



**THE ROLE OF STORE ATMOSPHERE AND PRICE ON PURCHASING
DECISIONS AT MSME CAFES IN TEBING TINGGI CITY AS
SUPPORTERS OF A SUSTAINABLE LOCAL ECONOMY**

Sigit Arya Pranata¹

STIE Bina Karya, Tebing Tinggi, Indonesia

arya041004@gmail.com

Hafizh Rabiula²

STIE Bina Karya, Tebing Tinggi, Indonesia

hafizhrabiula72@gmail.com

Dedy Dwi Arseto³

STIE Bina Karya, Tebing Tinggi, Indonesia

dedydwiarseto@gmail.com

Willy Cahyadi⁴

STIE Bina Karya, Tebing Tinggi, Indonesia

Bkcahyadi@gmail.com

Abstract

This study aims to examine and analyze the influence of store atmosphere and price on purchasing decisions at MSME cafés in Tebing Tinggi City as a support for sustainable local economic development. This research employed a quantitative method. The study was conducted in Tebing Tinggi City from December 2025 to April 2026. The research population consisted of all consumers of MSME cafés in Tebing Tinggi City, whose total number was unknown. The sample size was determined using Cochran's formula, resulting in 96 respondents selected through an accidental sampling technique. The study utilized primary data collected through questionnaire distribution. Data analysis was conducted using Partial Least Squares–Structural Equation Modeling (PLS-SEM) with the assistance of SmartPLS, including outer model testing, inner model testing, and hypothesis testing. The results indicate that store atmosphere has a positive and significant effect on purchasing decisions. Price also has a positive and significant effect on purchasing decisions. Simultaneously, store atmosphere and price have a positive and significant effect on purchasing decisions at MSME cafés in Tebing Tinggi City. These findings suggest that a comfortable café atmosphere and appropriate pricing can enhance consumers' purchasing decisions.

Keywords: Store Atmosphere, Price, Purchasing Decision, MSME Café



INTRODUCTION

The development of Micro, Small, and Medium Enterprises (MSMEs) in Indonesia in recent years has shown a highly positive trend, both in terms of the number of business actors and their contribution to the national economy. MSMEs not only serve as the backbone of employment generation but also play a significant role in promoting economic equity and strengthening local economies (Yolanda & Hasanah, 2024). The existence of MSMEs has become an important instrument in creating sustainable local economic development, as their business activities contribute to increasing economic circulation within communities and creating employment opportunities for local residents. One type of MSME that has experienced rapid growth is the culinary sector, particularly café businesses. The increasing number of cafés across various regions of Indonesia is closely associated with changes in societal lifestyles, especially among younger generations, who view cafés not merely as places to eat and drink but also as social spaces, workplaces, discussion venues, and means of self-expression (Auria, 2025). This condition has intensified competition among MSME cafés, requiring business owners to implement appropriate strategies to remain competitive and achieve sustainable growth while making a tangible contribution to strengthening local economies.

In responding to this competitive environment, the implementation of marketing management has become a crucial aspect for MSME cafés. Marketing management plays a vital role in planning, organizing, implementing, and controlling marketing activities to create value for consumers and achieve business objectives. For MSMEs, marketing management extends beyond product promotion and encompasses pricing strategies, the creation of an appealing business atmosphere, customer service, and efforts to build long-term relationships with customers (Sudiantini et al., 2023). According to Kotler and Armstrong (2018), effective marketing management enables businesses to better understand consumer needs and preferences, ensuring that the products and services offered align with market expectations. For MSME café owners, effective marketing management is essential for influencing consumers' purchasing decisions amid the wide range of available alternatives (Juliyani & Abidah, 2025). When marketing strategies consistently enhance consumers' purchasing decisions, business sustainability is more likely to be maintained, allowing MSME cafés to continue operating and contributing to sustainable local economic growth.

Tebing Tinggi City, as one of the developing cities in North Sumatra Province, has also experienced significant growth in MSMEs, particularly in the café and culinary sectors. In recent years, various MSME cafés have emerged in Tebing Tinggi City with diverse concepts and characteristics, ranging from



traditional-themed cafés to modern establishments (Arifin & Arseto, 2025). The presence of these MSME cafés not only contributes to increasing the income of business owners but also generates positive impacts on the local economy, such as job creation, increased community income, and the strengthening of supporting sectors. As MSME cafés continue to develop, local economic activities become increasingly dynamic because they involve various stakeholders, including raw material suppliers, local workers, and service providers. This condition indicates that MSME cafés can serve as one of the driving forces for sustainable local economic development when managed through appropriate business strategies. Over the last five years, the number of cafés has increased annually. In 2021, there were 9 cafés registered as taxpayers; this number increased to 12 cafés in 2022, 18 cafés in 2023, 21 cafés in 2024, and reached 26 cafés in 2025 (BPKPD, 2025).

However, based on the observations conducted by the researcher, MSME café owners in Tebing Tinggi City face various challenges, including intensifying competition, changing consumer preferences, and limited resources for managing their businesses professionally. As a result, many MSME café businesses have been forced to close their outlets within less than one year of operation due to low levels of consumer purchasing decisions at those establishments. Furthermore, based on a preliminary survey involving 30 respondents, it was found that the majority of respondents agreed that purchasing decisions are influenced by product variety, price, atmosphere, and the convenience of payment systems. This finding is reflected in the predominance of positive responses to each statement. Nevertheless, some respondents expressed disagreement, particularly regarding café image and product variety. This suggests that not all consumers strongly consider these factors when making purchasing decisions.

