

DETERMINANTS OF CONSUMER DECISIONS IN PURCHASING COFFEE BEVARAGES AT TERASEDUH COFFEE SHOP MEDAN

Lily Fauzia*, Armeliany Syahputri, Mozard Bahauddin Darus,

Siti Khadijah Hidayati Nasution, Vista Uli Sihombing

Agribusiness Study Program, Faculty of Agriculture, Universitas Sumatera Utara, Medan

E-mail: lilylala@usu.ac.id*

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Abstract

This study was motivated by the rapid growth of the coffee shop industry in Medan City. However, Teraseduh Coffee shop Medan has experienced a decline in sales in recent months. This condition indicates the presence of factors influencing consumer purchase decisions. The study aims to analyze consumer characteristics and examine the influence of store atmosphere, product quality, promotion, and price on purchasing decisions for coffee beverages at Teraseduh Coffee shop Medan, as well as to identify the most dominant variable affecting purchasing decisions. The research employed a quantitative approach using purposive sampling involving 50 respondents who had previously made a purchase. Descriptive analysis was used to describe respondent characteristics, while multiple linear regression analysis was applied to examine the influence of independent variables on purchasing decisions both partially and simultaneously. The results show that simultaneously, store atmosphere, product quality, promotion, and price significantly influence purchasing decisions. Partially, product quality and price have a positive and significant effect on purchasing decisions, while promotion does not have a significant effect. Product quality is the most dominant variable influencing purchasing decisions. Therefore, improving product quality, setting appropriate pricing strategies and store atmosphere should be prioritized to enhance consumer purchasing decisions.

Keywords: coffee bevarages, coffee shop, consumer behavior, multiple linear regression, purchase decision

INTRODUCTION

The coffee industry in Indonesia plays an important role in supporting the national economy and constitutes a leading plantation commodity with global competitiveness. Indonesia ranks fourth as the world's largest coffee producer after Brazil, Vietnam, and Colombia (Kementerian Pertanian Republik Indonesia, 2023). Beyond its economic value, the caffeine and antioxidant content of coffee is known to improve concentration, reduce fatigue, and contribute to the prevention of degenerative diseases such as heart disease and type 2 diabetes (Mindiroeseno & Astuti, 2024). The development of coffee-drinking culture in Indonesia reflects a shift from traditional consumption toward a modern lifestyle. Coffee is now consumed not only at home or in simple stalls but also in coffee shops that offer a comfortable atmosphere and a distinctive experience. The rise in coffee consumption in large cities is closely related to the growing young middle class who regard coffee shops as part of their lifestyle and social space (Fitriani, 2023). This shift in consumption behavior is reflected in national coffee consumption data, which have continued to increase in recent years, as presented in Table 1.

Table 1. Indonesia's Domestic Coffee Consumption 2020-2025

Year	Consumption (60 Kg bags of coffee)
2020/2021	4,450,000
2021/2022	4,750,000
2022/2023	4,771,000
2023/2024	4,775,000
2024/2025	4,800,000

This increase in consumption indicates that public interest in coffee continues to grow, not only as a beverage but also as part of individuals' lifestyle and social identity (Suharyanto and Lestari, 2022). Medan City is known as one of the centers of coffee industry growth in the western region of Indonesia. Per capita coffee consumption in Medan increased over the past three years, namely 0.375 kg per week in 2022, 0.45 kg per week in 2023, and 0.454 kg per week in 2024 (Badan Pusat Statistik Indonesia, 2025). Although the coffee industry in Medan has generally

grown positively, not all coffee shops have experienced the same increase. In recent months, Teraseduh Coffee Shop Medan has instead experienced a decline in coffee beverage sales. Sales were recorded at 781 cups of coffee in February 2025 and then gradually declined to 291 cups by October 2025, with a significant decrease during the July to October 2025 period (Interview Data, 2025). This decline indicates a reduction in consumer purchase interest, likely caused by less effective marketing strategies. Hermawan and Hadibrata (2023) state that an unattractive store atmosphere and promotional strategies that are not adaptive to digital trends can lead to a decline in purchase decisions. The factors influencing purchase decisions considered in this study are store atmosphere, product quality, promotion, and price. This study aims to analyze the characteristics of coffee consumers at Teraseduh Coffee Shop Medan and to examine the influence of store atmosphere, product quality, promotion, and price, both partially and simultaneously, on purchase decisions, while also identifying the most dominant factor influencing those purchase decisions.

