SPSS Output 25

From the results of the regression analysis, it can be seen that the multiple regression equation is $Y = 11.937 + 0.144X_1 + 0.276X_2 + 0.382X_3 + 0.412X_4$, Based on these equations, it can be explained as follows:

- The constant value (a) of 11,937 means that if the exterior, general interior, interior display, store layout is constant or does not change, the purchase decision will be 11,937.
- The coefficient value (b1) on the exterior variable is positive, namely 0.144, which means that if the exterior variable (X1) increases by one unit, the purchasing decision (Y) will

- increase by 0.144. Assuming all other variables do not change.
- c) The coefficient value (b2) on the general interior variable is positive, namely 0.276, stating that for every addition or increase in one value in the X2 variable, the purchasing decision variable (Y) will increase by 0.276. Assuming all other variables do not change.
 - d) The coefficient value (b3) on the interior display variable is positive, which is 0.382. The relationship between the interior display (X3) and purchasing decisions (Y) if the exterior (X1) and general interior (X2) are constant or each increase in X1 and X2 by one unit, then the purchasing decision will increase 0.382. Assuming all other variables do not change.
 - e) The coefficient value (b4) in the store layout variable is negative, which is 0.412. The relationship between store layout (X4) and purchasing decisions (Y) if the exterior (X1) and general interior (X2) are constant or each increase in X1 and X2 by one unit, then the purchasing decision will increase 0.412. Assuming all other variables do not change.

The t-test is a test to show the individual effect of the independent variables in the model on the dependent variable. This matter is intended to determine how far the influence of an independent variable is in explaining the dependent variable.

- a) The effect of the exterior on purchasing decisions for gen Y (millennials) at OASE Café, based on the results of the calculation of the effect of the exterior on purchasing decisions, the value of the t-score is 1,046 which is smaller than the t-table with a value of 1,986. This variable has a significant level of 0.298. Because the significance value is greater than 0.05, it can be concluded that the exterior variable has no influence on purchasing decisions, so H1 is rejected. One of the indicators contained in the exterior variable is the logo and nameplate. Based on the phenomenon, the logo and nameplate offered are good, but the quality of the taste at the café does not match the tastes of visitors, so it will not affect purchasing decisions. So, in conclusion, visitors do not see the exterior as a factor that influences purchasing decisions.
- b) The effect of the general interior on purchasing decisions for gen Y (millennials) at OASE Café, Based on the results of the calculation of the general interior influence on purchasing decisions, the value of the t-score is 2,226, which is greater than the t-table, which is 1,986. This variable has a significant level of 0.028 and the value of the regression coefficient is 0.276. Because the significance value is less than 0.05 and the regression coefficient is positive, it can be concluded that the general interior variable has a positive and significant influence on purchasing decisions, so H2 is accepted. According to Syihabudhin (2018), a general interior in a store with a design and use of matching colors and a suitable lighting game can stimulate the eyes of the visitor so that visitors feel comfortable and ultimately decide to make a purchase.
- c) The effect of interior displays on purchasing decisions for gen Y (millennials) at OASE Café, based on the results of the calculation of the effect of interior displays on purchasing decisions, the value of t-score is 2.786 which is higher than the t-table with a value of 1.986. This variable has a significant level of 0.039, smaller than 0.05, so it can be concluded that the interior display variable has an effect on purchasing decisions, so H3 is accepted.
- d) The effect of store layout on purchasing decisions for gen Y (millennials) at OASE Café, based on the results of the calculation of the influence of store layout on purchasing decisions, the value of t-score is 2.753 which is higher than the t-table with a value of 1.986. This variable has a significant level of 0.033 which is smaller than 0.05, so it can be concluded that the store layout variable has no effect on purchasing decisions, so H4 is accepted.

The coefficient of determination (R²) is used to show how large the percentage of independent variables (exterior, general interior, interior display, store layout) together explain the variance of the dependent variable (purchase decisions). The results of multiple regression testing show that the coefficient of determination (R²) is 0.59 or 59%. So it can be said that 59% of purchasing decisions are influenced by the exterior, general interior, interior display, store layout. While the remaining 31% is influenced by other variables not examined

in this study.

4. CONCLUSION AND RECOMMENDATIONS

The analysis of research results on the variables that influence purchasing decisions at OASE Café, the following conclusions are, based on the results of calculations that have been done exterior variables have no effect on purchasing decisions. Because consumers do not prioritize the exterior as a driving factor to make a purchase, the general interior variable has a significant and positive influence on purchasing decisions. Because the cafe atmosphere from the general interior in the form of aromas, lighting, coloring, music and so on that are created well, comfortable, and in accordance with consumer tastes can increase consumer response and become one of the factors that influence purchasing decisions, the interior display variable has an effect on purchasing decisions, the more luxurious and nice the interior displays offered will influence consumer purchasing decisions to buy the goods, the store layout variable has an effect on purchasing decisions, the more luxurious decoration of store layout will influence the consumer decision to buy the goods from the store.

For researchers or readers, it is hoped that this research can be a reference and input to add insight. For further researchers, it is hoped that they will be able to increase the number of variables and the number of samples in their research so that they are able to provide the latest information and add to the shortcomings of this study. In this study, there are several variables whose test results do not according to the theory and previous research, namely exterior, interior display, and store layout have no influence on purchasing decisions. It is hoped that for further researchers, this can be a reference to find out more about the factors that cause these three variables to have no effect. OASE café managers, the general interior variable is an influential variable and is superior to other variables in this study, so it must be maintained and improved, giving new nuances periodically so that consumers are not bored and bored. Then what must be considered by OASE café is pricing, product quality, and service quality, because these three components have a very large influence on purchasing decisions. Furthermore, consumers who make up the majority are female consumers, so there is a need for new innovations to increase male consumers.

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