Purchasing decisions can be defined as the mental process and actions undertaken by consumers in selecting, purchasing, and using particular products or services to satisfy their needs and desires. According to Sedjati (2018), purchasing decisions are influenced by various factors, including internal factors such as motivation and perception, as well as external factors such as the social environment and a company's marketing strategies. For MSME café owners, consumers' purchasing decisions represent a primary objective that must be achieved to ensure business sustainability. Previous research conducted by Farikha et al. (2023) revealed that consumer purchasing decisions in the culinary service sector are strongly influenced by the experiences perceived during the consumption process, rather than solely by product quality. When consumers make repeat purchases, the income stability of business owners is better maintained, enabling MSMEs to continue growing



and contributing to the welfare of surrounding communities as part of sustainable local economic development.

Store atmosphere refers to the overall physical environment intentionally designed by business owners to create a particular impression in consumers' minds. According to Berman and Evans (2019), store atmosphere encompasses various elements, including layout, lighting, color schemes, music, aroma, and cleanliness, all of which can influence consumers' emotions and behavior. For MSME cafés, store atmosphere serves as a key differentiating factor that distinguishes one café from another, particularly in an increasingly competitive market where products often appear homogeneous. This argument is supported by previous research conducted by Suyani and Susanti (2025), which found that store atmosphere has a significant influence on consumer behavior, including visit duration and purchasing decisions. Another study by Suyani and Susanti (2025) also reported that a comfortable store atmosphere aligned with consumer preferences can enhance perceived value and encourage purchasing behavior. However, several studies have produced contrasting findings, indicating that store atmosphere is not always the dominant factor, particularly among consumers who are more sensitive to brand image (Maulydia et al., 2025). These differing findings highlight a research gap that warrants further investigation, especially within the context of MSME cafés in medium-sized cities such as Tebing Tinggi City.

In addition to attracting consumers, effective management of store atmosphere can also support sustainable local economic development. Cafés with attractive and distinctive environmental concepts tend to retain customers, increase visitation rates, and stimulate greater economic activity within their surrounding communities. Nevertheless, the results of a preliminary survey involving 30 respondents indicated that the majority disagreed with the statement that store atmosphere is the primary reason consumers make purchasing decisions at a café. This finding suggests that store atmosphere may not fully determine consumers' purchasing decisions and that other factors may also play important roles in influencing consumer behavior.

In addition to store atmosphere, price is another important factor considered by consumers when making purchasing decisions. Price can be defined as the amount of value that consumers must sacrifice to obtain a product or service. According to Sugiharto (2019), price is the only element of the marketing mix that directly generates revenue; therefore, pricing decisions must be carefully determined to align with the value perceived by consumers. For MSME café owners, establishing an appropriate pricing strategy presents a particular challenge due to limitations in business scale and the diverse purchasing power of consumers. In the context of strengthening local economies, appropriate pricing also plays a crucial role in maintaining the



sustainability of MSME cafés, as prices that correspond to consumers' purchasing power can increase the likelihood of purchases and ensure the stability of business income, thereby supporting the continuity of local economic activities in a sustainable manner. This argument is supported by the results of a preliminary survey involving 30 respondents, all of whom agreed with the statements indicating that price is a primary consideration in consumers' purchasing decisions.

Previous research conducted by Nainggolan and Siregar (2025) demonstrated that price has a significant influence on purchasing decisions, particularly in markets that are sensitive to price changes. Furthermore, studies conducted by Nisa et al. (2025) and Lubis et al. (2025) found that competitive and transparent pricing can encourage consumers' purchasing decisions, especially among university students and young working professionals. However, other studies have indicated that price is not the sole determinant of purchasing decisions, as consumers may be willing to pay higher prices when they receive a more satisfying experience and a better atmosphere (Christalia & Djunaid, 2024). These differing findings reveal a research gap regarding the relative importance of price compared to other factors in influencing consumers' purchasing decisions.

To support the findings of previous studies and obtain an initial understanding of consumer perceptions, the researcher conducted a preliminary survey examining the roles of store atmosphere and price in influencing purchasing decisions at MSME cafés in Tebing Tinggi City. The preliminary findings indicate that both factors are relevant considerations in consumers' purchasing behavior, although their relative influence may vary among individuals. Therefore, this study is necessary to provide a more comprehensive examination of the effects of store atmosphere and price on consumers' purchasing decisions as a basis for developing sustainable marketing strategies for MSMEs. Furthermore, the findings are expected to contribute to the strengthening of sustainable local economic development by enhancing the competitiveness and long-term viability of MSME cafés. Accordingly, the title of this study is "The Role of Store Atmosphere and Price on Purchasing Decisions at MSME Cafés in Tebing Tinggi City as a Support for Sustainable Local Economic Development."