LITERATURE REVIEW

Coffee is a beverage commodity with high economic and cultural value in Indonesia and reflects the social identity and lifestyle of modern society (Pratama & Utami, 2021). The diversity of coffee beverage variants such as espresso, latte, and cold brew serves as a product differentiation strategy that appeals to young urban consumers (Wibowo & Fadillah, 2023). Coffee shops function not only as places to buy and enjoy coffee but also as a third space after home and work (Pramasari *et al.*, 2024), so that visual identity and spatial aesthetics become a primary attraction for consumers (Suminto, 2022; Ludviah *et al.*, 2025). Consumer behavior is the process by which a customer makes decisions to buy, use, and consume goods and services, including the factors that influence it (Firmansyah, 2018). According to Kotler *et al.* (2024), consumer behavior is influenced by cultural, social, personal, and psychological factors, as well as by the marketing mix consisting of product, price, promotion, and distribution (Alma, 2017). A purchase decision represents the selection of, and interest in buying, the most preferred brand among a number of different brands (Kotler *et al.*, 2024), which according to Kotler & Armstrong (2019) proceeds through the stages of need recognition, information search, evaluation of alternatives, the purchase decision, and post-purchase behavior.

Store atmosphere refers to the design of the environment through visual communication, lighting, color, music, and aroma to stimulate customers' perceptions and emotional responses that influence purchasing behavior (Kotler and Keller, 2018). Store atmosphere can foster a sense of comfort and consumer trust (Lestari *et al.*, 2021), enhance the perception of product quality and consumer satisfaction (Nurjaya *et al.*, 2020), and strengthen purchase intention through emotional comfort (Tantowi and Pratomo, 2020). Product quality is the totality of features of a product that bear on its ability to satisfy stated or implied needs (Kotler and Keller, 2019). According to Soetanto *et al.* (2020), indicators of product quality include product performance, product reliability, product durability, and conformance to specifications. Palinggi & Widajanto (2023) and Subagja *et al.* (2024) state that product quality plays the most dominant role in influencing purchase decisions.

Promotion is a form of marketing communication designed to create awareness, generate interest, and encourage purchasing action from consumers (Nugraha *et al.*, 2021; Kotler *et al.*, 2024). Promotion plays a significant role in influencing consumers' choices because it is able to shape the perception of added value toward a product (Anjeli & Anggrainie, 2022). Meanwhile, price is the amount of money exchanged by consumers to obtain the benefit of a good or service (Kotler and Armstrong, 2019) and is the only element of the marketing mix that generates revenue (Tjiptono, 2019). A balance between price and the quality and benefits offered is an important consideration for consumers (Subagja *et al.*, 2024; Fiana and Hartati, 2024). Based on the theoretical foundation and conceptual framework, the research hypotheses are formulated as follows: it is hypothesized that the variables store atmosphere, product quality, promotion, and price, both partially and simultaneously, have a significant effect on consumer decisions in purchasing coffee beverages at Teraseduh Coffee Shop Medan and it is hypothesized that product quality is the most dominant factor influencing those purchase decisions.

METHOD

This research was conducted at Teraseduh Coffee Shop Medan, located at Jl. Bukit Barisan I No. 11 A, Glugur Darat II, Medan Timur Subdistrict, Medan City, North Sumatra Province. The location was determined purposively because it is a local coffee shop that has experienced a decline in coffee beverage sales in recent months despite operating in an area with high coffee industry growth. This research was conducted in 2026. The study employed a quantitative approach. The population comprised customers who had made a purchase of coffee beverages at Teraseduh Coffee Shop Medan. The sample was determined using a non-probability sampling technique, namely

DETERMINANTS OF CONSUMER DECISIONS IN PURCHASING COFFEE BEVARAGES AT TERASEDUH COFFEE SHOP MEDAN

Lily Fauzia et al

purposive sampling, with the following criteria: (1) respondents who had previously purchased coffee beverages at Teraseduh Coffee Shop Medan; (2) a visit frequency of at least twice a month; and (3) respondents over 17 years of age. The sample size was determined using the Roscoe formula, namely at least 10 times the number of variables. With 4 independent variables and 1 dependent variable, $R = 5 \times 10 = 50$ was obtained, so the sample size was 50 respondents.

