

---

## THE EFFECT OF STORE ATMOSPHERE AND WORD OF MOUTH ON THE DECISION TO VISIT RUFI COFFEE, DEWANTARA DISTRICT, NORTH ACEH REGENCY

Era Fazira<sup>1</sup>, Agustinawati<sup>2</sup>, Riyandhi Praza<sup>3</sup>, Sufi<sup>4</sup>, Nanda Ameliany<sup>5</sup>

Business Administration Study Program, Faculty of Social and Political Sciences, Universitas Malikussaleh,  
Lhokseumawe

E-mail: [era.220260036@mhs.unimal.ac.id](mailto:era.220260036@mhs.unimal.ac.id)

---

Received: 18//06/2026 | Revised: 02/07/2026 | Accepted: 20/07/2026 | Published: 30/07/2026

---

### Abstract

This study aims to examine the effect of store atmosphere and word of mouth on visiting decisions at Ruffi Coffee, Dewantara District, North Aceh Regency. The study was motivated by the rapid growth of coffee shops, which has intensified competition among cafes, encouraging business owners to create a comfortable store atmosphere and foster positive word of mouth. This research employed a quantitative method with an associative approach, and the data were analyzed using multiple linear regression. The sample consisted of 100 respondents selected using the Lemeshow formula. Data were collected through a Likert-scale questionnaire that had passed the validity and reliability tests. The findings indicate that store atmosphere and word of mouth have a positive and significant effect on visiting decisions. The t-test results show that the t value for store atmosphere was 4.322 and for word of mouth was 8.509, both exceeding the t-table value of 1.985, with a significance value of  $0.000 < 0.05$ . The F-test yielded an F value of 186.293 with a significance value of  $0.000 < 0.05$ . The coefficient of determination ( $R^2$ ) was 0.793.

**Keywords:** Coffee Shop; Ruffi Coffee; Store Atmosphere; Word of Mouth.

---

### INTRODUCTION

The development of cafe businesses is now increasingly common in various regions, both in urban areas and developing regions. Cafes are no longer limited to places to enjoy coffee, but have expanded their function as public spaces used for socializing, discussing, working, gathering with friends, and spending leisure time. This phenomenon demonstrates a shift in consumer consumption patterns, particularly among the younger generation, who have made cafes a part of their daily activities. Cafes are now viewed not only in terms of the products they offer, but also in terms of the atmosphere and experience within them, thus influencing consumer choices in determining which places to visit. The development of cafes in Indonesia is influenced by changes in consumption patterns and public preferences for coffee. Increasing coffee consumption annually contributes to the growth of the cafe industry, as customers come not only for coffee but also for relaxing experiences and activities outside the home. This phenomenon aligns with the increasing consumption of coffee as part of the modern lifestyle (Pujianto et al., 2024). The growing public interest in coffee consumption has driven the growth of coffee shops and created increasingly competitive market competition. Nabila and Saifudin (2024) explain that the development of coffee culture and consumer preference for coffee shops continues to grow along with the development of urban lifestyles. Data on domestic coffee consumption in Indonesia also increased from approximately 4.45 million sacks in the 2020/2021 period to approximately 4.8 million sacks in the 2024/2025 period (Kompas, 2025). This situation requires coffee shop businesses to have the right strategies to survive and compete. The cafe business is also booming in North Aceh Regency, particularly in Dewantara District. In recent years, cafes have spread throughout the Krueng Geukueh, Tambon, Paloh Lada, Bangka Jaya, and SP.4 areas of Krueng Geukueh. Observations revealed 18 cafes with diverse business characteristics, ranging from small to medium-sized businesses targeting young people, workers, and the general public. This diversity of business concepts increases competition among businesses and demands strategies that can attract and retain customers.

One factor influencing a consumer's decision to visit a cafe is store atmosphere. Store atmosphere encompasses both physical and non-physical elements, such as layout, lighting, cleanliness, seating comfort, room aroma, music, and service quality. Prawira and Arif (2024) explain that atmosphere is a crucial element in a retail environment that can shape a business's image and influence consumer behavior. Furthermore, word of mouth is communication between consumers who share their experiences and recommendations about a business. This information is often considered more credible than traditional advertising because it comes from direct experience. Ruffi Coffee is a cafe operating in Dewantara District. Its customers include students, community groups, and the general public. Customers engage not only in food and drinks but also in discussions, assignments, and community activities. Based on initial interviews with the management, the number of visitors is relatively low between 4:00 PM and 8:00 PM, stabilizes around 8:00 PM, and peaks at 9:00 PM, ending at 12:00 PM, and even extends to 2:00 AM on some occasions. Ruffi Coffee is located on Jalan Pabrik Asean, Krueng Geukueh, Dewantara District, North Aceh Regency. Established in January 2022 by Muhammad Yasir, Ruffi Coffee offers indoor, outdoor, and rooftop spaces. The indoor area boasts a well-organized table and chair layout, good lighting, simple yet aesthetic decor, and a clean, comfortable environment. The outdoor and rooftop areas offer a more open atmosphere and are often used for gatherings, discussions, and community activities.

