

ABSTRACT

The existence of processed modern coffee shops in Indonesia is increasingly mushrooming among the people so that they become part of the lifestyle. The Covid-19 incident then became the starting point for the development of coffee shops as an option to fulfill lifestyle desires for students to workers. Sragen Regency, being one of the relatively small cities affected by this dynamic and one of the well-known coffee shops is Pranadjaya Coffee. As one of the pioneers of coffee shops in Sragen, Pranadjaya Coffee has experienced a decline in its sales within a certain period of time.

This study has a vision to identify and analyze the influence of store atmosphere, hedonic value, and service quality on purchasing decisions by adding customer emotions as an intervening variable for Pranadjaya Coffee consumers. The technique applied to determine the sample is nonprobability sampling with purposive sampling as the sampling method. The number of samples used in this study were 140 respondents who are domiciled in Sragen Regency and have made a purchase transaction at least once at Pranadjaya Coffee. Research data was obtained by distributing questionnaires online using the Google Form media. The hypotheses in this study were seven hypotheses that were analyzed and tested using the Structural Equation Model (SEM) analysis technique and the analytical tools used were the Analysis of Moment Structure (AMOS) Version 24.0

The test results of the seven hypotheses proposed show that of the seven hypotheses successfully accepted, namely Store atmosphere has a positive and significant effect on customer emotions, hedonic value has a positive and significant effect on customer emotions, service quality has a positive and significant effect on customer emotions, store atmosphere has a positive and significant effect on purchasing decisions, hedonic value has a positive and significant effect on purchasing decisions, service quality has a positive and significant effect on customer decisions, and customer emotions have a positive and significant effect on purchasing decisions.

Keywords: Store Atmosphere, Hedonic Value, Service Quality, Customer Emotion, Purchase Decision