ANALYSIS OF THE INFLUENCE OF STORE ATMOSPHERE, LOCATION, AND PRICE PERCEPTION ON CONSUMER PURCHASES INTENTION IN AMBARUKMO KAMPUNG COFFEE (KOKAMBAR) IN BANTUL

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ABSTRACT

This research aims to analyze the influence of Store Atmosphere, Location and Price Perception variables on Consumer Purchase Interest in Ambarukmo Kampung Coffee in Bantul. The data sources for this research are primary data and secondary data using data collection in the form of a questionnaire. The population of this research is consumers who have an interest in purchasing at Ambarukmo Kampung Coffee. The sample for this research consisted of 129 respondents using a purposive sampling technique and determined using the Lemeshow formula. The analytical method for this research uses the Structural Equation Modeling (SEM) analysis method or structural equation analysis. The research results show that the Store Atmosphere, Location and Price Perception variables simultaneously have a positive effect on Purchase Interest in the Ambarukmo Kampung Coffee, Bantul. Meanwhile, partially, the Store Atmosphere, Location and Price Perception variables have a positive and significant effect on consumer buying interest in Ambarukmo Kampung Coffee in Bantul.

Keywords: Store Atmopshere, Location, Price Perception, Purchase Interest

INTRODUCTION

The coffee shop industry is currently experiencing rapid development, more and more coffee shops are popping up in various places in Indonesia, especially in Yogyakarta. Coffee consumption in Indonesia is not just a drinking habit, but has become an important part of people's lifestyle and culture. Since the arrival of coffee in Indonesia in the colonial era, this drink has been absorbed into everyday life, with various coffee varieties such as Arabica and Robusta growing abundantly in various regions, making Indonesia one of the largest coffee producing and consuming countries (Coffee report and outlook from Icocoffee.org, 2023). Coffee shops, both traditional and modern, are a place to socialize, discuss, and celebrate moments together. Coffee shops spread throughout the country serve coffee with various brewing methods, creating a unique experience and enriching the tongues of its connoisseurs. In an economic context, the coffee industry has also made a significant contribution to national economic growth, involving coffee farmers, workers in processing factories, and business actors in the retail sector. (Coordinating Ministry for Economic Affairs, 2022). Therefore, coffee consumption in Indonesia not only reflects taste, but also becomes a vital aspect that describes cultural richness, social interaction, and economic role in people's lives.

The rapid development of the coffee shop industry is also influenced by the consumer behavior of the community for coffee and the fulfillment of lifestyle needs for a place to hang out or relax. Based on the results of a 2022 survey conducted by Anak Bangsa Indonesia in collaboration with the KG Media Analysis Team and Litbang Kompas, 52% of young people, the majority of whom are

Millennials and Gen Z (MZ), choose and are interested in hangouts. As one of the most popular drinks in many countries, including Indonesia, new innovations continue to be found for coffee, which creates new coffee consumption trends from time to time. Research conducted by Snapchart in 2023 to find out the latest coffee trends among Indonesian consumers, starting from their favorite types of coffee, coffee drinking habits, daily coffee purchases, to their favorite brands and coffee shops/cafes. In line with the research conducted, it was revealed that 79% of the Indonesian population are coffee consumers (Snapchart, 2023).

Coffee shops have become an integral part of culinary and social culture in Indonesia, especially in Yogyakarta, one of the typical locations to enjoy coffee is Ambarukmo Kampung Coffee or better known as Kokambar. Kokambar is an area famous for its atmosphere that prioritizes consumer comfort. The shop is located on Jalan Perumahan Kp. Ambarukmo, Jaranan, Banguntapan District, Bantul Regency, DIY, in addition to enjoying coffee, it is also used as a place for social gatherings, discussions, and even doing independent work. Kokambar Shop provides a unique experience for visitors with a welcoming train series that passes every 15-20 minutes.