**Table 1.** Pre-survey Results of 30 Respondents

| Rated aspect                                      | Yes   | No    |
|---------------------------------------------------|-------|-------|
| Comfortable atmosphere for relaxing or studying   | 90.0% | 10.0% |
| Lighting supports comfort                         | 90.0% | 10.0% |
| Comfortable table and chair layout                | 90.0% | 10.0% |
| The decoration and interior make you feel at home | 86.7% | 13.3% |
| Got to know Ruffi Coffee from a recommendation    | 83.3% | 16.7% |
| Have you ever recommended to others?              | 73.3% | 26.7% |
| Recommendations influence visiting decisions      | 73.3% | 26.7% |

Source: Data processed by researchers, 2026.

The pre-survey results indicate that store atmosphere and word of mouth have significant potential to influence the decision to visit. Previous research has focused more on purchasing decisions and was conducted in different locations. No research has specifically analyzed these two variables on the decision to visit Ruffi Coffee. This study aims to determine the partial and simultaneous influence of store atmosphere and word of mouth on the decision to visit Ruffi Coffee, Dewantara District, North Aceh Regency.

## LITERATURE REVIEW

### Business Administration

Administration narrowly encompasses technical activities such as record-keeping, simple bookkeeping, correspondence, typing, agenda-setting, and other office activities. Broadly, administration encompasses the management of organizational activities and resources. Business administration is a social science that studies the

process of collaboration between two or more people to achieve goals and focuses on human behavior (Safrawali & Siregar, 2022; Waruwu et al., 2024). In the context of this research, business administration is concerned with the management of resources and business activities to create customer experiences and achieve organizational goals.

### Store Atmosphere

Store atmosphere is the physical characteristics of a store that are used to create a certain impression and attract customer interest (Berman et al., 2018). Store atmosphere also refers to the physical environment deliberately designed to create a specific experience and influence consumer behavior. Elements used can include music, lighting, aroma, design, decoration, cleanliness, and spatial arrangement (Supardi & Hadi, 2026; Wardhana & Sitohang, 2021). A comfortable atmosphere can generate positive emotional responses and increase customer satisfaction (Rossa & Kusumasari, 2024). Factors influencing store atmosphere include employees, the type of equipment, music or sound, aroma, and visual factors (Nasution, 2024). Friendly and well-groomed employees create a positive image. The arrangement of equipment creates a comfortable space. Music and aromas create a relaxing atmosphere, while color, lighting, and interior design attract attention and influence customer interest. Store atmosphere is measured through four indicators according to Berman et al. (2018): the cafe's exterior, interior, room layout, and interior displays. The exterior includes the physical appearance, signs, external lighting, and visual elements that attract customers. The interior includes interior design, color, lighting, cleanliness, and atmosphere. The layout determines the position of tables, chairs, and movement paths. Interior displays consist of boards or writing that provide information to customers and support the attractiveness of the space.

### Word of Mouth

Word of mouth is communication between consumers that can influence a person's decision to visit a store through recommendations and experiences regarding a product or service (Sernovitz, 2009). This communication can occur individually or in groups and aims to provide personal information. Word of mouth is an effective strategy for influencing consumer decisions and building trust because information generally comes from direct experience (Kurniawan, 2021). Fakhrudin et al. (2021) define word of mouth as a story that expresses consumers' impressions of a pleasant experience with a product or service. Hildayanti and Satriyanin (2022) define word of mouth as part of a promotional strategy that leverages consumer satisfaction to increase product awareness and drive sales through social networks, businesses, and the community. Its distribution can occur through direct interactions or online media (Winalda & Sudarwanto, 2022).

**Table 2.** Relevant Previous Research

| Researchers               | Research Focus                                                                                        | Key Results                                                                                                  |
|---------------------------|-------------------------------------------------------------------------------------------------------|--------------------------------------------------------------------------------------------------------------|
| Chandra et al. (2022)     | Store atmosphere and word of mouth on purchasing decisions at Labuana Resto and Café Makassar.        | Store atmosphere has a positive and significant effect; word of mouth has a significant and negative effect. |
| Edelia et al. (2022)      | The cafe atmosphere and quality of service influence the decision to visit Kedai Garasi Inspirasi.    | Cafe atmosphere and service quality have a significant influence on visiting decisions.                      |
| Firza (2024)              | Service quality, product quality, and store atmosphere on the decision to visit Graha Coffee & Resto. | The three variables have a positive and significant effect, both partially and simultaneously.               |
| Firman et al. (2023)      | Product, word of mouth, price, and store atmosphere on purchasing decisions at Kafe Kesan.            | All variables have a positive and significant influence on purchasing decisions.                             |
| Claudia & Herianto (2025) | Store atmosphere and word of mouth on purchasing decisions for Padussy Coffee.                        | Both variables have a positive and significant effect; $R^2$ is 0.776.                                       |