Primary data were collected through questionnaires, while secondary data were obtained from supporting literature. The questionnaire statements were measured using a 1-5 Likert scale (Strongly Agree = 5, Agree = 4, Undecided/Somewhat Disagree = 3, Disagree = 2, Strongly Disagree = 1). The research variables and indicators are presented in Table 2.

Table 2. Research Variables and Indicators

Variable	Indicator	Source
Store Atmosphere (X1)	General Exterior; General Interior; Cafe Layout	Amisha & Othman (2024)
Product Quality (X2)	Product Performance; Product Reliability; Product Durability	Suharyanto, S., & Lestari, T. (2022)
Promotion (X3)	Promotion Through Digital Media; Promotional Reach; Frequency and Appeal of Promotion	Fitra Fidianti Ningsih, Akhmad Suharto & Yohanes Gunawan Wibowo (2021)
Price (X4)	Price Affordability; Conformity of Price to Quality; Price Comparison with Competitors	Evi Okta Fiana & Retno Hartati (2024)
Purchase Decision (Y)	Desire; Need; Recommendation	Juli Dwina Puspita Sari & Dhea Riswana (2022)

The analytical methods comprise descriptive analysis to describe consumer characteristics and quantitative analysis in the form of multiple linear regression analysis. The instrument was tested through validity testing (an item is valid if the significance value < 0.05) and reliability testing (reliable if Cronbach's Alpha > 0.60). The classical assumption tests include the normality test (data are normally distributed if Asymp. Sig. > 0.05), the multicollinearity test (no multicollinearity if Tolerance > 0.10 and VIF < 10), and the heteroscedasticity test using the Glejser test (free of heteroscedasticity if significance > 0.05). The regression model used is:

$$Y = \alpha + \beta_1 X_1 + \beta_2 X_2 + \beta_3 X_3 + \beta_4 X_4 + \varepsilon$$

where Y = purchase decision; α = constant; β_1 – β_4 = regression coefficients; X1 = store atmosphere; X2 = product quality; X3 = promotion; X4 = price; and ε = standard error. Model feasibility was tested through the simultaneous test (F-test), the partial test (t-test) at a significance level of 0.05, and the coefficient of determination (R^2). All data processing was performed using the IBM SPSS Statistics 27 program.

RESULTS AND DISCUSSION

Location Description and Product Prices

Teraseduh Coffee Shop Medan was first established in 2016 and resumed operations in December 2023, operating every day from 08:00 to 23:00 WIB. The coffee shop has a capacity of approximately 55 people, with about 70% of the area being open space (a capacity of approximately 40 people) and the remaining 30% being an indoor area (approximately 15 people). Daily operations are supported by six staff members, consisting of three at the bar, one in the kitchen, and two in the outdoor area. Coffee beverage prices range from IDR 20,000 to IDR 38,000, as presented in Table 3.

Table 3. Coffee Beverage Prices at Teraseduh Coffee Shop Medan

Product Name	Price (IDR)
Espresso	20,000-22,000
Black	22,000-25,000

DETERMINANTS OF CONSUMER DECISIONS IN PURCHASING COFFEE BEVARAGES AT TERASEDUH COFFEE SHOP MEDAN

Lily Fauzia *et al*

Sanger Espresso	22,000-25,000
Es Kopi Susu Aren	25,000
Cappuccino	28,000
Latte	28,000
Manual Brew	32,000
Peachy Black	32,000
Butterscotch Sea Salt	32,000
Es Kopi Susu Pandan	32,000
Es Kopi Susu Kacang	32,000
Flavoured Latte	33,000-35,000
Mochacchino	33,000-35,000
Cold Brew	35,000
Caramel Macchiato	35,000
Anya	38,000
Aryati	38,000
Dini Hari	38,000
Tengah Malam	38,000

Source: Internal Data of Teraseduh Medan, 2026

Respondent Characteristics

The characteristics of the 50 respondents cover gender, age, highest level of education, occupation, monthly income, and visit frequency, as presented in Table 4. Based on Table 4, consumers of Teraseduh Coffee Shop Medan are dominated by women (54%), with the majority in the 18–25 age range (74%). In terms of education, most respondents have a senior high school education or equivalent (46%) and a bachelor's degree (40%). By occupation, the majority of respondents are students (64%), consistent with the dominance of the younger age group. Most respondents have a monthly income between IDR 1,000,000 and IDR 5,000,000 (42%), and visit frequency is dominated by consumers who come twice a month (62%).

