

Influence of Quality, Service, Atmosphere on Satisfaction via Buying Interest – Season Coffee

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Riwayat Artikel:

Diterima pada 22 Mei 2025

Revisi 1 pada 26 Mei 2025

Revisi 2 pada 28 Mei 2025

Revisi 3 pada 30 Juni 2025

Disetujui pada 1 Juli 2025

Abstract

Purpose: This study aimed to examine the influence of product quality, service quality, and store atmosphere on customer satisfaction, with purchase intention as a mediating variable at Season Coffee in Kasongan. This study is motivated by the increasing competition in the coffee shop industry, where customer satisfaction is shaped by the quality of products, service delivery, and store ambiance.

Methodology/Approach: A quantitative approach with an associative method was used. Data were collected using questionnaires distributed to 100 active customers of Season Coffee. Structural Equation Modeling (SEM) using Partial Least Squares (PLS) with SmartPLS 3.0 was used for data analysis.

Results/Findings: The findings indicate that product quality, service quality, and store atmosphere each have a positive and significant effect on purchase intention. Moreover, purchase intention significantly influenced customer satisfaction and mediated the relationship between the three independent variables and customer satisfaction.

Conclusions: The results suggest that enhancing product quality, improving service performance, and optimizing store ambiance can effectively increase customers' purchase intentions, which, in turn, improves overall customer satisfaction. Therefore, coffee shop businesses should focus on these key elements to strengthen customer loyalty and competitive advantage.

Limitations: This study is limited to a specific demographic in Kasongan and may not fully represent the broader customer base of the Seasons Coffee.

Contribution: This study contributes to the development of consumer behavior models in Indonesia's coffee shop industry and provides empirical support for the mediating role of purchase intention between service attributes and customer satisfaction.

Keywords: *Atmosphere Store, Customer Satisfaction, Product Quality, Purchase Intention, Service Quality, Season Coffee.*

How to Cite: Prasetya, G. A., Meitiana, M., Kristinae, V., Nahan, N. (2025). Influence of Quality, Service, Atmosphere on Satisfaction via Buying Interest – Season Coffee. *Studi Ilmu Manajemen dan Organisasi*, 6(2), 469-484.

1. Introduction

Micro, Small, and Medium Enterprises (MSMEs) serve as a crucial foundation for the Indonesian economy. Based on 2023 data, MSMEs account for around 99% of the total national business units with a total of 66 million units, contributing 61% to Indonesia's Gross Domestic Product (GDP) amounts to IDR 9,580 trillion and employs 117 million individuals, which is approximately 97% of the entire national labor force. This strategic role shows that the sustainability of MSMEs greatly contributes to national economic stability and growth. In facing the challenges of the modern era and increasingly fierce competition, MSME actors need to maintain their existence through improving the quality of products,

services, and creating a store atmosphere that supports customer comfort (Purnomo, 2016; Kurniasih, 2021; Hasti et al., 2022).

Product quality has a central role in shaping consumer perception and influencing purchasing decisions. Products are seen as everything that is offered to meet the needs or desires of the market (Putri et al., 2021; Paujiah et al., 2022). A product is considered to be of quality if it is able to provide benefits according to consumer expectations (Setiawan & Safitri, 2019), both functionally and emotionally (Pradana et al., 2018; Nurfitriana & Iriani, 2018). In this context, product quality is understood as the ability of the product to consistently meet consumer expectations, paying attention to relevant features and being free from defects. In addition to products, the dimension of service quality is also a crucial element in maintaining customer loyalty and creating a competitive advantage. Service quality is defined as the ability of service providers to meet consumer needs efficiently and effectively, as well as as a strategy to survive in a competitive business climate (Wiradarma & Respati, 2020; Peburiyanti & Sabran, 2022). Every service interaction shapes consumer perception which leads to preferences, satisfaction, loyalty, and purchase intent (Chang, 2020; Widyawati, 2022).

Another dimension that is no less important in the context of retail business is the store atmosphere. These elements include physical elements such as layout, lighting, color, scent, music, and the appearance of the officer which are all designed to trigger the emotional and cognitive responses of consumers (Azis et al., 2019; Saraswati et al., 2021). A positive store atmosphere plays a role in extending visit times, increasing convenience, and encouraging impulse purchases. The above factors also affect buying interest, namely the psychological tendency of consumers to choose a product based on a combination of perception, belief, and urgent needs. Buying interest is an important variable that can be a link between consumer perception of quality and actual purchase decisions.