### Word of Mouth

Four factors that underlie consumer motivation to discuss a product are the quality of personal interactions, the quality of the physical environment, perceived customer value, and product quality (Purwanto et al., 2021). Friendly

and efficient staff interactions create positive impressions. A clean, comfortable, and attractive physical environment encourages customers to share their experiences. A good balance between price and benefits increases satisfaction, while the quality of food and beverages encourages positive recommendations. Word of mouth offers benefits because information is considered more credible, comes from direct experience, is targeted, and can influence decisions (Setiawan et al., 2021). Based on the direction of the information, word of mouth is divided into positive and negative. Positive word of mouth consists of praise or recommendations based on good experiences, while negative word of mouth consists of complaints or warnings based on disappointing experiences (Fuatqi & Pertiwi, 2023). According to Sernovitz (2009), word of mouth is measured through five indicators: talkers, topics, tools, talking parts, and tracking. Talkers are individuals who discuss a brand. Topics are the aspects discussed, including the cafe's experience and atmosphere. Tools are the means of disseminating information. The talking part shows the participation of other parties in the conversation. Tracking is the cafe's efforts to monitor and respond to customer conversations or feedback.

### Decision to Visit

The decision to visit is part of consumer behavior. This decision occurs when consumers actually choose to visit and enjoy services at a cafe from among various available alternatives based on specific needs, desires, and considerations (Kotler & Keller, 2016). The decision to visit also indicates a person's willingness and actual actions to visit a particular location, influenced by social factors, the experiences of others, the atmosphere, the value offered, and the risks considered (Ramadhan et al., 2024; Valencia & Ardiansyah, 2024). Decision-making factors for visiting include quality, value, facilities, and accessibility; attractiveness; customer price; cafe image; and safety and security (Hinlayagan et al., 2023). In the context of cafes, these factors include food and beverage quality, service, cleanliness, price appropriateness, Wi-Fi, seating comfort, parking, location convenience, uniqueness of concept, interior design, reputation, and feeling safe while in the cafe. The decision to visit is measured through five indicators: need recognition, information search, alternative evaluation, decision to visit, and post-visit behavior (Kotler & Keller, 2016). The first stage begins when consumers recognize the need to relax, work, or find a place to gather. Next, consumers seek information and compare alternatives based on atmosphere, price, quality, facilities, and service. After selecting a destination, consumers visit and evaluate their experience. Positive experiences increase the likelihood of repeat visits and recommendations.

**Table 3.** Operational Definition of Variables

| Variables             | Definition                                                                                                                                | Indicator                                                                                                 |
|-----------------------|-------------------------------------------------------------------------------------------------------------------------------------------|-----------------------------------------------------------------------------------------------------------|
| Store Atmosphere (X1) | The physical characteristics of a business premises are used to create an impression and attract customer interest (Berman et al., 2018). | Exterior; interior; room layout; interior display.                                                        |
| Word of Mouth (X2)    | Communication between consumers through recommendations and experiences regarding products or services (Sernovitz, 2009).                 | Talkers; topics; tools; talking part; tracking.                                                           |
| Visiting Decision (Y) | Consumer decisions to visit and enjoy services at selected cafes are based on needs and considerations (Kotler & Keller, 2016).           | Need recognition; information search; evaluation of alternatives; decision to visit; post-visit behavior. |

Source: Processed data, 2025.

### Conceptual Framework and Hypothesis

The conceptual framework places store atmosphere (X1) and word of mouth (X2) as independent variables and the decision to visit (Y) as the dependent variable. The research hypotheses are: H1, store atmosphere has a positive and significant effect on the decision to visit; H2, word of mouth has a positive and significant effect on the decision to visit; and H3, store atmosphere and word of mouth simultaneously have a positive and significant effect on the decision to visit Ruffi Coffee.

## **METHOD**

### **Location and Research Design**

The research was conducted at Rufi Coffee, located on Jalan Pabrik Asean, Uteun Geulinggang Village, Dewantara District, North Aceh Regency. The location was chosen intentionally, taking into account the development of the cafe's facilities, particularly the addition of a rooftop area, which has been accompanied by an increase in customer numbers. The research subjects were customers visiting Rufi Coffee. This research used a quantitative method with an associative approach. Quantitative methods involve statistical techniques, so the data and research results are in numerical form (Sahir, 2022). The associative approach is used to evaluate the relationship or influence between two or more variables and determine the extent to which one variable influences another (Amruddin et al., 2022).

### **Population and Sample**

The study population was all Rufi Coffee consumers. Since the exact population size was unknown, the sample size was calculated using the Lemeshow formula for an unlimited population with a 95% confidence level, a maximum estimate of 0.5, and a sampling error of 10%. The calculation resulted in 96.04 respondents, which was then rounded to 96. To support the research needs and obtain more representative data, the sample size was set at 100 respondents. The sampling technique used was nonprobability sampling with a purposive sampling approach. Respondents were selected based on the criteria of having visited Rufi Coffee more than once, thus being considered to have sufficient experience to assess the store atmosphere and the influence of word of mouth on visiting decisions.

