

# THE INFLUENCE OF BRAND IMAGE AND STORE ATMOSPHERE ON CONSUMER PURCHASE INTEREST OF KOPI PETIK JL.PEMBANGUNAN KM.12

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## Abstract

This article aims to determine the influence of Lifestyle on Purchasing Decisions in Dagi This study aims to determine the influence of Brand image on Consumer Purchase Interest in Kopi Petik Jl.Pembangunan km.12. To determine the influence of Store atmosphere on Consumer Purchase Interest in Kopi Petik Jl.Pembangunan km.12. To determine the influence of Brand image and Store atmosphere on Consumer Purchase Interest in Kopi Petik Jl.Pembangunan km.12. The sampling technique used in this study is probability sampling, the number of samples in this study was 98 consumers who made purchases at Kopi Petik Jl.Pembangunan KM.12. The data analysis technique used is descriptive analysis technique and statistical analysis technique. The method of data collection through distribution, namely conducting searches and distributing questionnaires to consumers who make purchases at Kopi Petik Jl.Pembangunan KM.12. The results of this study indicate Based on the results of the study, it shows that partially the Brand Image variable has a positive and significant effect on consumer purchase interest in Kopi Petik Jl. Pembangunan Km.12. Based on the results of the study, it shows that partially the store atmosphere variable has a positive and significant effect on consumer purchasing interest in Kopi Petik Jl. Pembangunan Km.12. Simultaneously, there is a positive and significant effect on the brand image and store atmosphere variables on consumer purchasing interest in Kopi Petik Jl. Pembangunan Km.12.

**Keywords:** *Store atmosphere, Brand Image, Consumer Purchase Interest*

## INTRODUCTION

MSMEs play an important role in the Indonesian economy because they are able to create jobs faster than other sectors, and contribute to exports and equitable distribution of development results. MSMEs also encourage the birth of new entrepreneurs who play a role both macro—as drivers of the national economy—and micro, namely in creating added value, innovation, and business opportunities (Tanjung, 2021). Indonesia's rapid economic development, especially in big cities, has encouraged MSMEs to develop into large-scale businesses. This growth is influenced by the increase in population and per capita income, which changes people's consumption patterns, especially in the food and beverage sector. This makes it necessary for companies to pay attention to consumer comfort, including through brand image and store atmosphere to encourage repeat purchase interest (Ginting, 2019; Nugraha, 2019).

One of the UMKM in the F&B sector that is growing in Medan is Kopi Petik Jl. Pembangunan KM.12, which was established in August 2020. With a modern classic and tropical garden concept, Kopi Petik offers a variety of snacks and signature drinks. Affordable prices without tax are a special attraction. Although quite well-known, the increase in customers from year to year is not significant because the opening coincided with the pandemic. Based on this, this study aims to analyze the influence of brand image and store atmosphere on consumer purchasing interest at Kopi Petik Jl. Pembangunan KM.12.

Based on the research questions that have been presented, the objectives of this study are: (2) To determine the influence of Brand image on Consumer Purchase Interest at Kopi Petik Jl.Pembangunan km.12. (2) To determine the influence of Store atmosphere on Consumer Purchase Interest at Kopi Petik Jl.Pembangunan km.12.

(3) To determine the influence of Brand image and Store atmosphere on Consumer Purchase Interest at Kopi Petik Jl.Pembangunan km.12.

## RESEARCH METHODS

This type of research is causal associative research. According to (Suliyanto, 2018), causal associative research is research that aims to analyze the influence between variables. In this study, causal associative research is used to determine the effect of independent variables (Brand Image and Store Atmosphere) on the dependent variable (Consumer Purchase Interest) "Kopi Petik" on Jalan Pembangunan KM.12 Medan. In this case, the object of research is all consumers at Kopi Petik on Jalan Pembangunan KM. 12 Medan. As for the researcher to be studied and then draw conclusions (Sugiyono, 2017). The population in this study was taken from the number of customers of Kopi Petik in Sisingamangaraja Medan ". The number of Kopi Petik customers in Sisingamangaraja Medan from 2020 to the present is 5438 people. (Sugiyono, 2018).

From the population of 5438 people, the Slovin formula is used to use the sample, namely: Based on the results of the calculation through the Slovin formula, the researcher got the number of samples to be used in this study was 98 visitors. The sampling technique in this study was carried out using the probability sampling technique and using the proportionate stratified random sampling method.