Consumer satisfaction is the final indicator of the quality of products, services, and store atmosphere. According to (Tjiptono, 2012; Oktaviani, 2021), consumer satisfaction arises when the performance of a product or service is able to meet or exceed the initial expectations of customers. This is the foundation in creating loyalty and business sustainability, especially in the service-based MSME sector. One of the real examples of this dynamic can be observed in the development of Coffee Shops in Kasongan City. The trend of coffee consumption, especially among the younger generation and workers, has triggered the rise of Coffee Shop openings with creative concepts. Coffee Shop is no longer just a place to enjoy coffee, but also a space to work, meet, and socialize. One of the business actors in this sector is Season Coffee, which for the past two years has faced customer fluctuations due to increasing local competition. However, customers who had switched back chose Season Coffee because they felt an advantage in terms of product quality, service, and a more comfortable and satisfying store atmosphere.

Seeing this phenomenon, The author aims to further explore how product quality, service quality, and store atmosphere affect consumer satisfaction, using buying interest as an intervening variable. This research is detailed in a study named: "The Impact of Product Quality, Service Quality, and Store Environment on Customer Satisfaction via Buying Interest as an Intervening Variable in Coffee Season in Kasongan."

2. Literature Review and Hypothesis Development

Service quality is a critical determinant of customer satisfaction in coffee shops. High-quality service can create a positive customer experience, encouraging repeat visits and fostering loyalty. For instance, at Cold N Brew Medan, service quality was found to have a significant effect on customer satisfaction, highlighting its importance in competitive markets (Nainggolan et al., 2024). In the context of Café Teduh Sore, service quality positively influenced purchase interest, which subsequently affected consumer satisfaction, although the direct effect on satisfaction was not significant to (Marsuki et al., 2024). Similarly, at D'Balong Coffee, service quality was shown to have a significant impact on consumer satisfaction, both individually and in combination with other factors like location and store atmosphere to (Khoirunnisa et al., 2024).

The atmosphere of a coffee shop plays a vital role in shaping customer perceptions and satisfaction. A well-designed store atmosphere can enhance the overall customer experience, making it more likely for customers to return. For example, at Bregas Coffee Shop, a positive store atmosphere significantly influenced buying interest (Arianto & Soeprapto, 2024). However, the impact of store atmosphere on satisfaction and repurchase intention can vary. At Origo Cafe, the atmosphere did not significantly affect customer satisfaction or repurchase intention, suggesting that other factors might mediate this relationship (Oktafiana et al., 2024). In the case of Teman Semeja Coffee & Space, the store atmosphere indirectly affected consumer loyalty through customer satisfaction, indicating its potential as a mediating factor (Putra et al., 2024).

Buying interest serves as a crucial intermediary between service quality, store atmosphere, and customer satisfaction. It reflects the customer's intention to purchase, which can be influenced by their satisfaction with the service and environment. At Café Teduh Sore, buying interest was a significant mediator, with service quality and price positively affecting consumer satisfaction through this variable (Marsuki et al., 2024). The research at Kedai Kopi Distrik Metropolitan also supports the notion that a unique store atmosphere and service quality can positively influence purchasing decisions, thereby enhancing buying interest (Kamila et al., 2024).

While the studies highlight the importance of service quality and store atmosphere in influencing customer satisfaction and buying interest, it is essential to consider the variability in these effects across different contexts. For instance, the café atmosphere did not significantly impact satisfaction at Origo Cafe, suggesting that customer experience might play a more substantial role in certain settings (Oktafiana et al., 2024).

Hypotheses

- H1: Product quality has a significant effect on consumer buying interest at Season Coffee.
- H2: Service quality has a significant effect on consumer buying interest at Season Coffee.
- H3: Store atmosphere has a significant effect on consumer buying interest at Season Coffee.
- H4: Product quality has a significant effect on consumer satisfaction at Season Coffee.
- H5: Service quality has a significant effect on consumer satisfaction at Season Coffee.
- H6: Store atmosphere has a significant effect on consumer satisfaction at Season Coffee.
- H7: Buying interest has a significant effect on consumer satisfaction at Season Coffee.
- H8: Buying interest mediates the relationship between product quality and consumer satisfaction at Season Coffee.
- H9: Buying interest mediates the relationship between service quality and consumer satisfaction at Season Coffee.
- H10: Buying interest mediates the relationship between store atmosphere and consumer satisfaction at Season Coffee.