### **Variables, Measurement, and Data Collection**

The independent variables consist of store atmosphere (X1) and word of mouth (X2), while the dependent variable is the decision to visit (Y). Measurements use a five-level Likert scale: strongly agree is scored 5, agree 4, neutral 3, disagree 2, and strongly disagree 1. Interpretation of the average value uses the interval 1.00–1.79 very low; 1.80–2.59 low; 2.60–3.39 neutral; 3.40–4.19 high; and 4.20–5.00 very high. The research data consisted of primary and secondary data. Primary data was collected directly from the research subjects, while secondary data was obtained through third parties or documents. Data collection techniques included questionnaires, observation, documentation, and interviews. Observations were made of indoor, outdoor, and rooftop conditions, table and chair arrangements, lighting, and visitor activity. Documentation was used to obtain photographs of the location and research activities. Interviews were conducted with the owner and several customers of Rufi Coffee.

### **Data Analysis**

Data analysis used multiple linear regression with the help of SPSS version 25. The equation used is  $Y = \alpha + \beta_1 X_1 + \beta_2 X_2 + e$ , with Y as the decision to visit, X1 as store atmosphere, X2 as word of mouth,  $\alpha$  as a constant,  $\beta$  as the regression coefficient, and e as the error. The instrument was tested through validity and reliability tests. An item is declared valid if the calculated r is greater than the table r and the significance value is less than 0.05. Reliability was measured using Cronbach's Alpha, with the reliable criterion if the alpha value is greater than 0.60. Classical assumption tests include normality, multicollinearity, and heteroscedasticity. Normality was tested using the Kolmogorov–Smirnov test, histogram, and P–P plot. Multicollinearity was assessed based on tolerance  $> 0.10$  and VIF  $< 10$ . Heteroscedasticity was examined using a scatterplot pattern. Hypothesis testing includes a t-test to test partial effects, an F-test to test simultaneous effects, and a coefficient of determination ( $R^2$ ) to measure the ability of the independent variable to explain the dependent variable. The significance level used is 5% or 0.05.

## **RESULTS AND DISCUSSION**

### **General Description of Rufi Coffee**

Rufi Coffee is a coffee shop located on Jalan Pabrik Asean, Uteun Geulinggang Village, Dewantara District, North Aceh Regency. The business was founded in January 2022 by Muhammad Yasir. Initially, Rufi Coffee only had limited indoor and outdoor space. As the business grew, facilities were expanded through the construction of a rooftop area, improvements to the decor, and the provision of Wi-Fi, air conditioning, music, and comfortable seating. Rufi Coffee embraces a simple and minimalist concept, emphasizing comfort and ambiance. The cafe is used not only for enjoying food and drinks, but also for relaxing, discussing, studying, and engaging in community activities. It's located in a fairly busy area, although not directly on a main road and lacks clear signage. Most people learn about the cafe through word of mouth.

## Respondent Characteristics

**Table 4.** Respondent Characteristics

| Characteristics     | Category                              | Frequency | Percentage |
|---------------------|---------------------------------------|-----------|------------|
| Gender              | Man                                   | 52        | 52.0%      |
|                     | Woman                                 | 48        | 48.0%      |
| Age                 | 16–30 years                           | 95        | 95.0%      |
|                     | 31–40 years                           | 3         | 3.0%       |
|                     | 41–50 years                           | 1         | 1.0%       |
|                     | >50 years                             | 1         | 1.0%       |
| Education           | Junior High School/Senior High School | 71        | 71.0%      |
|                     | D.III/S1                              | 27        | 27.0%      |
|                     | Masters/Doctoral Degree               | 2         | 2.0%       |
| Work                | Students                              | 75        | 75.0%      |
|                     | Self-employed                         | 7         | 7.0%       |
|                     | Trader                                | 8         | 8.0%       |
|                     | Housewife                             | 5         | 5.0%       |
|                     | Other                                 | 5         | 5.0%       |
| Frequency of visits | 1 time per month                      | 19        | 19.0%      |
|                     | 2–5 times per month                   | 33        | 33.0%      |
|                     | >5 times per month                    | 48        | 48.0%      |

Source: Processed data, 2026.

There were slightly more male than female respondents. The majority were aged 16–30, had a junior high/high school education, and were students. These characteristics indicate that Ruffi Coffee is primarily popular among teenagers and young adults as a place to gather, study, discuss, and spend leisure time. Forty-eight percent of respondents visited more than five times a month, indicating a fairly high frequency of visits.

## Descriptive Results

**Table 5.** Average Values of Research Variables

| Variables         | Lowest Item                 | Top Items                  | Total Mean | Category  |
|-------------------|-----------------------------|----------------------------|------------|-----------|
| Store Atmosphere  | Exterior: 4.07              | Interior: 4.29             | 4.21       | Very high |
| Word of Mouth     | Instagram Information: 3.88 | Response to feedback: 4.18 | 3.98       | Tall      |
| Decision to Visit | Information search: 3.78    | Suitability to needs: 4.30 | 4.07       | Tall      |

Source: Processed data, 2026.