In this study, the questionnaire has a very important position. This is because the questionnaire is a depiction of the variables studied and functions as a tool for proving the hypothesis. Whether or not the questionnaire is valid will greatly determine the quality of the questionnaire. To determine the quality of the questionnaire, validity and reliability tests can be used. The classical assumption test in this study consists of a normality test, a multicollinearity test, and a heteroscedasticity test. According to Permana, 2019) Multiple linear regression analysis is used to determine the effect of motivation and training on poverty levels. In addition, regression analysis is also used to test the truth of the hypothesis proposed in this study.

Hypothesis testing is used to test the truth of a statement statistically and draw conclusions to accept or reject the statement. Hypothesis testing is also used to assist in decision making of a proposed hypothesis.

### a. Simultaneous Test (f-Test)

According to (Ghozali, 2016) the f test shows how much one variable individually explains the variation of the independent variable. The test is carried out by measuring the probability value of significance.

- 1) If the significance probability value  $< 0.05$ , then the hypothesis is accepted. This means that the independent variables together have a significant influence on the dependent variable.
- 2) If the probability value  $> 0.05$ , then the hypothesis is rejected. This means that together they do not have a significant effect on the dependent variable.

### b. Partial Test (t-Test)

According to Sugiyono in (Yusuf & Daris, 2019) the partial test aims to determine the significance of the partial role between the independent variable and the dependent variable by assuming that the other dependent variables are considered constant. The provisions of the t-test are:

- 1)  $H_0$  is accepted and  $H_a$  is rejected if  $t \text{ count} < t \text{ table}$ , which states that the independent variable does not have a significant influence on the dependent variable.
- 2)  $H_0$  is rejected and  $H_a$  is accepted if  $t \text{ count} > t \text{ table}$ , which states that the independent variable has a significant influence on the dependent variable.

### c. Coefficient of Determination Test ( $R^2$ )

The coefficient of determination ( $R^2$ ) is used to measure how far the model's ability to explain the variation of the dependent variable. The value of the coefficient of determination is between zero and one. A small  $R^2$  value indicates that the ability of the independent variables to explain the dependent variable is very limited. An  $R^2$  value approaching 1 indicates that the independent variables have almost all the information needed to predict the variation of the dependent variable with the model being more precise. (Nanincavo Niken, 2019).

## RESULTS AND DISCUSSION

### CLASSICAL ASSUMPTION TEST RESULTS

#### NORMALITY TEST

Table 1. Kolmogorov-Smirnov Normality Test

One-Sample Kolmogorov-Smirnov Test		
		Unstandardized Residual
N		98
Normal Parameters <sup>a,b</sup>	Mean	.0000000
	Std. Deviation	2.59789738
Most Extreme Differences	Absolute	.075
	Positive	.056
	Negative	-.075
Test Statistics		.075
Asymp. Sig. (2-tailed)		.200 <sup>c,d</sup>

In Table 1, the residuals in this study have met the assumption of normality. The test results show that the Asymp. Sig. (2-tailed) value is 0.200, which is greater than the significance level of 0.05, so there is not enough evidence to reject the null hypothesis ( $H_0$ ) which states that the residuals are normally distributed. In addition, the test statistic value of 0.075 indicates that the difference between the residual distribution and the normal distribution is very small.

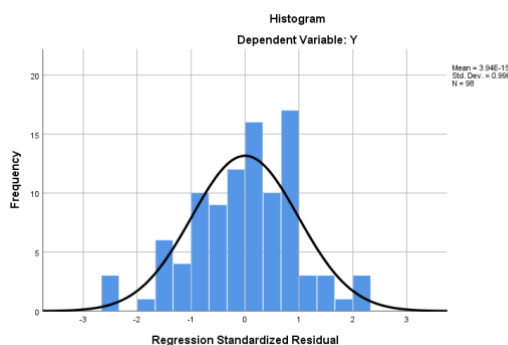
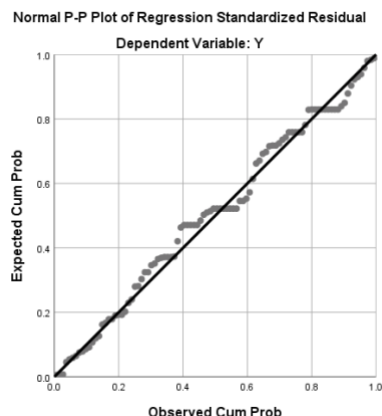


Figure 1. Histogram Normality Test

Based on Figure 2, the Histogram shows the residual distribution in the regression analysis, which is used to test the normality assumption. Visually, the residual distribution approaches the normal distribution shape, with a peak around zero and a symmetrical pattern on both sides. The black curved line represents the theoretical normal distribution, which is mostly followed by the residual data, although there are slight deviations in the tail. With the fulfillment of this normality assumption, the regression model can be said to be valid for further analysis, ensuring that the parameter estimation results are not biased and can be used in more accurate decision making.