3. Method

This type of research uses a quantitative approach that refers to statistical analysis to objectively measure the relevant variables in the research. This approach was chosen to test hypotheses related to the influence of product quality, service quality, and store atmosphere on customer satisfaction, taking into account the role of buying interest as an intervening variable. As explained by (Sugiyono, 2016) the quantitative method relies on the philosophy of positivism, using structured data collection instruments, and analyzing data statistically to produce general conclusions. This research was carried out at Season Coffee, which is located in Kasongan Lama, Katingan Regency, Central Kalimantan.

The data source consists of primary data and secondary data. Primary data is collected directly through questionnaires to customers, in accordance with the definition of (Sugiyono, 2017) which states that primary data is data that is directly provided by respondents to researchers. Meanwhile, secondary data is obtained from literature such as books, journals, and relevant documents (Sugiyono, 2019). The population in this study is visitors to Season Coffee in Kasongan, with a purposive sampling technique based on certain criteria, namely customers who have bought at least twice, are at least 14 years old, and the number of samples is determined through the Cochran formula, resulting in 100 respondents.

Operational definition of variables is carried out to ensure proper measurement of the research variables. Independent variables consist of Product Quality (X1) which is measured based on indicators of reliability, durability, and conformity of specifications. Service Quality (X2) which refers to SERVQUAL dimensions such as reliability, responsiveness, assurance, empathy, and physical evidence (Tjiptono, 2012), and Atmosphere Store (X3) which includes general interior, store exterior, store layout, and interior display. These three variables are hypothesized to have an influence on customer satisfaction, either directly or through the mediation of buying interest. Once participants fill out each question or statement, their answers will be categorized into five choices. To obtain the data, questions in the questionnaire were used as answer options, and the skala likert model was used (Table 1).

Table 1. Likert scale

Yes	Respondent's Answer	Scores/Scores
1	Strongly agree	5
2	Agree	4
3	Neutral	3
4	Disagree	2
5	Strongly Disagree	1

Source: Sugiyono (2017)

The intervening variable in this study is Buying Interest (Z), which is described by Kotler & Keller (2018) as the tendency of consumers to buy a product. Indicators of buying interest include transactional, referential, preferential, and exploratory interest. These variables serve as a link between independent and dependent variables, strengthening or weakening the relationship between them. In this context, buying interest is expected to further explain how perceptions of quality affect consumer purchasing decisions. The dependent variable in this study is Consumer Satisfaction (Y). Satisfaction is defined as a comparison between customer expectations and perception of the performance of a product or service. (Tjiptono, 2018) emphasized that customer satisfaction is the result of fulfilling consumer expectations, which is influenced by the actual experience of the product or service received. Thus, this study as a whole aims to examine the causal relationship between quality variables and store atmosphere on customer satisfaction by considering the role of buying interest as a mediating factor. The structural model in this study is presented in Figure 1.

