

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 do not affect purchasing decisions, meanwhile the other variable affected purchasing decisions.

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

TYPE OF ARTICLE: Short Research Article

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 satisfaction" (Malau, 2017). 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. Habitdrinking coffee is closely related to human life since centuries ago. In this modern era, drinking coffee has many roles, not only as a source of enjoyment but also as a medium of communication. Coffee consumption is expected to increase in the future due to cultural factors, economic conditions, changes in tastes, and lifestyle changes. Times and traditions have also changed, young people are starting to like to drink coffee as a social media. "This phenomenon can be seen from the dynamics of the growth of modern coffee shops in various places with internet and audio-visual facilities that attract visitors" (Malau, 2017).

Business competition is so tight that companies must be able to meet customer needs to create customer loyalty. Customer loyalty is very important for a company that maintains its business continuity. As Kotler (2019) argues, "creating a strong and close relationship with customers is the dream of all marketers and this is often the key to long-term marketing success." Loyal customers are

those who are very satisfied with certain products and services, so they have the enthusiasm to introduce them to anyone they know. These loyal customers will expand their loyalty to products or services made by the same manufacturer.

Reflecting this, the strategy that companies can do in maintaining the company's existence is to focus on building relationships with customers. Taleghani, et al, (2017) in their journal suggests that relationship marketing is a business strategy with technological advances strengthened through its organizations, creating connections to help organizations optimize the value received for the basis of processing customer perceptions.

Relationship Marketing is often found as a determining strategy for customer loyalty, in this case, OASE Coffee visitors. By building good relationships with customers, the desire of customers to continue leading to long-term loyalty is unquestionable. "Relationship Marketing is more commonly found in the context of service marketing and business marketing (business-to-business marketing)" (Tjiptono, 2015). Several studies have shown that the two main pillars of relationship marketing are trust and commitment. In other words, the customer must trust the marketer and then commit to him before a mutually beneficial long-term relationship is established. Furthermore, Tjiptono (2015) "said that relationship marketing offers a marketing strategy to deepen relationships with customers, in this case, the customer is seen as a partner who must continue to be nurtured through a win-win solution pattern." In addition to relationship marketing, a strategy to retain customers to obtain high satisfaction and loyalty is to create a good cafe (store atmosphere). According to Kotler (2018) "the atmosphere of the cafe (store atmosphere) is a planned atmosphere by the target market and which can attract consumers to buy and feel satisfied". Store atmosphere causes a sense of satisfaction and pleasure in the hearts of consumers. (Kotler, 2018). Between the marketing related to customer loyalty that has been studied by (Karim et al., 2017; Sari, 2018) which shows the same results between the two researchers that there is a positive and significant influence between the marketing relationship variables on Café Atmosphere. The more communicative the cafe exterior atmosphere will have a positive effect on customer loyalty to visit the cafe, and the more comfortable the cafe interior will make customers feel at home for a long time in the cafe. Satisfying customer desires is a difficult thing, considering that satisfied customers are expected to come back and even tell others so that in the end they can put competitors in the lowest order.

In Sumbawa, there are also many coffee shops that have been established to this day, including one of which is OASE Cafe. OASE is a community coffee shop that brings people together. Open since 2016, OASE Cafe is a pioneer for cafes or shops in Sumbawa Regency which makes coffee its main menu. OASE Coace, which was originally located at Jl. Mawar No. 36 and has now moved to Jl. Kerato No.1, OASE Cafe does not only focus on coffee activities but is a space for education and interaction for various communities in Sumbawa. However, not far from the location of OASE, there are many other coffee shops that carry almost the same concept as OASE Cafe, such as MilkyBo, Tricia, D'Avalon, WRPM, and Ruang Temu. It is undeniable that the business environment will continue to change rapidly, both domestic and global competition will increase sharply and at the same time, customer demands will continue to change and increase. Satisfying customer desires itself is a difficult thing, considering that satisfied customers are expected to come back, and even tell others so that they can ultimately put the competitor in the lowest order.

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 Diponegoro Street No.20 (in front of Kodim Park) and near to a shopping center. OASE Bakery and Lounge Café have a competitive advantage over other cafes, OASE Bakery and Lounge Cafe arose by developing a café atmosphere to get 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. Based on that phenomenon, Oase Café interested the authors in doing research named "The Effect of Cafe Atmosphere on Purchase Decisions of Generation Y (Millenials) at OASE Cafe". This type of atmosphere is in high demand among Generation Y, who prefer something new and different.