## Instrument Testing

Validity testing was conducted on 100 respondents. With degrees of freedom  $df = n - 2 = 98$ , the r-table value at a 5% significance level was 0.1966. All items in the store atmosphere, word of mouth, and decision to visit variables had corrected item-total correlation values greater than the r-table, thus being declared valid and suitable for use as research instruments.

**Table 6.** Validity and Reliability Test Results

| Variables             | Range of r-count | r-table | Cronbach's Alpha | Information        |
|-----------------------|------------------|---------|------------------|--------------------|
| Store Atmosphere (X1) | 0.381–0.810      | 0.1966  | 0.681            | Valid and reliable |
| Word of Mouth (X2)    | 0.694–0.814      | 0.1966  | 0.824            | Valid and reliable |
| Visiting Decision (Y) | 0.686–0.798      | 0.1966  | 0.784            | Valid and reliable |

Source: Processed data, 2026.

The Cronbach's Alpha value for store atmosphere was 0.681, word of mouth was 0.824, and the decision to visit was 0.784. All values were greater than 0.60. Thus, the statement items in all three variables were declared reliable and had an adequate level of consistency.

### Classical Assumption Testing

The normality test using the One-Sample Kolmogorov–Smirnov test yielded an Asymp. Sig. value of 0.197. This value is greater than 0.05, indicating a normal distribution of the residuals. This result is supported by the histogram, which forms a symmetrical curve, and the normal probability plot, which shows points spread around and following the direction of the diagonal line. The multicollinearity test shows that the tolerance values for store atmosphere and word of mouth are 0.398 each, while the VIF values are 2.515 each. Because the tolerance is greater than 0.10 and the VIF is less than 10, the model does not experience multicollinearity. The heteroscedasticity test using a scatterplot shows that the points are spread above and below zero without forming a specific pattern. Therefore, the model does not experience heteroscedasticity.

**Table 7.** Summary of Classical Assumption Tests

| Test               | Indicator                      | Results               | Decision                       |
|--------------------|--------------------------------|-----------------------|--------------------------------|
| Normality          | Asymp. Sig. Kolmogorov–Smirnov | 0.197 > 0.05          | Normally distributed residuals |
| Multicollinearity  | Tolerance                      | 0.398 > 0.10          | There is no multicollinearity  |
| Multicollinearity  | VIF                            | 2,515 < 10            | There is no multicollinearity  |
| Heteroscedasticity | Scatterplot pattern            | Random scatter points | There is no heteroscedasticity |

Source: Processed data, 2026.

### Multiple Linear Regression

After the instruments and models met the testing criteria, the analysis was continued using multiple linear regression to determine the extent of the influence of store atmosphere and word of mouth on the decision to visit.

## Multiple Linear Regression and Hypothesis Testing

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

| Model            | B      | Std. Error | Beta  | t     | Sig.  |
|------------------|--------|------------|-------|-------|-------|
| Constant         | -0.296 | 1,232      | –     | 0.240 | 0.811 |
| Store Atmosphere | 0.397  | 0.092      | 0.316 | 4,322 | 0,000 |
| Word of Mouth    | 0.617  | 0.073      | 0.623 | 8,509 | 0,000 |

Source: Processed data, 2026.

Based on the analysis results, the regression equation is  $Y = -0.296 + 0.397X_1 + 0.617X_2$ . The constant value of -0.296 indicates that if store atmosphere and word of mouth are considered constant, the value of the decision to visit is -0.296. The store atmosphere coefficient of 0.397 indicates a positive influence; each increase of one unit of store atmosphere increases the decision to visit by 0.397 units assuming other variables remain constant. The word of mouth coefficient of 0.617 also indicates a positive influence; each increase of one unit of word of mouth increases the decision to visit by 0.617 units.

### Partial Test (t-test)

At a significance level of 0.05 with  $df = 97$ , the t-table value is 1.985. The store atmosphere variable obtained a t-count of 4.322 and a significance of 0.000. Because the t-count is greater than the t-table and the significance is less than 0.05, H1 is accepted. The word of mouth variable obtained a t-count of 8.509 and a significance of 0.000. Because the t-count is greater than the t-table and the significance is less than 0.05, H2 is accepted.

### Simultaneous Test (F-test)

The F-test yielded an F-count of 186.293 with a significance value of 0.000. This significance value is less than 0.05, indicating that store atmosphere and word of mouth simultaneously have a significant influence on the decision to visit. Thus, H3 is accepted.

**Table 9.** Summary of Hypothesis Testing

| Hypothesis | Connection                                             | Statistics                   | Decision |
|------------|--------------------------------------------------------|------------------------------|----------|
| H1         | Store Atmosphere → Decision to Visit                   | $t = 4.322$ ; Sig. = 0.000   | Accepted |
| H2         | Word of Mouth → Decision to Visit                      | $t = 8.509$ ; Sig. = 0.000   | Accepted |
| H3         | Store Atmosphere and Word of Mouth → Decision to Visit | $F = 186.293$ ; Sig. = 0.000 | Accepted |

Source: Processed data, 2026.