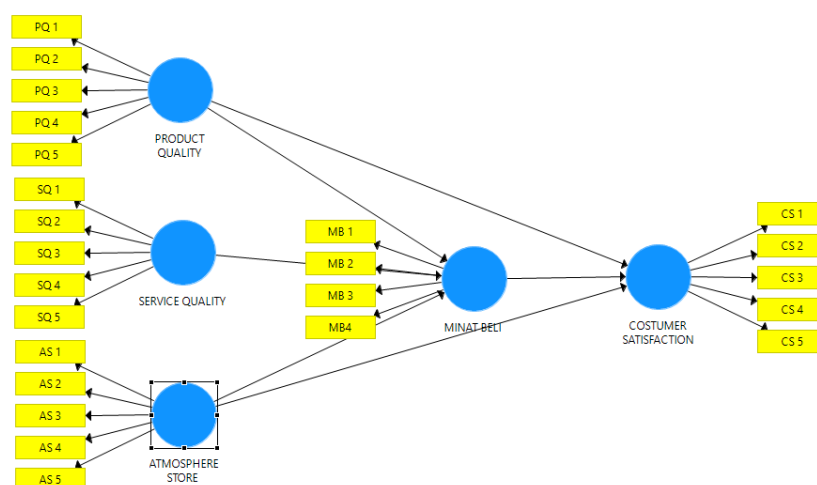


Figure 1. Research Structure Model

Source: data processing results

4. Results and discussion

4.1 Result

4.1.1 Respondent Characteristics

The characteristics of the respondents in this study included four aspects, namely gender, age, occupation, and marital status. Based on the data analyzed, respondents consisted of 48 men (48%) and 52 women (52%). Thus, it can be concluded that most of the respondents are women. Furthermore, judging from the age range, the majority of respondents were in the age range of 22-25 years, which was as many as 50 people (50%). The other age ranges are 17-21 years old as many as 21 people (21%), over 25 years old as many as 20 people (20%), and under 14 years old as many as 9 people (9%). This shows that the dominance of respondents is in the young adult age group which is a potential target market for coffee shops.

Based on the type of job, it is known that the most respondents are private employees, namely 41 people (41%). Followed by 27 students (27%), junior high school/high school students as many as 16 people, and 16 people (16%) of civil servants/tni/polri. This shows that the majority of respondents are professionals and students who tend to have a consumptive lifestyle towards coffee products and a comfortable atmosphere. In terms of marital status, as many as 85 respondents (85%) were unmarried and only 15 people (15%) were married. This reinforces the characteristics of respondents as a young age group who do not have family dependents and tend to be freer in making consumption decisions.

4.2 Results of Descriptive Statistical Analysis of Variables

Descriptive statistical analysis in this study aims to describe the tendency of respondents' answers to each variable studied, namely *Product Quality*, *Service Quality*, *Atmosphere Store*, and *Buying Interest*. Based on the results obtained (Table 2), the *Product Quality* variable shows an average score of 4.08 which is in the "Agree" category. The highest score was found in item PQ.2 with the statement "This coffee shop always has the product I want when I visit" (mean = 4.29), while the lowest score was found in item PQ.5 regarding the suitability of the product with the menu description (mean = 3.91). These results show that in general, respondents rated the quality of products provided by coffee shops to be quite good.

Table 2. Descriptive Analysis of *Product Quality Variables*

Item Code	Respondent Answer Score					Mean	Category Number of Respondents
	STS (1)	TS (2)	N (3)	S (4)	SS (5)		
PQ.1	0	5	27	35	33	3,96	100
PQ.2	0	0	19	33	48	4,29	100
PQ.3	0	1	19	31	49	4,28	100
PQ.4	0	6	25	33	36	3,99	100
PQ.5	0	12	24	25	39	3,91	100
Total Average						4,08	Agree (S)

Source: Excel-processed data, 2025

For the *Service Quality variable* (Table 3), the total average score is 4.00 which is also included in the "Agree" category. The highest score was found in item SQ.3 regarding price compatibility with service quality (mean = 4.19), while the lowest score was in item SQ.5 regarding food and beverage presentation (mean = 3.89). This indicates that the service in general is considered good, although the aesthetic aspect of the presentation can still be improved.

Table 3. Descriptive Analysis of *Service Quality Variables*

Item Code	Respondent Answer Score					Mean	Category Number of Respondents
	STS (1)	TS (2)	N (3)	S (4)	SS (5)		
SQ.1	0	6	25	36	33	3,96	100
SQ.2	0	12	24	23	41	3,93	100
SQ.3	0	3	17	38	42	4,19	100
SQ.4	0	2	30	27	41	4,07	100
SQ.5	0	6	35	23	36	3,89	100
Total Average						4,00	Agree (S)

Source: Excel-processed data, 2025

Meanwhile, the *Atmosphere Store* variable (Table 4) obtained an average value of 4.07 which is also classified as "Agree". The highest score was in item AS.2 regarding lighting that supports the atmosphere (mean = 4.19), while the lowest was in item AS.1 regarding room comfort (mean = 3.96). These results reflect that the coffee shop atmosphere is considered positive and is an important factor in the consumer experience.