2. MATERIAL AND METHODS

1) Relationship Marketing

Relationship marketing is a philosophy of doing business and is a strategic orientation that focuses on retaining and increasing existing customers rather than attracting new customers (Tjiptono, 2015). According to Simon (1999) in Karim (2017) There are three main keys that must be considered by marketers in understanding the overall implications of relationship marketing, namely: Up-to-date knowledge (new knowledge), Interactive communication (interactive communication), and Long-term and mutually

2) Cafe atmosphere

The atmosphere of the cafe can be interpreted as the arrangement of inside space (instore) and outside space (out store) which can create comfort for customers" Berman and Evan (2012) in Anisa (2018). Indicators to measure the cafe atmosphere according to Foster (2018) include: "Exterior (outside the cafe), Interior (inside the cafe) Store Layout (room layout), Interior Display (extension)" 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:

- a) 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.
- b) General interior variables are linked to things that are thought to make people feel good about the way the cafe is set up.
- c) 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.
- d) 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.

3) Generation Millennials (Y)

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, 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) affects the dependent variable (buying decisions), which is why you need to test the research hypothesis.

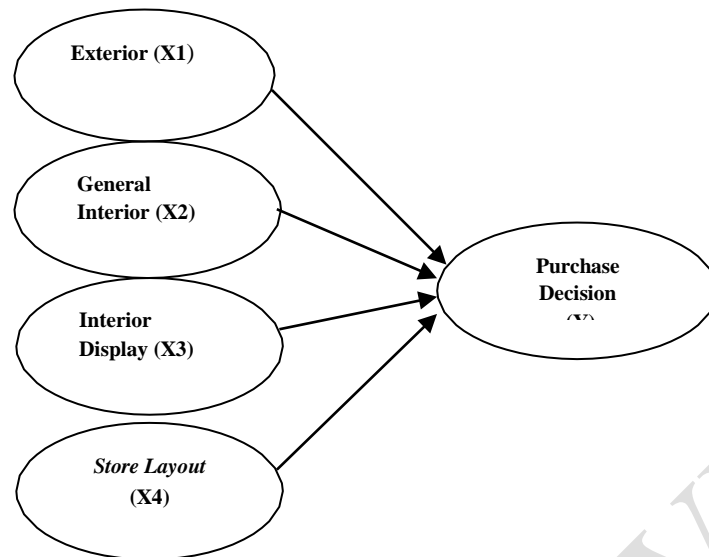


Figure 1. Conceptual Framework

Based on the background, research objectives, and conceptual framework of this study, the following research hypotheses can be proposed:

H1: There is a significant effect of Exterior (X1) on purchase decision (Y)

H2: There is a significant effect of General Interior (X2) on Purchase decision (Y)

H3: There is a significant effect of Interior Display (X3) on Purchase decision (Y)

H4: There is a significant effect of Sore Layout (X4) on Purchase decision (Y)

The type of research used in this research is associative quantitative. The objective of associative research is to see the effect of the independent variable on the dependent variable (Sugiyono, 2018). The independent variable in this study is the café atmosphere (exterior, general interior, interior display, and store layout), and the dependent variable is whether or not to buy something (Purchase Decision) on generation Millenials (Y). Purposive sampling was used, which is a method of sampling that is based on a set of rules, such as:

- a) Customers aged 24-40
- b) Customers who had visited Oase Cafe and purchased three times
- c) willing to fill out the questionnaire

The determination of the number of samples is determined by using the following formula (Rao Purba on Ghozali, 2018):

$$n = \frac{Z^2}{4(Moe)^2}$$

Information:

n = sample size

Z = score at a certain level of significance

(the degree of confidence is determined to be 95%, then Z = 1.96)

Moe = Margin of error, the maximum error rate is 5%

$$n = \frac{(1,96)^2}{4(5\%)^2} = 96,04 = 97$$

From the calculation of the formula above, the number of samples studied was 97, or a rounding was made to 100 respondents who could represent OASE Coffee customers. 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 (2018) said in his 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. Bhuono (2015) 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. The question item is valid, but if it's smaller than the t-score, then the question item is not valid (Ghozali, 2018). Validity tests show that the questionnaire items are valid:

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 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 (Ghozali, 2018). 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 Utami (2018) 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 (Ghozali, 2018).
- 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 Sugiyono (2018), 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:

$$Y = C + 1X_1 + b_2X_2 + b_3X_3 + b_4X_4 + e$$

Y = Purchase decision

X₁ = Exterior

X₂ = General interior

X₃ = Interior display

X₄ = Store layout

C = Constant

1 b₂ b₃ b₄ = 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 (R²) 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

In this study, the authors conducted research on OASE Coffee customers by taking a sample of 100 Millenials. Following are the authors present the respondents' answers on the basis of characteristics: The characteristics of respondents based on age obtained in this study are presented as follows:

Table 3. Age of respondents

No.	Age	amount	Percentage
1	18-28	64	64%
2	29-39	36	36%
Total		100	100%

Source: Primary data processed

Based on table 3 above, it shows that respondents aged 18-28 years amounted to 64%, and respondents aged 29-39 years amounted to 36%.

1) Normality test

Table 4. Normality Test Results One-Sample Kolmogorov-Smirnov Test

		Unstandardized Residual
N		100
Normal Parameters ^a	Mean	.0000000
	Std. Deviation	1.12125995
Most Extreme Differences	Absolute	.067
	Positive	.067
	Negative	-.042
Kolmogorov-Smirnov Z		.666
Asymp. Sig. (2-tailed)		.766

Source: SPSS Output 25

Based on the results of the normality test in Table 4 is 0.766, it is known that the Sig (2-tailed) 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

The multicollinearity test aims to determine whether there are symptoms of correlation between other independent variables. A good regression model should not have a correlation between the independent variables. An examination to detect multicollinearity is carried out by VIF (Variance Inflation Factor) which is calculated using SPSS Static 25 for windows. The multicollinearity test results are presented in the following table

Table 5. Multicollinearity Test Results

Variable	Tolerance	VIF	Information
X1	0.760	1.315	Not occur multicollinearity
X2	0.819	1.221	Not occur multicollinearity
X3	0.832	1,201	Not occur multicollinearity
X4	0.759	1.317	Not occur multicollinearity
X1	0.760	1.315	Not occur multicollinearity

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 5, 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

Heteroscedasticity, which shows that the variance of variables is not the same for all observations. A good regression model is a homoscedasticity, not heteroscedasticity. To detect the presence or absence of heteroscedasticity in this study using the Glejer test with the condition that the Sig. above 0.05, there is no heteroscedasticity. In testing heteroscedasticity using the help of SPSS 25. The results of the heteroscedasticity test can be seen in the following table:

Table 6. Heteroscedasticity Test Results

Unstandardized Coefficients		Standardized Coefficients	t	Sig.
B	Std. Error	Beta		
1.225	.765		1,602	0.186
.014	.037	.042	.386	0.784
.004	.026	.017	.158	0.241
.007	.045	.024	.167	0.149
.009	.067	.056	.186	0.186

Source: SPSS Output 25

Based on the results of the heteroscedasticity test in Table 6, 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

The linearity test shows that there is a linear influence between the independent variable (X) and the dependent variable (Y). This test is usually used as a prerequisite in linear regression analysis. In linearity testing using the help of SPSS version 25. With the Test for Linearity method with a significant level of 0.05. Two variables are said to have a linear relationship if the value of sig. (Linearity) < 0.05 .

Table 7. Linearity Test Results

Variable	Significant
Exterior	0.488
General Interior	0.029
Interior Display	0.410
Store Layout	0.256

Source: SPSS Output 25

Based on the results of the linearity test in table 7, 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

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.
- 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.
- 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.
- 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.

- 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 or Millenials generation do not see the exterior as a factor that influences purchasing decisions as long as they can enjoy the coffee and the food menu, they don't need the exterior of the cafe.

- 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.

Table 9 Coefficient of Determination Test Results

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.763a	.589	.574	1.133

Source: SPSS Output 25

The coefficient of determination (R^2) 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 (R^2) is 0.589 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.

Table 10 F Test Results

Model	Sum of Squares	df	mean Square	F	Sig.
1 Regression	173.725	4	86,862	67,695	.000
Residual	124.465	97	1,283		
Total	298.190	99			

Source: Primary data processed

The F test was conducted to determine the effect of the independent variables on the dependent variable. Based on the output in the F test table, it is known that the calculated F value is 67.695 greater than F table 3.09 with a significance value of 0.000 less than 0.05, so it can be concluded that there is a significant influence on relationship marketing and atmosphere Café together have effect to purchase decision.

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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