LITERATURE REVIEW

Purchasing Decision

According to Kotler and Armstrong (2018), a purchasing decision is the psychological process and action undertaken by consumers before purchasing a product or service to satisfy their needs and wants. In this process, consumers



identify their needs, search for information, evaluate available alternatives, and select the best option from various choices. Meanwhile, Sofjan Assauri (2017) defines a purchasing decision as a problem-solving approach related to human activities in selecting and purchasing products that best fulfill their needs and desires.

Purchasing decisions are an essential aspect of consumer behavior because they determine whether consumers ultimately choose to buy a particular product or service. Understanding the factors that influence purchasing decisions enables businesses to develop effective marketing strategies and enhance customer satisfaction. In the context of MSME cafés, purchasing decisions are critical for maintaining business sustainability and increasing competitiveness in an increasingly dynamic market environment.

According to Kotler and Armstrong (2018), the indicators of purchasing decisions consist of several important aspects that influence the consumer decision-making process, namely: Product Choice – the consumer's decision regarding the type of product that best meets their needs and preferences. Brand Choice – the consumer's selection of a particular brand among various available alternatives. Purchase Timing – the consumer's decision regarding when to make the purchase. Payment Method Choice – the consumer's preference for a particular payment method when completing a transaction.

Store Atmosphere

According to Tjiptono, as cited in Insani and Nugroho (2023), store atmosphere refers to the appearance of both the exterior and interior elements of a business establishment that can create a comfortable and pleasant environment for visitors. The process of creating a store atmosphere involves designing the purchasing environment by determining the physical characteristics of the store through the arrangement and selection of physical facilities, as well as the organization of merchandise and business activities.

Furthermore, Dewobroto, as cited in Suyani and Susanti (2025), defines café atmosphere as an appealing environment deliberately designed through the use of lighting, colors, music, aromas, and other sensory elements to evoke specific emotional responses that encourage consumers to make purchases. A well-designed store atmosphere can enhance customer experiences, increase the length of visits, and positively influence purchasing behavior.

Store atmosphere indicators can be used to measure the influence of store atmosphere on purchasing decisions. According to Tjiptono, as cited in Insani and Nugroho (2023), the indicators of store atmosphere include: Exterior – the external appearance of the store, which serves as the primary visual element encountered by consumers before entering the establishment. General Interior – the overall conditions within the store, including cleanliness, lighting,



temperature, music, color schemes, and comfort. Store Layout – the arrangement and allocation of space within the store to facilitate customer movement and product accessibility. Interior Display (Point of Purchase) – the presentation and placement of products and promotional materials within the store aimed at attracting consumer attention and stimulating purchasing interest.

These indicators collectively contribute to shaping consumers' perceptions and experiences, which may ultimately influence their purchasing decisions.

Price

According to Swastha, as cited in Apriani and Rubiyanti (2023), price is the amount of money, along with additional products if applicable, that is required to obtain a combination of products and services. Similarly, Tjiptono, as cited in Riska and Prabowo (2025), defines price as a monetary unit or other measure of value (including goods and services) exchanged to obtain ownership rights or the use of a product or service. Meanwhile, according to Kotler and Armstrong (2018), price is one of the elements of the marketing mix that directly generates revenue. It is also the easiest marketing mix element to adjust, whereas product features, distribution channels, and marketing communications generally require more time and resources to modify.

Price plays a crucial role in influencing consumer purchasing decisions because it reflects consumers' perceptions of value and serves as a basis for comparing alternative products or services. For MSME cafés, determining an appropriate price is essential to attract consumers while maintaining profitability and business sustainability. A pricing strategy that aligns with consumer expectations can enhance customer satisfaction and encourage repeat purchases.

According to Kotler and Armstrong (2018), there are four main indicators of price, namely: Price Affordability – the extent to which consumers perceive the price as affordable based on their purchasing power. Price–Quality Congruence – the degree to which the price is considered appropriate in relation to the quality of the product or service offered. Price–Benefit Congruence – the extent to which consumers perceive that the benefits received are proportional to the price paid. Price Competitiveness – the degree to which the price is considered reasonable and competitive compared to similar products or services available in the market.

These indicators are commonly used to evaluate consumers' perceptions of price and its influence on purchasing decisions. A favorable perception of price can increase the likelihood of purchase, whereas a mismatch between price and perceived value may discourage consumers from making a purchase.



RESEARCH METHOD

This study employed a quantitative research method. According to Sugiyono (2022), quantitative research is a method based on the philosophy of positivism, used to examine specific populations or samples through data collection using research instruments. The data are analyzed using quantitative or statistical techniques with the aim of describing phenomena and testing predetermined hypotheses. To obtain accurate and reliable data and information, this study was conducted in Tebing Tinggi City, North Sumatra, Indonesia. The research was carried out from December 2025 to April 2026. The population of this study consisted of all consumers of MSME cafés in Tebing Tinggi City, whose total number was unknown. Therefore, the sample size was determined using Cochran's formula, resulting in a sample of 96 respondents. The sampling technique employed was accidental sampling, whereby respondents were selected based on their availability and willingness to participate at the time of data collection. The study utilized primary data collected through questionnaires distributed to consumers of MSME cafés in Tebing Tinggi City. The collected data were analyzed using Partial Least Squares–Structural Equation Modeling (PLS-SEM) with the assistance of SmartPLS software. PLS-SEM was selected because it is suitable for analyzing complex relationships among latent variables and can effectively handle relatively small sample sizes. The data analysis procedure consisted of three main stages. First, the Measurement Model (Outer Model) was evaluated to ensure that the measurement instruments met the requirements of validity and reliability. Second, the Structural Model (Inner Model) was assessed to examine the relationships among the latent variables in the research model through the analysis of path coefficients and t-statistics. Third, Hypothesis Testing was conducted to determine the significance of the estimated regression coefficients. This stage included the T-Statistic test to assess direct effects among variables and the F-test to evaluate the simultaneous effects of the independent variables on the dependent variable.