Table 4. Descriptive Analysis of *Atmosphere store Variables*

Item Code	Respondent Answer Score					Mean	Category Number of Respondents
	STS (1)	TS (2)	N (3)	S (4)	SS (5)		
AS.1	0	5	27	35	33	3,96	100
AS.2	0	3	17	38	42	4,19	100
AS.3	0	2	29	28	41	4,08	100
Total Average						4,07	Agree (S)

Source: Excel-processed data, 2025

The *Buying Interest* variable (Table 5) shows an average score of 3.97 which is still in the "Agree" category. The highest score was found in item MB.3 with the statement "I feel interested in buying again" (mean = 4.08), while the lowest score was in item MB.4 with a statement about wanting to recommend to others (mean = 3.92). Thus, it can be concluded that in general, respondents have a fairly high buying interest in the coffee shop products studied.

Table 5. Descriptive Analysis of Buying Interest Variables

Item Code	Respondent Answer Score					Mean	Category Number of Respondents
	STS (1)	TS (2)	N (3)	S (4)	SS (5)		
MB.1	0	12	24	23	41	3,93	100
MB.2	0	6	25	36	33	3,96	100
MB.3	0	2	29	28	41	4,08	100
MB.4	0	5	34	25	36	3,92	100
Total Average						3,97	Agree (S)

Source: Excel-processed data, 2025

Based on the findings of the research results in table 6, it is known that the highest mean frequency value in the item coded: CS.1 with the statement of the Coffee shop questionnaire is always consistent in maintaining the quality of the products offered. As for the lowest mean frequency value on the item coded: CS.4 with questionnaire statement, this coffee shop always presents orders accurately according to my requests. Based on the results obtained, it shows that the average total is 4.23, as discussed in the previous chapter in the interval scale that the value of 4.20-5.00 is included in the category of STRONGLY AGREE (SS).

Table 6. Descriptive Analysis of *Customer Satisfaction Variables*

Item Code	Respondent Answer Score					Mean	Category Number of Respondents
	STS (1)	TS (2)	N (3)	S (4)	SS (5)		
CS.1	0	0	15	31	54	4,39	100
CS.2	0	0	19	33	48	4,29	100
CS.3	0	1	19	32	48	4,27	100
CS.4	0	7	24	33	36	3,98	100
Total Average						4,23	Strongly Agree (SS)

Source: Excel processed data, 2025

4.3 Inferential Statistical Analysis Results

Inferential statistical analysis in this study was carried out with two approaches, namely the evaluation of the measurement model (outer model) and the evaluation of the structural model (inner model) using the SmartPLS 3.0 application. The evaluation of the outer model aims to test the validity and reliability of the research instrument. The convergent validity (Figure 2) was tested using the outer loading value, where the indicator was declared valid if it had a > value of 0.7.

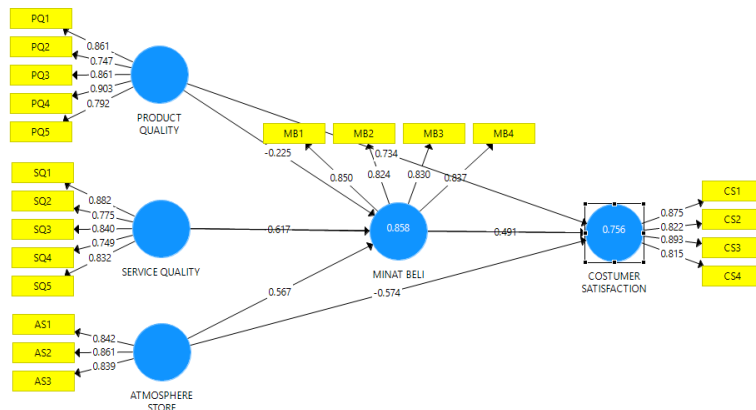


Figure 2. PLS Algorithm Research Result Model
Source: Data processed Smart PLS 3.0, 2025

Based on the results of the analysis, all research indicators met these criteria, with an outer loading value that ranged above 0.7. This shows that each indicator has a high correlation to its construct, in accordance with the principle of convergent validity according to Ghazali (2021) (Table 7). Furthermore, the Average Variance Extracted (AVE) value for all constructs was also above the minimum limit of 0.5, which indicates that variables such as Product Quality, Service Quality, Atmosphere Store, Customer Satisfaction, and Buying Interest have good convergent validity.