Kokambar tries to attract consumers, several factors that influence consumer buying interest from Kokambar itself are store atmosphere, location, and price perception. Store atmosphere describes the evolution of the role of the store environment as an important element in the world of retail and consumer experience. Store atmosphere is a planned atmosphere that suits its target market (Philip Kotler, 2005). Along with the development of the industry, store atmosphere becomes a key factor in creating a unique appeal and differentiating one shop from another. Emotional conditions will create two dominant feelings, namely feelings of pleasure and arousing desire (Sutisna & Pawitra, 2001), currently public assessment of shops is not only considering taste, but consumers will be attracted to unique concepts and attracted to the atmosphere in a comfortable shop and have interior design such as furniture selection and room layout, and others. Basically, store atmosphere includes all elements that can be felt by consumers when they are in a shop, starting from the arrangement of goods, lighting, decoration, to sensory elements such as aroma and background music, and one of the elements that supports the atmosphere in Kokambar shop is the view of the passing train tracks that can be enjoyed while visiting the shop. Supported by the definition according to Salim (2014) store atmosphere is a variety of exterior appearances, layouts, air quality, comfort, services, music, and so on that attract consumers and arouse the urge to buy. In this competitive business era, store atmosphere is supported by the strategic placement of a business and is the key to success in capturing consumers.

Business success in such a fierce business competition is largely determined by how well the company is able to take advantage of existing opportunities. Many business owners try to win the competition by using the right marketing strategy, especially in terms of location selection. The right location is the capital to achieve the goals of a business, one of which is by choosing a business location that is close to the target market and a location that makes it easy for consumers to reach the location. Location is not just a place to sell something, but it is an important element that can stimulate consumers' desire to visit and shop. As stated by Mowen & Minor (2002) the factors that influence consumer interest are the physical environment of consumers, namely the atmosphere and location of the store. The importance of location for consumers lies in its ability to influence factors that can expand opportunities and influence consumer desires. The implementation of an appropriate placement strategy encourages consumers to explore further the products or services available. Factors such as ease of transportation and the availability of adequate parking at the business location can play a strategic role in shaping consumer buying interest, by providing good accessibility, businesses can increase their potential reach to consumers who may be interested.

In addition to location factors, price perception is also an important factor in determining prices that have an impact on sales. According to Dharmmesta & Handoko (2014), price is the second controllable factor that can be handled by marketing management. One strategy that can be used is to determine competitive prices for consumers. In addition, competitive prices will be a factor considered by consumers to decide whether to buy a product or service. Kotler & Armstrong (2008) stated that price perception is the value contained in a price that is related to the benefits and having or using a product or service. In the business ecosystem, consumers tend not to only view price as a transaction cost, but as an indicator of the value of a product or service. Price perception can affect purchasing interest by adjusting prices to the quality of products or services, adjusting price competitiveness, and setting prices according to the benefits obtained. Price perception as a

psychological factor from various aspects that has an important influence on consumer reactions to prices (Campbell, 2015). This psychological effect plays an important role in motivating purchases, positive price perceptions can increase consumer purchasing interest, while negative price perceptions can be a barrier to buying. A deep understanding of how consumers perceive price is an effective basis for increasing consumer attraction and purchasing.

Research Problem
1. Is there any influence of store atmosphere on consumer purchasing interest at Ambarukmo Kampung Coffee?
2. Is there any influence of location on consumer purchasing interest at Ambarukmo Kampung Coffee?
3. Is there an influence of product price perception on consumer purchasing interest at Ambarukmo Kampung Coffee?

Research Purposes
1. To analyze the influence of store atmosphere on consumer purchasing interest at Ambarukmo Kampung Coffee.
2. To analyze the influence of location on consumer purchasing interest at Ambarukmo Kampung Coffee.
3. To analyze the influence of price perception on consumer purchasing interest at Ambarukmo Kampung Coffee.

LITERATURE REVIEW AND HYPOTHESIS DEVELOPMENT

Store Atmosphere
Philip Kotler (2015) stated that Store atmosphere is a planned atmosphere that is in accordance with the target market and can attract consumers to buy. This atmosphere consists of various messages that have been physically designed.

According to Berman & Evan (2004), store atmosphere has 4 indicators, those are:
1. Exterior. The exterior of the store has a significant impact on the reputation of the store and must be planned with attention to harmony. The combination of these exteriors can create an exterior appearance that is able to make the exterior of the store visible, unique, attractive, and inviting customers to enter the store. The marque or symbol, this marque is a sign to display the name or logo of the store such as on the shop sign and also the entrance which can be in the form of writing letters and coloring of the logo. The third is the entrance or the entrance for customers. The entrance to the store must be well planned so that consumers want to come in and see the conditions inside the store. Fourth, uniqueness or uniqueness that can be produced from the design of the outside and inside buildings of the store to be able to invite consumers.
2. General Interior. When consumers enter a store, several elements affect their perspective when viewing the room. Elements included in the general interior include room lighting, room aroma, air temperature, and room color. The interior design of the store must be designed to maximize the visuals of the interior because an attractive display will attract the attention of consumers.
3. Store layout. The manager must have a plan in determining the location and facilities to be provided in the store. The manager must utilize the existing space effectively.
4. Interior displays. Each of these displays provides information to shoppers and adds atmosphere to the room.