### Coefficient of Determination

The R value of 0.891 indicates a very strong relationship between store atmosphere and word of mouth with the decision to visit. The R Square value of 0.793 indicates that 79.3% of the variation in the decision to visit can be explained by store atmosphere and word of mouth, while 20.7% is influenced by other factors not included in the model. The Adjusted R Square is 0.789 and the standard error of the estimate is 1.636.

**Table 10.** Coefficient of Determination

| R     | R Square | Adjusted R Square | Standard Error of the Estimate |
|-------|----------|-------------------|--------------------------------|
| 0.891 | 0.793    | 0.789             | 1,636                          |

### **The Effect of Store Atmosphere on Visiting Decisions**

Store atmosphere has a positive and significant effect on the decision to visit Rufi Coffee, Dewantara District, North Aceh Regency. This is evidenced by the calculated t-value of 4.322, which is greater than the t-table of 1.985, and a significance value of 0.000, which is less than 0.05. Therefore, the hypothesis stating that store atmosphere has a positive and significant effect on the decision to visit is accepted. These findings indicate that a comfortable, clean, attractive, and well-organized store atmosphere can leave a positive impression on consumers. Consumers tend to choose places that offer a comfortable atmosphere for relaxing, studying, discussing, or gathering with friends and family. The attractive interior design and well-organized facilities also make consumers feel at home longer at Rufi Coffee.

The frequency of respondents' responses corroborates these findings. The highest mean score for the store atmosphere variable was for the statement regarding the clean and comfortable interior design and ambiance of Rufi Coffee, with a mean of 4.29. The majority of respondents considered the interior atmosphere to be comfortable and encourage them to stay longer. The lowest mean score was for the exterior appearance, at 4.07, but it still fell within the agree category, indicating that the cafe's exterior is perceived as attractive and creates a positive impression. Overall, the store atmosphere achieved a mean score of 4.21, which is considered very high. This assessment reflects that Rufi Coffee's atmosphere supports consumer needs. The indoor area was deemed clean and comfortable, with the table and chair arrangement conducive to both individual and group activities, while the outdoor and rooftop areas offer a more open atmosphere. This variety of spaces provides flexibility for visitors who come to relax, study, discuss, or participate in community activities.

The research findings align with those of Chandra et al. (2022), who stated that store atmosphere had a positive and significant effect on purchasing decisions at Labuana Resto and Café Makassar. These results also support those of Edelia et al. (2022), who found a significant influence of cafe atmosphere on consumer purchasing decisions at Kedai Garasi Inspirasi in Langowan District. Firza's (2024) research also showed that store atmosphere had a positive and significant effect on purchasing decisions at Graha Coffee & Resto in Lhokseumawe. The similarity of these results suggests that the physical atmosphere is not simply a decorative element, but a crucial part of the customer experience. The exterior creates an initial impression, the interior fosters comfort, the layout supports mobility and activity, and interior displays facilitate customer information acquisition. When these elements are well-managed, customers are more likely to perceive the cafe as a place that meets their needs.

Based on the regression results, an increase in store atmosphere is followed by a 0.397-unit increase in the decision to visit, assuming other variables remain constant. Although the coefficient for store atmosphere is smaller than word of mouth, its effect remains significant. This indicates that improvements to the exterior, interior, layout, and information presentation remain relevant for retaining and increasing consumer decisions to visit Rufi Coffee. Thus, the better the store atmosphere at Rufi Coffee, the more likely customers are to visit. Atmosphere management requires maintaining cleanliness, comfort, lighting, seating variety, and the quality of the rooftop area, especially during peak hours, to maintain a positive customer experience.

### **The Effect of Word of Mouth on Visiting Decisions**

Word of mouth has a positive and significant effect on the decision to visit Rufi Coffee, Dewantara District, North Aceh Regency. The calculated t-value of 8.509 is greater than the t-table of 1.985, with a significance level of 0.000, less than 0.05. Therefore, the hypothesis stating that word of mouth has a positive and significant effect on the decision to visit is accepted. Word-of-mouth about Rufi Coffee can influence other consumers' decisions to visit. Information gathered from friends, family, and social media about positive experiences at Rufi Coffee increases consumer interest and trust. Good communication between the cafe and customers also fosters relationships, encouraging consumers to recommend Rufi Coffee to others.

The frequency of respondents' responses indicates that the indicator with the highest mean was Ruffi Coffee's response to customer feedback, at 4.18. This indicates that respondents assessed Ruffi Coffee's ability to maintain communication with its customers. Meanwhile, the lowest mean was for information via the Instagram account @rufficoffee, at 3.88. This value remains in the high category, but indicates that social media utilization is not as strong as direct communication between consumers. Overall, word of mouth achieved a mean score of 3.98, categorized as high. Initial interviews with owners and visitors also indicated that most consumers learned about Ruffi Coffee through recommendations from friends. Positive experiences related to the comfort, facilities, atmosphere, and suitability of the place for hanging out or studying were then shared with others. This pattern explains why word of mouth has become a primary promotional channel for Ruffi Coffee.