Table 4. Respondent Characteristics

Characteristic	Number (People)	Percentage (%)
Gender		
Male	23	46
Female	27	54
Total	50	100
Age		
18-25 Years	37	74
26-30 Years	10	20
31-35 Years	2	4
36-40 Years	1	2
Total	50	100
Highest Level of Education		
Senior High School/Equivalent	23	46
Diploma	5	10
Bachelor's/Equivalent	20	40
Master's/Equivalent	2	4
Total	50	100
Occupation		
Student	32	64
Private Employee	11	22

DETERMINANTS OF CONSUMER DECISIONS IN PURCHASING COFFEE BEVARAGES AT TERASEDUH COFFEE SHOP MEDAN

Lily Fauzia et al

Civil Servant	4	8
Entrepreneur	3	6
Total	50	100
Income		
< IDR 500,000	10	20
IDR 500,000 – IDR 1,000,000	11	22
IDR 1,000,000 – IDR 5,000,000	21	42
IDR 5,000,000 – IDR 10,000,000	7	14
> IDR 10,000,000	1	2
Total	50	100
Visit Frequency		
Twice a month	31	62
Three times a month	10	20
More than 4 times a month	9	18
Total	50	100

Source: Primary Data, 2026

Validity and Reliability Tests

Instrument testing was carried out after 30 respondent samples had been collected, after which data collection continued up to 50 respondents. The validity test results show that all statement indicators have a significance value < 0.05 and are therefore declared valid, as presented in Table 5.

Table 5. Validity Test Results

Variable	Significance Value	Description
Store Atmosphere		
X1.1	<0.001	Valid
X1.2	<0.001	Valid
X1.3	<0.001	Valid
Product Quality		
X2.1	<0.001	Valid
X2.2	<0.001	Valid
X2.3	<0.001	Valid
Promotion		
X3.1	<0.001	Valid
X3.2	<0.001	Valid
X3.3	<0.001	Valid
Price		
X4.1	<0.001	Valid
X4.2	<0.001	Valid
X4.3	<0.001	Valid
Purchase Decision		
Y.1	<0.001	Valid
Y.2	<0.001	Valid
Y.3	<0.001	Valid

Source: Primary Data, 2026

Furthermore, the reliability test shows that all variables have a Cronbach's Alpha value > 0.60 and are therefore declared reliable, as presented in Table 6.

Table 6. Reliability Test Results

DETERMINANTS OF CONSUMER DECISIONS IN PURCHASING COFFEE BEVARAGES AT TERASEDUH COFFEE SHOP MEDAN

Lily Fauzia et al

Variable	Cronbach's Alpha	Description
Purchase Decision (Y)	0.779	Reliable
Store Atmosphere (X1)	0.780	Reliable
Product Quality (X2)	0.845	Reliable
Promotion (X3)	0.737	Reliable
Price (X4)	0.822	Reliable

Source: Primary Data, 2026

Classical Assumption Tests

The normality test using the One-Sample Kolmogorov-Smirnov method obtained an Asymp. Sig. (2-tailed) value of $0.200 > 0.05$, so the research data are declared normally distributed. This result is supported by a histogram forming a bell-shaped curve and a Normal P-P Plot scattered along the diagonal line.

Table 7. One-Sample Kolmogorov-Smirnov Normality Test Results

N	Asymp. Sig. (2-tailed) Value
50	0.200

Source: Primary Data, 2026

The multicollinearity test results show that all independent variables have a Tolerance value > 0.10 and a VIF < 10 , so there is no symptom of multicollinearity among the independent variables (Table 8).

Table 8. Multicollinearity Test Results

Variable	Tolerance	VIF
Store Atmosphere (X1)	0.413	2.420
Product Quality (X2)	0.625	1.601
Promotion (X3)	0.936	1.068
Price (X4)	0.415	2.409

Source: Primary Data, 2026

The heteroscedasticity test using the Glejser method shows that the significance values of all independent variables are > 0.05 , so there is no symptom of heteroscedasticity (the model is homoscedastic), as presented in Table 9.

Table 9. Glejser Test Results

Variable	t	Sig.
Store Atmosphere (X1)	-1.334	0.189
Product Quality (X2)	0.901	0.372
Promotion (X3)	0.166	0.869
Price (X4)	0.894	0.376

Source: Primary Data, 2026

Multiple Linear Regression Analysis

The results of the multiple linear regression analysis of the 50 respondents are presented in Table 10.