The figure shows the Normal PP Plot of Regression Standardized Residual, which is used to evaluate the normality assumption in regression analysis.

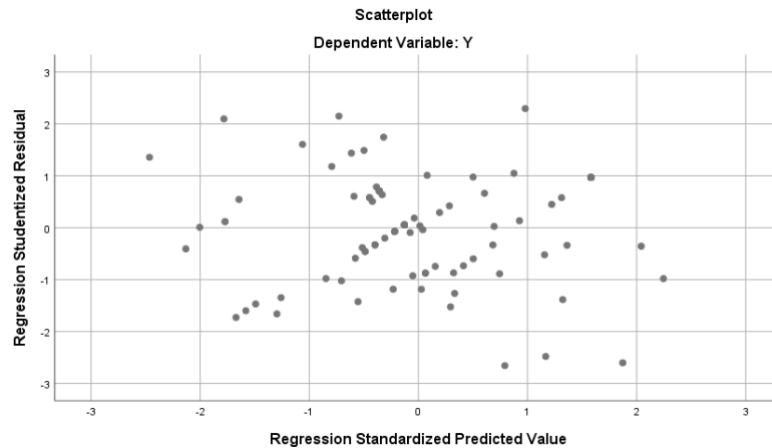
## MULTICOLLINEARITY TEST

Table 2. Multicollinearity Test

Coefficients <sup>a</sup>								
Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.	Collinearity Statistics	
		B	Std. Error	Beta			Tolerance	VIF
1	(Constant)	15,386	2,026		7,594	.000		
	Brand Image	-1,330	.115	-.501	-11,520	.000	.610	1,639
	Store atmosphere	3.226	.120	1.171	26,909	.000	.610	1,639
a. Dependent Variable: Y								

Based on Table 2, it can be seen that the Tolerance Value for the Brand Image and Store atmosphere variables are each 0.610, which means it is greater than the general lower limit (0.1), so there is no indication of serious multicollinearity. In addition, the VIF value for both variables is 1.639, which is still far below the critical limit (generally 10), confirming that there is no multicollinearity problem in this model.

## HETEROSCEDASTICITY TEST



**Figure 2. Heteroscedasticity Test**

This shows that there is no heteroscedasticity, so this model is suitable for use in predicting based on independent variable input.

**Table 3. Glejser test**

Coefficients <sup>a</sup>						
Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	1,479	1.259		1.175	.243
	<i>Brand Image</i>	.026	.072	.048	.365	.716
	<i>Store atmosphere</i>	.047	.074	.082	.629	.531

a. Dependent Variable: Abs\_RES

The Brand Image variable (X1) has a significance value of 0.716, while Store atmosphere (X2) has a significance value of 0.531. Since both significance values are greater than 0.05, it can be concluded that there is no heteroscedasticity problem in this model. In other words, the residual variance is constant, so the classical regression assumptions are met.

## MULTIPLE LINEAR REGRESSION

**Table 4. Multiple Linear Regression Test Results**

Coefficients <sup>a</sup>						
Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	15,386	2,026		7,594	.000
	<i>Brand Image</i>	1,330	.115	.501	11,520	.000
	<i>Store atmosphere</i>	3.226	.120	1.171	26,909	.000

## Hypothesis Testing

Hypothesis testing is a statistical method used to test the truth of a statement or hypothesis about a population based on sample data. This process helps in making decisions to accept or reject the statement.

### Simultaneous Test (F)

The F test is a statistical method used to determine how much influence one or more independent variables have on the variation of the dependent variable in a regression model.

**Table 5. Simultaneous Test Results (F)**

ANOVA
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Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	5304.656	2	2652.328	384,889	.000b
	Residual	654,660	95	6,891		
	Total	5959.316	97			
a. Dependent Variable: Y						
b. Predictors: (Constant), X2, X1						

Based on the results of the regression test shown in the table, the F-count value was obtained at 384,889 with a significance level (Sig.) of 0.000. The test was carried out at a significance level ( $\alpha$ ) of 5%, with degrees of freedom (df1) = 2 and (df2) = 95, so that the F-table value obtained was 3.09. Because the F-count value is greater than the F-table ( $384,889 > 3.13$ ) and the significance value is less than 0.05 ( $0.000 < 0.05$ ), it can be concluded that the Brand Image (X1) and store atmosphere (X2) variables simultaneously have a significant effect on consumer buying interest in Kopi Petik Jl. Pemabangunan Km.12 (Y).