The study's results align with those of Chandra et al. (2022), who found that word of mouth significantly influenced consumer purchasing decisions at Labuana Resto and Café Makassar. Firman et al. (2023) also stated that word of mouth had a positive and significant influence on purchasing decisions at Kafe Kesan Rantauprapat. Similar findings were obtained by Claudia and Herianto (2025) at Padussy Coffee Pekanbaru. The word of mouth regression coefficient of 0.617 and standardized beta of 0.623 indicate that word of mouth is more influential than store atmosphere. Information derived from other people's experiences is highly persuasive because it is perceived as credible, relevant, and aligned with the needs of potential customers. Therefore, the better the word of mouth received by consumers, the higher their decision to visit Ruffi Coffee.

### **Simultaneous Effect of Store Atmosphere and Word of Mouth**

Store atmosphere and word of mouth simultaneously have a positive and significant influence on the decision to visit. The F-value of 186.293 with a significance level of 0.000 indicates that both variables jointly explain consumer decisions. Store atmosphere creates comfort and a pleasant experience on-site, while word of mouth increases trust and pre-visit interest. The combination of the two creates a strong reason for consumers to visit. The R-square value of 0.793 indicates a 79.3% contribution, while 20.7% is influenced by factors outside the study. These results align with Chandra et al. (2022) and Claudia and Herianto (2025), who showed that store atmosphere and word of mouth jointly influence consumer decisions. Therefore, Ruffi Coffee needs to maintain a quality atmosphere while encouraging the spread of positive experiences through direct communication and social media.

### **CONCLUSION**

Based on the research results and discussion regarding the influence of store atmosphere and word of mouth on the decision to visit Ruffi Coffee, Dewantara District, North Aceh Regency, three conclusions were obtained. First, store atmosphere has a positive and significant effect on the decision to visit. This is evidenced by the calculated t-value of 4.322, which is greater than the t-table of 1.985, and a significance level of 0.000, which is less than 0.05. The better the store atmosphere, the higher the consumer's decision to visit. Second, word of mouth has a positive and significant influence on the decision to visit. The calculated t-value of 8.509 is greater than the t-table of 1.985, with a significance level of 0.000, less than 0.05. The better the word of mouth communication received by consumers, the higher the decision to visit Ruffi Coffee. Third, store atmosphere and word of mouth simultaneously have a positive and significant influence on the decision to visit. The F-value of 186.293 with a significance level of 0.000 indicates a significant simultaneous influence. The R-square value of 0.793 means that 79.3% of the decision to visit can be explained by store atmosphere and word of mouth, while 20.7% is influenced by other factors outside the research model.

### **Recommendations**

Ruffi Coffee is expected to maintain and improve its store atmosphere, particularly interior comfort, room cleanliness, table and chair layout, lighting, Wi-Fi, and seating areas. Atmosphere during peak hours also needs to be considered to ensure customer comfort. Management is advised to actively utilize the Instagram account @rufficoffee with content promoting products, the cafe's atmosphere, customer testimonials, and cafe activities. Furthermore, affordable prices, friendly and responsive service quality, and consistent product taste need to be maintained to ensure positive customer experiences and continued recommendations.