Table 10. Multiple Linear Regression Analysis Results

Variable	Coefficient	t	Sig.
Constant (α)	0.513	0.392	0.697
Store Atmosphere (X1)	0.314	2.570	0.014
Product Quality (X2)	0.316	3.078	0.004
Promotion (X3)	0.035	0.411	0.683
Price (X4)	0.301	2.395	0.021

Source: Primary Data, 2026

Based on Table 10, the following multiple linear regression equation is obtained:

$$Y = 513 + 0.314X1 + 0.316X2 + 0.035X3 + 0.301X4 + \varepsilon$$

The constant of 0.513 indicates that if all independent variables are held constant or equal to zero, the purchase decision still has a positive value of 0.513 points on the Likert scale. The store atmosphere variable (X1) has a coefficient of 0.314, product quality (X2) 0.316, promotion (X3) 0.035, and price (X4) 0.301; all have a positive effect on purchase decisions. Based on these coefficient values, product quality (X2) has the largest value (0.316) compared with store atmosphere (0.314), price (0.301), and promotion (0.035), so product quality is the most dominant variable influencing purchase decisions.

Simultaneous Test (F-Test)

The results of the F statistical test are presented in Table 11.

Table 11. F-Statistic Test Results

F	Sig.
25.636	<0.001

Source: Primary Data, 2026

The significance value of <0.001, which is smaller than 0.05, indicates that the variables store atmosphere, product quality, promotion, and price simultaneously have a significant effect on consumer decisions in purchasing coffee beverages at Teraseduh Coffee Shop Medan.

Partial Test (t-Test)

The t-test results (the Coefficient, t, and Sig. values as shown in Table 10) indicate that store atmosphere (X1) has a significance value of 0.014 < 0.05 and therefore has a positive and significant effect on purchase decisions. This result is consistent with the study by Amisha & Othman (2024), which found that store atmosphere has a significant effect on purchase decisions for Edd's Waffle Pekanbaru products.

Product quality (X2) has a significance value of 0.004 < 0.05 and therefore has a positive and significant effect, consistent with Palinggi & Widajanto (2023), who state that product quality is the most dominant factor influencing purchase decisions. Conversely, promotion (X3) has a significance value of 0.683 > 0.05 and therefore does not have a significant effect on purchase decisions, consistent with Frenzy Noniktyasari (2023), who found that promotion did not have a significant effect at Cafe Kopilih Blitar.

Price (X4) has a significance value of 0.021 < 0.05 and therefore has a positive and significant effect on purchase decisions, consistent with Subagja et al. (2024). Accordingly, the hypothesis stating that store atmosphere, product quality, promotion, and price affect purchase decisions is accepted simultaneously, but is only partially accepted because promotion does not have a significant effect. The hypothesis stating that product quality is the most dominant factor is likewise accepted.

Coefficient of Determination (R²)

The results of the coefficient of determination test are presented in Table 12.

Table 12. Model Feasibility (Goodness-of-Fit) Test Results

R	R Square	Adjusted R Square
0.834	0.695	0.668

Source: Primary Data, 2026

The R value of 0.834 indicates that the relationship between the independent variables and the dependent variable is classified as strong because it approaches 1. The Adjusted R Square value of 0.668, or 66.8%, indicates that the variation in purchase decisions can be explained by store atmosphere, product quality, promotion, and price by 66.8%, while the remaining 33.2% is explained by other variables outside this research model.

CONCLUSION

The respondents in this study are dominated by women aged 18–25 who are students, hold a senior high school education or equivalent, earn between IDR 1,000,000 and IDR 5,000,000 per month, and make purchases twice a month. The analysis shows that, simultaneously, the variables store atmosphere, product quality, promotion, and price have a significant effect on purchase decisions for coffee beverages at Teraseduh Coffee Shop Medan. Partially, the variables store atmosphere, product quality, and price are proven to have a significant effect, with product quality as the factor exerting the greatest influence, while promotion does not have a significant effect on consumer decisions. Based on these results, business operators are advised to improve their promotional strategies in a more creative and innovative manner, particularly through the use of social media with attractive content as well as promotions or discounts. The government is expected to provide support in the form of business management training and access to capital in order to enhance the competitiveness of local businesses, while future researchers are advised to add other variables such as brand image or service quality so that research results become more comprehensive.

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DETERMINANTS OF CONSUMER DECISIONS IN PURCHASING COFFEE BEVARAGES AT TERASEDUH COFFEE SHOP MEDAN

Lily Fauzia **et al**

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