Table 7. *Outer Loading* Research Results

Item code	Item <i>Outer Loading</i> Value					Information
	AS	CS	MB	WHY	SQ	
AS.1	0.842					Valid
AS.2	0.861					Valid
AS.3	0.839					Valid
CS.1		0.875				Valid
CS.2		0.822				Valid
CS.3		0.893				Valid
CS.4		0.815				Valid
MB.1			0.850			Valid
MB.2			0.824			Valid
MB.3			0.830			Valid
MB.4			0.837			Valid
PQ.1				0.861		Valid
PQ.2				0.747		Valid
PQ.3				0.861		Valid
PQ.4				0.903		Valid

Item code	Item Outer Loading Value					Information
	AS	CS	MB	WHY	SQ	
PQ.5				0.792		Valid
SQ.1					0.882	Valid
SQ.2					0.775	Valid
SQ.3					0.840	Valid
SQ.4					0.749	Valid
SQ.5					0.832	Valid

Source: Smart PLS 3.0 processed data, 2025

To test the validity of discriminants, the Heterotrait-Monotrait Ratio (HTMT) method was used. The results in Table 8 show that all HTMT values between constructs are below the 0.90 threshold. This indicates that there is no high correlation between the different constructs, so it can be concluded that the validity of the discriminator has been well met. According to Henseler et al. (2015) in Ghazali (2021) the HTMT value < 0.90 indicates that the discriminant validity between reflective constructs has been optimally achieved.

Table 8. *Discriminant Validity Research Results*

Variabel	Nilai Item Heterotrait-Monotrait Rasio (HTMT)					Conclusion
	AS	CS	MB	QP	SQ	
AS	0.847					Valid
CS	0.597	0.852				Valid
MB	0.818	0.709	0.835			Valid
QP	0.801	0.752	0.628	0.835		Valid
SQ	0.698	0.761	0.868	0.646	0.817	Valid

Source: Data processed Smart PLS 3.0, 2025

In addition, the reliability of the construct was tested with reference to the Composite Reliability and Cronbach's Alpha values. The results of the analysis showed that all variables had a Composite Reliability value and Cronbach's Alpha above 0.7, which indicates that each construct has a high level of reliability in measuring the variable in question. Thus, all instruments in this study can be said to be reliable in accordance with the provisions of Ghazali (2021) regarding the accuracy, consistency, and accuracy of construct measurements.

Internal model evaluation or structural model is carried out to test the influence between latent variables. First, the value of the determination coefficient (R-square) is used to determine the degree of influence of independent variables on dependent variables. Based on Table 9, the R-square value for the Customer Satisfaction variable is 0.756 and for Buying Interest is 0.858. This shows that exogenous constructs have a strong influence on endogenous constructs, as per the model's strength classification according to Ghazali (2021), where the R-square value above 0.75 is relatively strong. Thus, 75.6% of the variability of Customer Satisfaction is explained by the constructs of Product Quality, Service Quality, and Atmosphere Store, while 85.8% of the variability of Buying Interest is explained by these constructs along with Customer Satisfaction.

Table 9. *R-Square*

Variabel	<i>R-Square Value</i>		Conclusion
	<i>R-Square</i>	<i>R-square adjusted</i>	
Costumer Satisfaction	0.756	0,746	Powerful models
Buying Interest	0,858	0,854	Powerful models

Source: Data processed Smart PLS 3.0, 2025

Based on the results of hypothesis testing shown in Table 8, it can be concluded that all hypotheses submitted in this study are declared accepted. First, product quality has been proven to have a significant influence on customer buying interest in Season Coffee, which is shown by a T-statistical value of 2.797 (> 1.96) and a p value of 0.005 (< 0.05), as well as a positive value of the original sample coefficient. This indicates that the higher the customer's perception of product quality, the greater their interest in making a purchase (H1 accepted). Furthermore, the quality of service also showed a significant influence on buying interest, with a T-statistical value of 10.215 and a p value of 0.000, which means that H2 is accepted. These findings reinforce the role of excellent service in driving customer intent to buy.