## REFERENCES

- Agustin, et al. (2024). The influence of cafe atmosphere, location, and word of mouth on consumer purchasing decisions at Cafe Harimu Hariku in Gresik City. *Gemah Ripah: Business Journal*, 4(3).
- Amruddin, et al. (2022). Quantitative research methodology: ANOVA (F. Sukmawati, Ed.). Pradina Pustaka.
- Anggreni, D. (2022). Textbook of health research methodology. Majapahit Health College, Mojokerto.
- Berman, B., Evans, J.R., & Chatterjee, P. (2018). Retail management: A strategic approach (13th ed.). Pearson Education Limited.
- Dewi, et al. (2020). The influence of tourist attractions, facilities, and accessibility on the decision to visit the Air Manis Beach tourist attraction in Padang City. *Journal of Management, Faculty of Economics and Business, Bung Hatta University*, 15(2), 14–22.
- Fakhrudin, et al. (2021). Word of mouth marketing influences college decisions. *Economic Forum*, 23(4), 648–657.
- Fuatqi, F., & Pertiwi, P. (2023). The influence of word of mouth and product attributes on the decision of Bank Muamalat KCP Ponorogo customers to use the Shar-E Debit Regular GPN card. *JAPP: Journal of Accounting, Taxation, and Portfolio*, 3(1), 51–63.
- Hildayanti, & Satriyanin. (2022). Promotion strategy through word of mouth on consumer purchasing decisions: A case study of the MSME RM Sate Taichan Senayan Palembang. *Journal of Economic Review*, 10, 149–158.
- Hinlayagan, et al. (2023). Factors influencing tourist decision-making on choosing a cultural destination. *International Journal of Tourism & Hospitality Reviews*, 10(2), 26–32.
- Indartini, M., & Mutmainah. (2024). Quantitative data analysis. Lakeisha Publisher.
- Kompas.id. (2025). Coffee business: Production, lifestyle trends, and competitive challenges. <https://www.kompas.id/>
- Kotler, P., & Keller, K. L. (2016). Marketing management (15th ed.). Pearson.
- Kurniasih, et al. (2021). Analysis techniques. Alfabeta.
- Kurniawan, Y. (2021). The influence of word of mouth, product quality, and price on purchasing decisions at Zahra Catering. *Journal of Management Science and Research*, 10(1), 1–17.
- Nabila, & Saifudin. (2024). Marketing communication strategies of coffee shops in Tulungagung to attract consumer purchasing interest. *SEIKO: Journal of Management & Business*, 7(2), 305–326.
- Nasution, KS (2024). The influence of store atmosphere and brand trust on revisit intention: A study of customers of the Kopi Kenangan Center Point Cafe [Thesis, Medan Area University].
- Nilawati, & Fati. (2023). Metodologi penelitian. Politeknik Pertanian Negeri Payakumbuh.
- Prawira, & Arif. (2024). Pengaruh word of mouth, brand awareness, dan store atmosphere terhadap keputusan pembelian. *Jurnal Manajemen Pemasaran dan Perilaku Konsumen*, 3(1), 25–34.
- Pujianto, et al. (2024). Coffee shop dan perubahan gaya hidup mahasiswa muslim di Sidoarjo: Perspektif teori masyarakat konsumsi Jean Baudrillard. *Journal of Economic and Economic Policy*, 1(1), 1–9.
- Purwanto, et al. (2021). Faktor-faktor yang mempengaruhi perilaku word of mouth intention pelanggan pada tempat makan masakan khas Jawa di Surabaya. *Manajerial*, 8(1), 37.
- Ramadhan, et al. (2024). Pengaruh word of mouth dan daya tarik wisata terhadap keputusan berkunjung wisatawan ke Wisata Keraton Kasepuhan Kota Cirebon. *MAMEN: Jurnal Manajemen*, 3(4), 340–352.
- Ramadhani, & Rakhmawati. (2025). Pengaruh kualitas pelayanan, store atmosphere, dan harga terhadap minat beli ulang melalui kepuasan konsumen: Studi kasus pada Cafe Kylau Common Space Depok. *Jurnal Manajemen FE-UB*, 13(2), 86.
- Rossa, & Kusumasari. (2024). Pengaruh store atmosphere, food quality, dan service quality terhadap revisit intention pada pelanggan Korean Garden Thematic Cafe. *Al-Kharaj: Jurnal Ekonomi, Keuangan & Bisnis Syariah*, 6(3).
- Safrawali, & Siregar. (2022). Penerapan administrasi bisnis dan administrasi perkantoran modern di Kota Medan. *All Fields of Science Journal*, 2(2), 364–375.
- Sahir, S. H. (2022). Metodologi penelitian. Penerbit KBM Indonesia.
- Sernovitz, A. (2009). Word of mouth marketing: How smart companies get people talking (3rd ed.). Kaplan Publishing.
- Setiawan, P. Y., Purbadarmaja, I. B. P., Widanta, A. A. B. P., & Hayashi, T. (2021). How electronic word of mouth triggers intention to visit through destination image, trust and satisfaction. *Online Information Review*, 45(5).
- Sienatra, et al. (2024). Experiencescape sebagai pemicu revisit intention pada kafe-kafe baru di Jawa Timur. *Jurnal Inovasi Bisnis Manajemen dan Akuntansi*, 2(2), 186–193.
- Sihotang. (2023). Metode penelitian kuantitatif. UKI Press.

- Sudjana. (2015). *Metoda statistika* (Edisi ke-5). Bandung.
- Supardi, & Hadi. (2026). Pengaruh store atmosphere dan promosi terhadap keputusan pembelian konsumen pada Zizoba Resto & Coffee di Kabupaten Tangerang. *Jurnal Ilmiah Ekonomi dan Manajemen*, 4(3), 751–763.
- Valencia, & Ardiansyah. (2024). Pengaruh daya tarik wisata terhadap keputusan berkunjung wisatawan di Kawasan Ekowisata Mangrove Pantai Indah Kapuk Jakarta. *Jurnal Sosial dan Teknologi*, 4(6), 363–378.
- Wardhana, & Sitohang. (2021). Pengaruh produk, harga, tempat dan store atmosphere terhadap kepuasan pelanggan pada Warkop Benpadang Sidoarjo. *Jurnal Ilmu dan Riset Manajemen*, 10, 1–19.
- Waruwu, W., Mendrofa, M. S. D., Waruwu, E., & Gea, J. B. I. J. (2024). Analisis manajemen kearsipan dalam upaya meningkatkan. *Jurnal Ekonomi Bisnis, Manajemen dan Akuntansi*, 4, 702–715.
- Wijayanti, R., et al. (2021). *Metode penelitian kuantitatif*. Widya Gama Press.
- Winalda, I. T., & Sudarwanto, T. (2022). Pengaruh word of mouth dan kualitas produk terhadap keputusan pembelian di Rumah Makan Bebek Sinjay Bangkalan. *Jurnal Pendidikan Tata Niaga*, 10, 1573–1582.