The conceptual framework of this study is presented as follows: Store Atmosphere (X_1) → Purchasing Decision (Y). Price (X_2) → Purchasing Decision (Y). Store Atmosphere (X_1) and Price (X_2) → Purchasing Decision (Y). This framework illustrates that store atmosphere and price are proposed as independent variables influencing consumers' purchasing decisions at MSME cafés in Tebing Tinggi City. The study aims to examine both the individual and simultaneous effects of these variables on purchasing decisions as a basis for developing sustainable marketing strategies and supporting local economic development.

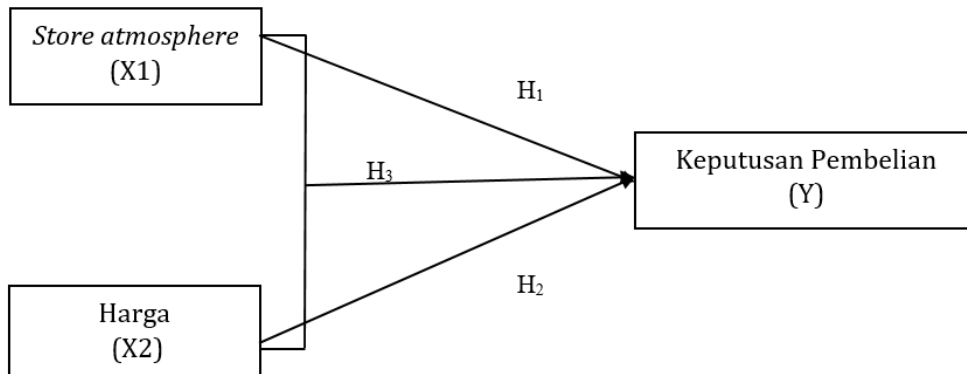


Figure 1. Conceptual Framework

Based on the conceptual framework presented above, the hypotheses of this study are formulated as follows:

1. Store atmosphere has a significant effect on purchasing decisions at MSME cafés in Tebing Tinggi City.
2. Price has a significant effect on purchasing decisions at MSME cafés in Tebing Tinggi City.
3. Store atmosphere and price simultaneously have a significant effect on purchasing decisions at MSME cafés in Tebing Tinggi City.

These hypotheses are proposed to examine both the individual and combined effects of store atmosphere and price on consumers' purchasing decisions. The findings are expected to provide empirical evidence regarding the importance of these marketing factors in enhancing the competitiveness and sustainability of MSME cafés while supporting local economic development.

RESULTS AND DISCUSSION

The Outer Model Testing (Measurement Model)

Validity Test

To assess validity, this study employed convergent validity by examining the loading factor values and discriminant validity by evaluating the cross-loading values.

1. Convergent Validity

The results of the measurement model testing for convergent validity using loading factors are presented in Table 1.

Table 1. Results of the Validity Test Using Loading Factors

	Store Atmosphere	Price	Purchasing Decision
X1.1	0,779		
X1.2	0,857		



X1.3	0,719
X1.4	0,807
X2.1	0,850
X2.2	0,824
X2.3	0,875
X2.4	0,751
Y.1	0,895
Y.2	0,881
Y.3	0,722
Y.4	0,849

Source: Primary Data Processed (2026)

Based on Table 1, it can be observed that all loading factor values exceed the minimum threshold of 0.50. Therefore, it can be concluded that all indicators used in this study are valid and adequately represent their respective constructs.

2. Discriminant Validity

The results of the measurement model testing for discriminant validity using cross-loading values are presented in Table 2.

Table 2. Cross-Loading Values

	Store Atmosphere	Price	Purchasing Decision
X1.1	0,779	0,600	0,519
X1.2	0,857	0,632	0,580
X1.3	0,719	0,539	0,445
X1.4	0,807	0,707	0,664
X2.1	0,644	0,850	0,671
X2.2	0,581	0,824	0,629
X2.3	0,733	0,875	0,725
X2.4	0,644	0,751	0,620
Y.1	0,657	0,708	0,895
Y.2	0,644	0,707	0,881
Y.3	0,470	0,567	0,722
Y.4	0,591	0,702	0,849

Source: Primary Data Processed (2026)

Based on Table 2, it can be observed that the cross-loading values of each indicator are higher for their respective constructs than for other constructs. This indicates that each indicator has a stronger correlation with the latent variable it is intended to measure than with other variables. Therefore, it can be concluded that the model demonstrates adequate discriminant validity.