Location
According to Tjiptono (2015), location refers to marketing activities that seek to facilitate the delivery or distribution of goods and services from producers to consumers. The running of a business makes the location aspect one of the pillars that includes the physical dimensions of a place.

Location is a field of science that studies the spatial order of the distribution of economic activities in a region, or a science that investigates the geographical allocation of potential resources, and its relationship to the existence of various types of business activities and other activities (Tarigan, 2006:77). The study of this location is closely related to geographically limited placement, which will

influence the location of various economic and social activities.

According to Fandy Tjiptono (2002), choosing a location requires consideration supported by:

1. Access. Ease of reaching a location located in an area that is easily accessible using various types of transportation.
2. Visibility, which means that the chosen business location must have good visibility, so that it is easily visible from a reasonable distance.
3. Traffic.This factor considers the ease of access for customers to be able to enter and exit the business location, which provides a great opportunity for spontaneous, unplanned, or no-effort purchases. In addition, other considerations are traffic density and congestion that can be obstacles. The availability of large, comfortable, and safe parking areas for both two-wheeled and four-wheeled vehicles is also an important thing to consider.
4. Expansion. That is the availability of land that is large enough to be able to expand the business in the future if needed.
5. Environment. The business location should be in an area that is appropriate and supports the type of product or service offered. For example, restaurants or eateries should be located near residential areas such as dormitories, student housing complexes, office areas, and so on that are the target of potential consumers.

Price Perception

Schiffman and Kanuk (2010) stated that price perception refers to how consumers view the price level set, whether it is considered expensive, cheap, or equivalent, which perception has a significant influence on consumer purchasing intentions. According to Kotler and Keller, price is one element of the marketing mix that functions to generate income for business owners, while other elements generate costs.

Peter and Olson (2014) define price perception as consumers are able to understand the price information chosen by consumers as a whole and give meaning to the consumers themselves. According to Campbell and Goode (2010), price perception is a psychological factor that involves many aspects and plays a role in determining consumer responses to the price of a product and service. Price perception is not only a financial parameter, but also a psychological factor that underlies various aspects for consumers, forms a mindset, and ultimately is able to become a consideration that underlies consumers in making decisions to make purchases or otherwise.

Kotler and Amstrong (2008) stated that there are four indicators of price perception, those are:

1. Price perception with consumer affordability.
2. Perception of price that is in accordance with the quality of products and services,
3. Perception of price according to benefits.
4. Perception of prices in accordance with ability in price competitiveness.

Consumer Purchase Intention

In a marketing world full of diverse product choices and intense competition, the concept of purchase intention becomes an essential focal point in understanding consumers. Suyono et al. (2012) stated that purchase interest Purchase interest is a phase in which consumers face several brand options and ultimately make a purchase decision based on their preferences or various other considerations.

Philip Kotler (2008) stated that buying interest Buying interest arises naturally after consumers receive stimulation from the products they pay attention to. From there, an interest arises to try the product, which then triggers the desire to buy it so that it can be owned.

According to Ferdinand (2007), purchase intention has four indicators, those are:

1. Transactional interest. This indicator tends to make someone buy a product.
2. Referential interest. This indicator tends to make someone refer the product to others.
3. Preferential interest. This indicator describes the behavior of individuals who have the highest priority towards a product.
4. Explorative interest. This indicator describes the behavior individuals who actively seek information about products that interest them.

Hypothesis Development

Store atmospheree there are important elements that are important in forming consumer buying interest such as lighting, decoration, atmosphere, and others. Arifin (2010) said, "Changes need to be planned continuously because consumers tend to get bored with the monotonous store atmosphere. In order to remain attractive, company owners must be creative in designing the store atmosphere.". An atmosphere that can attract interest by creating good lighting, an attractive exterior and interior visual impression, and a display given to consumers. This ensures that consumers tend to be interested in making purchases when the store has an atmosphere that can create an attractive impression. Therefore, the following hypothesis can be proposed:

H1: Store Atmosphere has a positive influence on Consumer Purchase Interest.