Tabel 10. *Path Coefficient dan Specific Indirect Effects*

Item code	<i>R-Square Value</i>				
	<i>Original Sample (O)</i>	<i>Sample Mean (M)</i>	<i>Standard Deviation (STDEV)</i>	<i>T Statistics (O/STDEV)</i>	<i>P Values</i>
AS -> CS	-0.547	-0.587	0.113	4.320	0.000
AS -> MB	0.567	0.564	0.071	7.945	0.000
MB -> CS	0.491	0.504	0.148	3.312	0.001
PQ -> CS	0.743	0.740	0.113	6.470	0.000
PQ -> MB	-0.225	-0.218	0.080	2.797	0.005
SQ -> CS	0.262	0.225	0.129	2.023	0.044
SQ -> MB	0.617	0.616	0.060	10.215	0.000
AS -> MB -> CS	0.279	0.283	0.087	3.209	0.001

Item code	<i>R-Square Value</i>				
	<i>Original Sample (O)</i>	<i>Sample Mean (M)</i>	<i>Standard Deviation (STDEV)</i>	<i>T Statistics (O/STDEV)</i>	<i>P Values</i>
PQ -> MB -> CS	-0.111	-0.107	0.047	2.338	0.020
SQ -> MB -> CS	0.303	0.311	0.098	3.088	0.002

Source: Data processed Smart PLS 3.0, 2025

The store atmosphere also has a significant influence on buying interest, as evidenced by a T-statistical value of 7.945 and a p value of 0.000, so that H3 is declared acceptable (Table 10). Meanwhile, product quality also has a significant influence on consumer satisfaction, with a T-statistical value of 6.470 and a p-value of 0.000, as well as a positive coefficient, which supports the acceptance of H4.

However, interestingly, for the variables of service quality and store atmosphere on consumer satisfaction (H5 and H6), although both hypotheses were accepted because the T-statistical value exceeded the threshold (2.023 and 4.320 respectively), the original sample value showed a negative but significant direction. This shows that although statistically significant, negative perceptions of the service and store atmosphere can actually lower consumer satisfaction, and need to be a managerial concern. Table 11 shows Average Variance Extracted Hasil Penelitian pada penelitian ini.

Table 11. *Average Variance Extracted Research Results*

Variabel	<i>AVE</i>	<i>Condition</i>	Information
<i>Product Quality</i>	0,697	0,5	Valid
<i>Service Quality</i>	0,667	0,5	Valid
<i>Atmosphere Store</i>	0,718	0,5	Valid
Buying Interest	0,698	0,5	Valid
<i>Costumer Satisfaction</i>	0,726	0,5	Valid

Source: Smart PLS 3.0 processed data, 2025

Buying interest was also found to have a significant effect on consumer satisfaction, with a T-statistical value of 3.312 and a p-value of 0.001, as well as a negative but significant original sample, so that H7 was also accepted. In the mediation effect test, it was found that buying interest was able to mediate the relationship between product quality to consumer satisfaction (H8), service quality to consumer satisfaction (H9), and store atmosphere to consumer satisfaction (H10). Each of these hypotheses is supported by a statistical T-value that is above 1.96 (2.338; 3.088; and 3.209 respectively) as well as a p-value smaller than 0.05. Although the original sample value pointed in a negative direction, these findings remained statistically significant, indicating the mediating role of buying interest that

strengthened or influenced the direction of the relationship between independent variables and consumer satisfaction.

Table 12. *Construct Reliability* Research Results

Variabel	Nilai Item <i>Construct Reliability</i>			
	<i>Cronbach' Alpha</i>	<i>Composite reliability (rho_a)</i>	<i>Composite reliability (rho_c)</i>	Information
Atmosphere store	0,805	0,810	0,884	Reliabel
Costumer Satisfaction	0,874	0,879	0,914	Reliabel
Buying Interest	0,857	0,861	0,902	Reliabel
Product Quality	0,890	0,897	0,920	Reliabel
Service Quality	0,876	0,890	0,909	Reliabel

Source: Data processed Smart PLS 3.0, 2025 and Appendix 5

Based on table 12, the variable is said to be valid because it meets the composite reliability criterion > 0.7 and meets Cronbach's alpha also > 0.7 . According to Ghozali (2021) eliability tests are used to show facts in measuring constructs with accuracy, consistency and precision. Thus, the entire hypothesis in this study is acceptable, and provides a solid foundation for strategic decision-making in managing the quality of products, services, and store atmosphere to increase purchasing interest and overall consumer satisfaction.