Reliability Test

The reliability of the measurement model was assessed using Average Variance Extracted (AVE), Cronbach’s Alpha, and Composite Reliability. The results of these calculations are presented in the following table:

Table 3. Average Variance Extracted (AVE), Cronbach’s Alpha, and Composite Reliability Results

	Cronbach's Alpha	rho_A	Composite Reliability	Average Variance Extracted (AVE)
Price	0,844	0,849	0,896	0,683
Purchasing Decision	0,858	0,870	0,905	0,705
Store Atmosphere	0,803	0,818	0,870	0,628

Source: Primary Data Processed (2026)

Based on Table 3, it can be observed that the Cronbach’s Alpha value for the Store Atmosphere variable is 0.803, for the Price variable is 0.844, and for the Purchasing Decision variable is 0.858. These values exceed the recommended threshold of 0.70, indicating a satisfactory level of internal consistency.

Inner Model Testing (Structural Model)

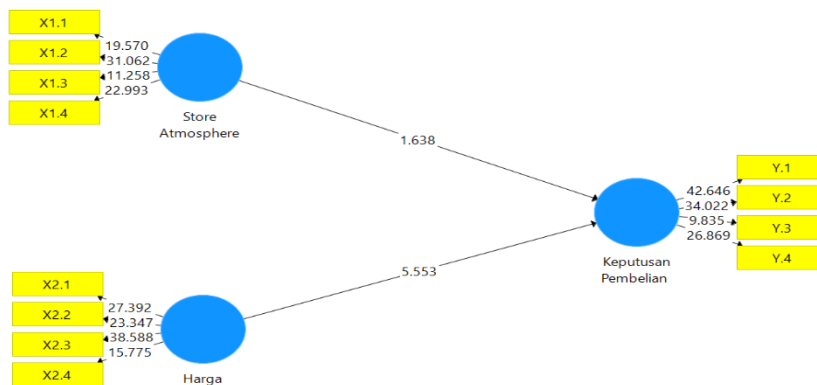


Figure 2.
Structural Model (Inner Model).
Source: Data Analysis Using SmartPLS

R² (R-Square) Results

In evaluating the structural model using PLS-SEM, the analysis begins by examining the Adjusted R-Square (R²) value for each dependent latent variable. The R² value indicates the proportion of variance in the dependent variable that



can be explained by the independent variables included in the model. A higher R² value reflects greater explanatory power of the model.

The results of the R² calculation in this study are presented as follows:

Table 4. Correlation Coefficient (R²) Values

	R Square	R Square Adjusted
Purchasing Decision	0,659	0,652

Source: Primary Data Processed (2026)

Based on the results of the bootstrapping analysis presented in Table 4, the R² value for the Purchasing Decision variable is 0.652. This indicates that purchasing decisions are explained by Store Atmosphere and Price by 65.2%. In other words, the contribution of Store Atmosphere and Price to Purchasing Decisions is 65.2%, while the remaining 34.8% is explained by other variables not examined in this study, such as promotion, product quality, service quality, and other relevant factors.

Hypothesis Testing

Direct Effect Hypothesis Testing

Table 5 presents the results of the direct hypothesis testing conducted through the bootstrapping procedure using SmartPLS 3.0 software. The explanation of each hypothesis tested in this study is provided below.

Table 5. Path Coefficients Results

	Original Sample (O)	Sample Mean (M)	Standard Deviation (STDEV)	T Statistics (O/STDEV)	P Values
Price -> Purchasing Decision	0,646	0,653	0,116	5,553	0,000
Store Atmosphere -> Purchasing Decision	0,198	0,195	0,121	1,638	0,102

Source: Primary Data Processed (2026)

Based on Table 5, the results of the hypothesis testing for each proposed hypothesis are as follows:

- a. H1: The Effect of Store Atmosphere on Purchasing Decisions

Based on the test results presented in Table 5, the t-statistic value for the relationship between Store Atmosphere and Purchasing Decision is 1.638, with a significance value (p-value) of 0.102. These results indicate that the t-statistic is less than or equal to 1.96 and the significance value is greater than the level of significance ($\alpha = 5\%$). Therefore, Store Atmosphere does not have a significant effect on Purchasing Decisions. Accordingly, Hypothesis 1 (H1) is rejected.



b. H2: The Effect of Price on Purchasing Decisions

Based on the test results presented in Table 5, the t-statistic value for the relationship between Price and Purchasing Decision is 5.553, with a significance value (p-value) of 0.000. These results indicate that the t-statistic is greater than 1.96 and the significance value is less than or equal to the level of significance ($\alpha = 5\%$). Therefore, Price has a significant effect on Purchasing Decisions. Accordingly, Hypothesis 2 (H2) is accepted.