According to Suwarman (2004), Location is a key factor that greatly influences consumer interest and desire to visit and shop at a place of business. Choosing a strategic and appropriate location is vital in determining the success of a business in the future. According to Tjiptono (2014), Business success also depends on affordability, ease of access, and proximity to other locations. This shows the importance of choosing a location to facilitate and attract consumer purchasing interest. Location plays an important role as a physical place where a business operates. Choosing the right location or close to consumers will also make it easier for them to visit places where they can find goods or services that consumers need. Therefore, the following hypothesis can be processed:

H2: Location has a positive influence on Consumer Purchase Interest.

Price perception is a subjective response that consumers have or how consumers understand the price of a product or service. According to Malik and Yaqobo (2012), price perception is a stage in which consumers interpret the price value or characteristics of products and services that are anticipated when they evaluate and investigate the price of a product. If consumers have a perception positive price, then buying interest in the shop will also increase, priceThis involves comparing how consumers perceive the benefits of a product with the costs incurred to obtain it.

Therefore, the following hypothesis can be formulated:

H3: Price Perception has a positive influence on Consumer Purchase Interest.

RESEARCH METHOD

The sampling method of this study uses purposive sampling technique. Purposive sampling is a sampling technique by setting certain requirements and selecting criteria that are appropriate to meet the research sample. The sampling requirements in this study are >100 respondents who are interested in visiting and purchasing at Ambarukmo Kampung Coffee. According to Sugiyono (2008) the research population is the entirety of the research objects to be studied. The sample is part of the number and characteristics possessed by the population. The population in this study consists of consumers who have an interest or desire to visit a coffee shop. Sampling is done using Purposive Sampling as a sampling technique with certain considerations. Based on this, the researcher took a sample of consumers who had an interest in buying in Ambarukmo Kampung Coffee which is located in Bantul and its surroundings in the last 6 (six) months. Sugiyono (2017: 81) states that the research sample is part of the number and characteristics possessed by the population. Because the author does not know for sure the number of consumer population interested in buying and visiting Kokambar.

The data was analyzed using Structural Equation Modeling (SEM) method based on Partial Least Square (PLS) by utilizing the SmartPLS version 4.0 tool. According to Imam Ghozali (2016: 417) the PLS method is able to describe latent variables (not directly measurable) and are measured using indicators. The author uses Partial Least Square because this study is a latent variable that can be measured based on its indicators so that the author can analyze it with clear and detailed calculations. To measurement data, Validity test is an instrument that can be used to measure data on an object with data that can be collected by researchers (Sugiyono, 2019). Validity test using convergent validity values to assess the validity of variables with reflective indicators. Testing the convergent validity of an indicator can be said to be valid if it has a loading value > 0.7, but in the development stage of research, a loading value of 0.5 to 0.6 is sufficient or still acceptable. Average Variance Extracted (AVE) as a measure of the percentage of variance captured by a construct by showing the ratio of the

amount of variance captured by the construct and the measurement variance. The Average Variance Extracted (AVE) value shows the amount of variance or diversity of manifest variables that can be owned by the latent construct. The Average Variance Extracted (AVE) is used as a criterion to assess convergent validity. The Average Variance Extracted (AVE) value must reach or be greater than >0.5, so it can be said to be good because the latent variable is able to explain more than half of the variance of each indicator.

According to Ghozali (2020), reliability testing is a tool to measure the consistency of a questionnaire consisting of indicators of a variable or construct. In this study, the author will use the reliability test to show that the measuring instrument used in the variables of store atmosphere, location, price perception, and purchase interest really has an effect as a measuring instrument. The reliability test in SmartPLS can be seen from the Cronbach's alpha value. Cronbach's alpha is a benchmark used to describe the relationship between the scale created and all variable scales. In the context of this study, the aim is to obtain a reliability value on the variable if Cronbach's alpha shows > 0.6.

According to Ghozali (2020), the inner model is a structural model for predicting causal relationships between variables. The following are measurements that must be made in the structural model:

a. Path Coefficient. The coefficient used to determine how big the value is on each path coefficient, the results of the correlation between constructs are measured by looking at the path coefficient where the level of significance and strength of the relationship is and also to test the hypothesis.

b. R-Squares (R^2). R Square is the coefficient of determination in endogenous constructs. The criteria for the limits of the R square value in three classifications, namely 0.67 as substantial, 0.33 as moderate and 0.19 as weak.

c. Goodness of Fit (GoF). The model fit test is used to understand the model used to determine whether the model fits the existing data or not. There are three classifications of value limits for GoF, 0.25 as moderate, and 0.36 as substantial.

RESULTS

Social and Demographic Characteristic of Respondents

Descriptive analysis is a characteristic that is useful as a tool to explain the profile of the respondents to be studied. This respondent profile includes gender, age, highest level of education, occupation and income.