4.4 Discussion

Research on Season Coffee shows that product quality has a significant effect on consumer buying interest, with strong statistical evidence (T-Statistics 2,797 > 1.96 ; $p < 0.05$). Product quality is an important factor in a company's strategy because high-quality products can meet consumer needs and desires, thus attracting buying interest and influencing consumers' decision to choose the product. Other research also corroborates that product quality contributes positively to buying interest.

In addition, the quality of service has also been shown to have a significant and positive influence on buying interest (T-Statistics 10.215; $p < 0.05$). Good service, which includes aspects of tangibility, reliability, responsiveness, assurance, and empathy, is able to create a positive experience and build consumer trust, which in turn increases interest in buying products. Store atmosphere also has a significant influence on consumer buying interest (T-Statistics 7.945; $p < 0.05$). Physical and psychological elements such as lighting, scent, music, layout, and cleanliness create a pleasant and comfortable shopping experience, which can stimulate consumers' positive emotions and increase their interest in buying.

Furthermore, product quality not only affects buying interest, but also consumer satisfaction (T-Statistics 6,470; $p < 0.05$). High-quality products that meet or exceed consumer expectations will increase satisfaction, build loyalty, and strengthen the brand's position in the market. The quality of service also contributes significantly to customer satisfaction (T-Statistics 2.023; $p < 0.05$), where service that meets expectations creates a positive experience and customer loyalty. Store atmosphere also significantly affects consumer satisfaction (T-Statistics 4,320 and 3,351; $p < 0.05$), with a

comfortable and expected store atmosphere improving a pleasant shopping experience and overall consumer satisfaction.

Finally, buying interest has been shown to have a significant effect on consumer satisfaction (T-Statistics 3.312; $p < 0.05$). Consumers with high buying interest whose purchased product or service meets expectations will tend to be satisfied, which can then increase the likelihood of repurchase and product recommendations. Overall, these results confirm that product quality, service quality, and store atmosphere are key factors that are interrelated and contribute to increasing buying interest and consumer satisfaction at Season Coffee.

5. Conclusion

Based on the results of the analysis and discussion that has been carried out in this study regarding the influence of product quality, service quality, and store atmosphere on customer satisfaction through buying interest as an intervening variable in Season Coffee in Kasongan, it can be concluded that product quality has a positive and significant influence on customer buying interest. This shows that the better the customer's perception of the product offered, the greater their motivation to make a purchase. In addition, the quality of service also contributes positively and significantly to buying interest, because satisfactory service is able to create a pleasant experience and increase customer interest. The comfortable and attractive atmosphere of the store has also been proven to be able to form a positive perception of customers so as to encourage them to buy available products. Self-interest in buying has a strong influence on customer satisfaction, which indicates that when customers feel confident and interested in buying, their level of satisfaction with products and services also increases. Furthermore, buying interest serves as a mediator that strengthens the relationship between product quality, service quality, and store atmosphere to customer satisfaction. Therefore, to optimally increase customer satisfaction, Season Coffee needs to focus first on efforts to increase buying interest through improving product quality, service, and store atmosphere.

5.1 Suggestion

Based on these findings, Season Coffee is advised to continue to maintain and improve the quality of its products, especially in the aspects of taste and presentation of coffee. The use of high-quality raw materials as well as regular training for baristas will help maintain the consistency of taste according to customer expectations. In addition, improving service quality needs special attention by providing adequate training to staff to be able to provide fast, friendly, and professional service in handling customer needs and complaints. The atmosphere of the store is also an important aspect that must be paid attention to periodically by improving the layout, lighting, background music, and maintaining cleanliness to create a comfortable and attractive environment for visitors. Seeing that the majority of the target market is young people, the use of social media and innovative digital marketing strategies is highly recommended to increase attraction and interaction with customers. Loyalty programs such as points systems, discounts, and exclusive offers can also be used as effective strategies to strengthen buying interest and increase customer loyalty. In addition, regular customer satisfaction evaluation through surveys or suggestion boxes is very important so that management can get direct input from customers and make improvements on target.

For further research, it is suggested that researchers can examine other factors that have the potential to affect Season Coffee's business performance, both from the internal side such as operational management and product innovation, as well as external factors such as market competition and business environmental conditions. A mixed-methods approach with in-depth surveys and interviews will provide a more holistic picture of the challenges and opportunities facing these businesses in the future. Thus, the results of the next research can be a stronger basis in formulating a sustainable development strategy for Season Coffee in Kasongan.

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