F-Test (Simultaneous Effect)

The simultaneous effect testing was conducted using the F-statistic test to examine the collective influence of the independent variables on the dependent variable. The F-test is used to determine whether the independent variables, when considered together, significantly affect the dependent variable. According to Sugiyono (2013, p. 257), the F-test is formulated as follows:

$$F_h = \frac{R^2 / k}{(1 - R^2) / (n - k - 1)}$$

Description:

F : F-test value

R² : Multiple coefficient of determination (coefficient of multiple correlation) as previously obtained

k : Number of independent variables

n : Number of respondents

Known Values:

R² = 0.652

k = 2

n = 96

$$F_h = \frac{0,652^2 / 2}{(1 - 0,652^2) / (96 - 2 - 1)}$$

$$F_h = \frac{0,2125}{0,0061}$$

$$F_h = 34,836$$

Based on the manual calculation, the calculated F-value (F-statistic) was 34.836. With a significance level of $\alpha = 5\%$, numerator degrees of freedom (df1) equal to k = 2, and denominator degrees of freedom (df2) equal to n - k - 1 = 93,



the F-table value was 3.09. From these results, it can be observed that F-calculated (34.836) > F-table (3.09). Therefore, it can be concluded that the third hypothesis is accepted, indicating that Store Atmosphere and Price simultaneously have a significant effect on Purchasing Decisions at MSME cafés in Tebing Tinggi City.

The Effect of Store Atmosphere on Purchasing Decisions

Based on the results of the study, it was found that Store Atmosphere has a positive and significant effect on Purchasing Decisions at MSME cafés in Tebing Tinggi City. This finding indicates that the better the atmosphere created by a café, the higher the likelihood that consumers will make purchasing decisions. Store atmosphere is considered an important factor because it can create comfort, attractiveness, and positive experiences for consumers while they are in the café environment.

The findings of this study are supported by the characteristics of the respondents, who were predominantly female (56.2%) and aged between 20 and 30 years (60.4%). Younger consumers generally pay greater attention to the atmosphere of a venue when selecting a café to visit. Individuals within this productive age group tend to view cafés not only as places to eat and drink but also as spaces for relaxation, work, social gatherings, and social media content creation. Consequently, various aspects of the café atmosphere, including lighting, decoration, layout, cleanliness, and overall comfort, become important considerations before making a purchase decision.

These results suggest that creating an attractive and comfortable café environment can enhance consumers' perceptions and encourage purchasing behavior. Therefore, MSME café owners should pay close attention to atmospheric elements as part of their marketing strategy to improve customer satisfaction, increase purchasing decisions, and strengthen business sustainability in an increasingly competitive market.

Based on the distribution of respondents' answers regarding the Store Atmosphere variable, the majority of respondents selected agree and strongly agree for all indicators. For the indicator, *"The lighting, room colors, and interior decoration of the café create a comfortable atmosphere,"* 46.9% of respondents agreed and 37.5% strongly agreed. Similarly, for the indicator, *"The menu information available in the ordering area helps me determine my choice,"* 49.0% of respondents agreed and 37.5% strongly agreed. These findings indicate that consumers perceive a comfortable and well-organized café atmosphere as an important factor influencing their interest in purchasing the products offered.

According to Berman and Evans (2019) in *Retail Management*, store atmosphere is a combination of a store's physical characteristics, including



layout, lighting, color schemes, music, aroma, and facilities, which are designed to attract consumers' attention and create emotional responses that increase the likelihood of purchasing behavior. A favorable atmosphere can create an enjoyable shopping experience, making consumers feel comfortable spending more time in a store or café. Furthermore, Kotler and Armstrong (2018) state that atmosphere is one of the marketing tools capable of influencing consumer behavior through the creation of an attractive physical environment. A comfortable environment can build positive perceptions of a business, thereby encouraging consumers to make purchasing decisions.

The findings of this study are consistent with previous research conducted by Lubis et al. (2025) and Nainggolan and Siregar (2025), which found that store atmosphere has a significant effect on purchasing decisions at Mie Gacoan outlets in Medan City. Likewise, Maulydia et al. (2025) reported that store atmosphere positively influences consumers' purchasing decisions at McDonald's in East Surabaya. In addition, Nisa et al. (2025) found that a comfortable atmosphere increases consumers' interest in making purchases at Rocket Chicken Ngronggo Branch in Kediri City.

Therefore, it can be concluded that store atmosphere is an important factor in enhancing consumers' purchasing decisions at MSME cafés in Tebing Tinggi City. The more comfortable and appealing the atmosphere created by a café, the greater the likelihood that consumers will visit, make purchases, and return for future visits.

The Effect of Price on Purchasing Decisions

Based on the results of the study, it was found that Price has a positive and significant effect on Purchasing Decisions at MSME cafés in Tebing Tinggi City. This finding indicates that prices that are aligned with consumers' purchasing power and the quality of products received can enhance consumers' purchasing decisions. Price is one of the primary factors considered by consumers before purchasing a product because it is directly related to their financial capability and their perception of the value received. The characteristics of the respondents reveal that the majority of respondents (51.0%) had a monthly income ranging from IDR 1 million to IDR 3 million. This condition indicates that most café consumers belong to the middle-income segment of society. Therefore, consumers tend to consider affordability before making a purchase decision. They are more likely to choose cafés that offer prices that are consistent with the quality of the products and the atmosphere provided.

Based on the distribution of respondents' answers regarding the Price variable, the majority selected agree and strongly agree across all indicators. For the indicator, *"The prices of the products offered by the café are affordable for me,"*



47.9% of respondents agreed and 32.3% strongly agreed. Likewise, for the indicator, *"The price I pay is consistent with the quality of the food and beverages I receive,"* 50.0% of respondents agreed and 33.3% strongly agreed. These findings indicate that consumers perceive the prices offered by cafés in Tebing Tinggi City as being appropriate relative to the benefits and quality they receive.