### Partial Test (t)

**Table 6. Partial Test (t)**

Coefficients <sup>a</sup>						
Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	15,386	2,026		7,594	.000
	Brand Image	1,330	.115	.501	11,520	.000
	Store atmosphere	3.226	.120	1.171	26,909	.000

Table 5 shows that:

- The t-value of Brand Image (X1) is 11.520 and the t-table is 1.66864 so that the t-count > t-table and the significant value is  $0.000 < 0.05$  so that it can be concluded that the Brand Image variable has a positive and significant effect on consumer purchasing interest (Y). It is concluded that H0 is rejected and H1 is accepted.
- The t-value of store atmosphere (X2) is 26.909 and the t-table is 1.66864 so that the t-count > t-table and the significant value is  $0.000 < 0.05$  so that it can be concluded that the store atmosphere variable (X2) has a positive and significant effect on consumer purchasing interest (Y). It is concluded that H0 is rejected and H1 is accepted.

### Coefficient of Determination

**Table 7. Results of the Determination Coefficient Test**

Model Summary				
Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.943a	.890	.888	2.62510
a. Predictors: (Constant), X2, X1				

Based on Table 7, the determination coefficient analysis aims to measure the extent to which the independent variables in the model can explain the variations that occur in the dependent variable. In this study, the Adjusted R Square value was obtained at 0.888, which means that the Brand Image (X1) and store atmosphere variables together are able to explain 88.80% of the variation in consumer purchasing interest (Y). Meanwhile, the remaining 11.2% ( $100\% - 88.80\%$ ) is explained by other factors not included in the estimation model.

### DISCUSSION

### **The Influence of Brand Image (X1) on Consumer Purchase Interest (Y)**

The results of the regression analysis show that Brand Image has a positive and significant effect on Consumer Purchase Interest at Kopi Petik Jl. Pembangunan KM.12, as evidenced by the t-count value ( $11.520 > t\text{-table } (1.66864)$ ) and a significance of  $0.000 < 0.05$ . This means that the stronger the brand image, the higher the consumer purchase interest.

This finding is in line with the theory of Aaker (1991) and Kotler & Keller (2016) which states that brand image can create positive perceptions, increase trust, and influence purchasing decisions.

Managerially, Kopi Petik needs to strengthen its Brand Image through marketing strategies such as digital promotion, collaboration with influencers, maintaining product quality, and customer loyalty programs. With this strategy, Kopi Petik can attract more consumers, strengthen loyalty, and increase competitiveness in the market.

### **The Influence of Store Atmosphere (X2) on Consumer Purchase Interest (Y)**

The results of the analysis show that Brand Image has a positive and significant effect on Consumer Purchase Interest at Kopi Petik Jl. Pembangunan KM.12. The better the brand image, the higher the consumer purchase interest. This is in line with the theory of Aaker, Kotler & Keller, and Fishbein & Ajzen which states that brand image forms positive perceptions, increases trust, and influences purchasing decisions.

Strategically, Kopi Petik needs to strengthen its Brand Image through brand positioning, attractive design, digital marketing, collaboration with influencers, and maintaining product and service quality. This strategy aims to increase consumer loyalty and competitiveness in the market.

### **The Influence of Brand Image (X1) and Store Atmosphere (X2) on Consumer Purchase Interest (Y)**

The results of the regression test show that Brand Image and Store Atmosphere simultaneously have a significant effect on Consumer Purchase Interest at Kopi Petik Jl. Pembangunan KM.12, as evidenced by F-count ( $384.889 > F\text{-table } (3.09)$ ) and a significance of  $0.000 < 0.05$ . This means that these two variables together have an important role in driving consumer purchasing decisions.

This finding is supported by the theory of Kotler & Keller (2016), Aaker (1991), and Bitner (1992), which explains that Brand Image forms positive perceptions and loyalty, while Store Atmosphere creates a pleasant and emotional shopping experience, influencing purchasing behavior. Managerially, Kopi Petik needs to strengthen its brand image through consistent branding, digital promotions, and quality products, and improve the store atmosphere with attractive designs, distinctive aromas, comfortable lighting, and friendly service, in order to increase purchasing interest and customer loyalty.

## **CONCLUSION**

Based on the results of the analysis discussed in the previous chapter, the following conclusions can be drawn:

1. Based on the results of the study, it shows that partially the Brand Image variable has a positive and significant effect on consumer purchasing interest in Kopi Petik Jl. Pembangunan Km.12.
2. Based on the results of the study, it shows that partially the store atmosphere variable has a positive and significant effect on consumer purchasing interest in Kopi Petik Jl. Pembangunan Km.12.
3. Based on the results of the study, it shows that simultaneously there is a positive and significant influence on the variables of brand image and store atmosphere on consumer purchasing interest in Kopi Petik Jl. Pembangunan Km.12.

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