According to Kotler (2018), price is the amount of money paid by consumers to obtain the benefits of a product or service. Price is one of the most important elements of the marketing mix because it influences consumers' perceptions of a product's value. Before making a purchase decision, consumers generally compare the price of a product with the benefits they expect to receive.

Furthermore, Berman and Evans (2019) argue that competitive pricing can enhance the attractiveness of a retail business because consumers perceive that they are receiving value that is commensurate with the sacrifice made. In the café business, setting appropriate prices is therefore a crucial strategy for attracting and retaining customers. The findings of this study are consistent with the research conducted by Nainggolan and Siregar (2025), which concluded that price has a significant influence on consumers' purchasing decisions. These results reinforce the notion that price remains a key determinant of purchasing behavior, particularly among consumers who are sensitive to affordability and value considerations.

The Effect of Store Atmosphere and Price on Purchasing Decisions

Based on the results of the study, it was found that Store Atmosphere and Price simultaneously have a positive and significant effect on Purchasing Decisions at MSME cafés in Tebing Tinggi City. This finding indicates that the combination of a comfortable café atmosphere and appropriate pricing can enhance consumers' willingness to make purchases. Both variables complement each other in shaping positive consumer perceptions of a café.

The characteristics of the respondents, which were dominated by individuals aged 20–30 years (60.4%), indicate that the majority of café customers belong to the younger generation, who tend to place considerable importance on their overall experience when visiting cafés. Young consumers not only consider product prices but also pay attention to factors such as comfort, interior design, facilities, and an atmosphere that supports their activities. Furthermore, the predominance of female respondents (56.2%) suggests that café atmosphere is an important factor, as women generally place greater emphasis on aesthetics and environmental comfort.

Based on the distribution of respondents' answers, the majority selected agree and strongly agree for the indicators of both store atmosphere and price. These findings demonstrate that consumers perceive their purchasing decisions



to be influenced by a comfortable café environment and prices that are appropriate relative to product quality. Consumers are more likely to visit cafés that offer attractive concepts, cleanliness, comfort, and affordable prices. According to Kotler (2018), a purchasing decision is the stage at which consumers actually purchase a product after passing through the processes of need recognition, information search, evaluation of alternatives, and final choice selection. Throughout this process, atmosphere and price serve as important external factors that significantly influence consumer behavior.

In addition, Berman and Evans (2019) explain that the success of a retail business is largely determined by its ability to create an appealing atmosphere and establish competitive pricing. These two factors can enhance consumer satisfaction and encourage purchasing decisions. A favorable atmosphere creates positive emotional experiences, while appropriate pricing strengthens consumers' perceptions of value, leading to greater purchase intentions.

The findings of this study are consistent with the research conducted by Lubis et al. (2025), which concluded that Store Atmosphere and Price jointly have a significant effect on Purchasing Decisions at Mie Gacoan in Medan City. Similarly, Maulydia et al. (2025) found that Store Atmosphere and Price Perception positively influence consumers' Purchasing Decisions at McDonald's in East Surabaya. Therefore, it can be concluded that Store Atmosphere and Price are critical factors that should receive serious attention from MSME café owners in Tebing Tinggi City. Cafés that successfully provide a comfortable atmosphere while offering prices that align with consumers' expectations are more likely to attract customers, increase purchasing decisions, and support sustainable local economic development.

CONCLUSION

Based on the results of this study examining the role of Store Atmosphere and Price on Purchasing Decisions at MSME cafés in Tebing Tinggi City as a support for sustainable local economic development, it can be concluded that Store Atmosphere has a positive and significant effect on consumers' Purchasing Decisions. A café environment that is comfortable, clean, features an attractive layout, provides adequate lighting, and offers supportive facilities can create a sense of comfort for consumers, thereby encouraging them to make purchases. This finding indicates that consumers consider not only the products offered but also the experience and comfort they perceive while spending time in the café.

Furthermore, Price has a positive and significant effect on Purchasing Decisions. Prices that are affordable, consistent with product quality, and perceived as providing good value can increase consumers' willingness to



purchase. Consumers tend to prefer cafés that offer reasonable prices while maintaining high-quality products and services. Therefore, establishing an appropriate pricing strategy is one of the key approaches to attracting customers and enhancing the competitiveness of MSME cafés.

Simultaneously, Store Atmosphere and Price have a positive and significant effect on Purchasing Decisions at MSME cafés in Tebing Tinggi City. These findings suggest that the combination of a comfortable café atmosphere and appropriate pricing plays an important role in influencing consumer purchasing behavior. Consequently, MSME café owners should pay close attention to both factors as part of their marketing strategy to increase customer satisfaction, strengthen business sustainability, and contribute to sustainable local economic development.

REFERENCES

- Apriani, P. R., & Rubiyanti, N. (2023). Pengaruh Variasi Produk, Kualitas Produk Dan Harga Terhadap Minat Beli Di Etalase Pasar Baru Bandung (Etapasbar. Id). *EProceedings of Management*, 10(1).
- Arifin, I. W., & Arseto, D. D. (2025). Strategi Adaptasi UMKM Kuliner dalam Menghadapi Pertumbuhan Ekonomi yang Lemah di Kota Tebing Tinggi. *Economic Development Progress*, 4(2), 71–81.
- Auria, T. R. (2025). *Fenomena Fomo Coffee Shop Sebagai Gaya Hidup Di Kalangan Remaja Pengunjung Kurasu Coffee (Studi Fenomenologi Di Kurasu Coffee)*. Universitas Satya Negara Indonesia.
- Berman, B., & Evans, J. R. (2019). *Retail Management dialih bahasakan oleh Lina Salim*. Pearson.
- Christalia, K., & Djunaid, I. S. (2024). Pengaruh Harga dan Store Atmospher terhadap Keputusan Pembelian Konsumen pada Coffeeshop Koplo. *JIIP- Jurnal Ilmiah Ilmu Pendidikan*, 7(2), 2001–2007.
- Farikha, F., Rachman, E., & Antu, Y. (2023). Pengaruh Store Atmosphere Dan Harga Terhadap Keputusan Konsumen Di Foodpedia Gorontalo. *Jurnal Administrasi Bisnis (JAB)*, 13(1), 27–32.
- Insani, K., & Nugroho, S. P. (2023). *Pengaruh Store Atmosphere, Kualitas Pelayanan, Dan E-Wom Terhadap Loyalitas Pelanggan Dengan Kepuasan Pelanggan Sebagai Variabel Mediasi (Studi Kasus Pada Mie Gacoan Makamhaji Solo)*. Universitas Muhammadiyah Surakarta.
- Juliyani, E., & Abidah, Z. (2025). Strategi Pemasaran Restoran Sunan Drajat dalam Meningkatkan Pendapatan Usaha Mikro, Kecil, dan Menengah (UMKM). *Ummul Qura Jurnal Institut Pesantren Sunan Drajat (INSUD) Lamongan*, 9(1), 85–95.
- Kotler, P., & Armstrong, G. (2018). *Principles of Marketing (Seventeenth)*. *Unted Kingdom: Pearson Education Limited*.



- Lubis, J. A., Marpaung, N., & Siregar, O. M. (2025). Pengaruh Harga Dan Store Atmosphere Terhadap Keputusan Pembelian Pada Mie Gacoan Kota Medan. *Jurnal Ilmiah Wahana Pendidikan*, 11(6. D), 142–151.
- Mauldydia, A. S. P., Maduwintarti, A., & Mulyati, D. J. (2025). Pengaruh Price Perception, Brand Image, dan Store Atmosphere terhadap Keputusan Pembelian pada McDonald's di Kota Surabaya Timur. *Gemah Ripah: Jurnal Bisnis*, 5(02), 410–427.
- Nainggolan, F. H. F. B., & Siregar, O. M. (2025). Pengaruh Product Assortment, Store Atmosphere, Dan Harga Terhadap Keputusan Pembelian. *Jurnal Ilmiah Wahana Pendidikan*, 11(5. B), 58–71.
- Nisa, K., Prasasti, K. B., & Akbar, T. (2025). *Pengaruh Kualitas Pelayanan, Harga, dan Store Atmosphere terhadap Keputusan Pembelian Konsumen di Rocket Chicken Cabang Ngronggo Kota Kediri*. UNIVERSITAS ISLAM KADIRI.
- Philip Kotler, G. A. (2018). *Principles of Marketing*. Edisi 15. Penerbit : Pearson, New York.
- Riska, A., & Prabowo, A. (2025). Analisis Social Media Marketing, Servicescape, dan Harga terhadap Keputusan Pembelian Konsumen di Romansa Kopi. *RIGGS: Journal of Artificial Intelligence and Digital Business*, 4(3), 4917–4925.
- Sedjati, S. R. (2018). *Manajemen Pemasaran*. Deepublish, Yogyakarta.
- Sofjan Assauri. (2017). *Manajemen Pemasaran*. Penerbit : PT. Raja Grafindo Persada, Jakarta.
- Sudiantini, D., Adelia, L., Prastiwi, L., Kembaren, L. B. R., & Qhozi, M. D. S. (2023). Manajemen Pemasaran Kewirausahaan Melalui E-Commerce Untuk Meningkatkan Sebuah Kinerja UMKM. *SINOMIKA Journal: Publikasi Ilmiah Bidang Ekonomi Dan Akuntansi*, 1(6), 1641–1650.
- Sugiharto, S. A. (2019). *Manajemen Pemasaran Modren*. Erlangga, Jakarta.
- Sugiyono. (2022). *Metode Penelitian Kuantitatif, Kualitatif, dan R&D*. In Bandung: Alfabeta.
- Suyani, S. A. D., & Susanti, R. (2025). Pengaruh Store Atmosphere, Kualitas Pelayanan dan Cita Rasa Terhadap Keputusan Pembelian (Survei pada Konsumen Locomotive Resto & Café Sragen). *PENG: Jurnal Ekonomi Dan Manajemen*, 2(3), 3153–3171.
- Yolanda, C., & Hasanah, U. (2024). Peran usaha mikro, kecil dan menengah (UMKM) dalam pengembangan ekonomi Indonesia. *Jurnal Manajemen Dan Bisnis*, 2(3), 170–186.