The results of the analysis of respondent characteristics displaying the percentage of respondent gender in the following table:

Table 1. Respondents Characteristics

	Attributes	Quantity	Percentage
Gender	Male	51	39.5%
	Female	78	60.5%
Age	17 - 22 years	21	16%
	23 - 28 years	41	32%
	29 - 34 years	39	30%
	35 - 40 years	25	19%
	>41 years	3	2%
Education	High School/Vocational High School/Technical High School	25	19%
	Diploma (D1, D2, D3)	30	23%
	Bachelor	63	49%
	Postgraduate	11	9%
Job	Students	18	14%
	Private employees	41	32%
	Civil Servants/Army/Police	19	15%
	Self-employed	30	23%
	Professional	21	16%

Income	Rp. 1,500,000 - 2,500,000	22	17%
	Rp. 2,500,001 - 3,500,000	21	16%
	Rp. 3,500,001 - 4,500,000	41	32%
	Rp. 4,500,001 - 5,500,000	24	19%
	> Rp. 5,500,001	21	16%

Source: Primary Data processed with Ms. Excel, 2024

Based on table, data collection of respondents based on gender, it was found that from a total of 129 respondents who live in Bantul and its surroundings and have the desire to visit and buy at Ambarukmo Kampung Coffee in the last 6 (six) months. The results of data collection it was concluded that there were 51 respondents who were male with a lower percentage of 39.5% and the majority of women as many as 78 respondents were female with a percentage of 60.5%. This is because women see the interesting and unique atmosphere offered by Kokambar such as train tracks, entertainment, music, and cool air temperatures so that most women are more interested in visiting Kokambar. The composition of respondents based on age is 21 people or around 16% aged 17 - 22 years, 41 people or 32% aged 23 - 28 years, 39 people or 30% aged 29 - 34 years old, 25 people or 19% aged 35-40 years, while the age of over 41 years was obtained 3 people or 2%. It was concluded that the age range that became the majority of respondents was 23-28 years old and 29-34 years old, where respondents with this productive age need energy obtained from drinking coffee and the age that has a lifestyle to hang out. From the data based on education is Bachelor with 63 people has the highest percentage of around 49%, and Postgraduate with 11 people with a smaller percentage of around 9%. This becomes increasingly relevant because it can be seen from the respondents who are interested in Ambarukmo Kampung Coffee that most are in the 23-28 year age range, in line with the age at which bachelor's and diploma graduates on average have graduated at that age. The composition of respondents based on occupation is 18 people or around 14% Students, 41 people or 32% Private Employees, 19 people or 15% Civil Servants/Army/Police, 30 people or 23% Self- Employed and Professionals with 21 people or around 16%. The majority of respondents who are interested in Ambarukmo Kampung Coffee are private employees and self-employed. This is relevant because the location of Kokambar is in a business and work area that makes consumers want to refresh after work. And from the data based on income, the majority of the highest income is Rp 3,500,001 - 4,500,000 as many as 41 respondents and Rp. 4,500,001 - 5,500,000 as many as 24 respondents. This is relevant because the majority are aged 23-28 years and the most jobs are private employees and self-employed who have an income range as above.
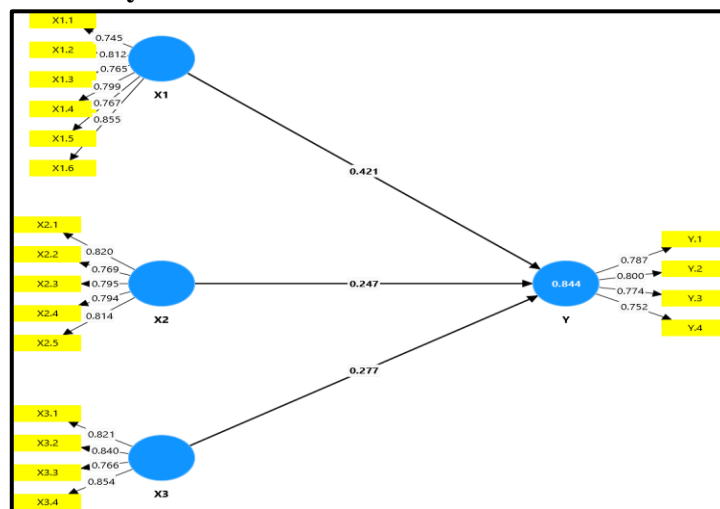
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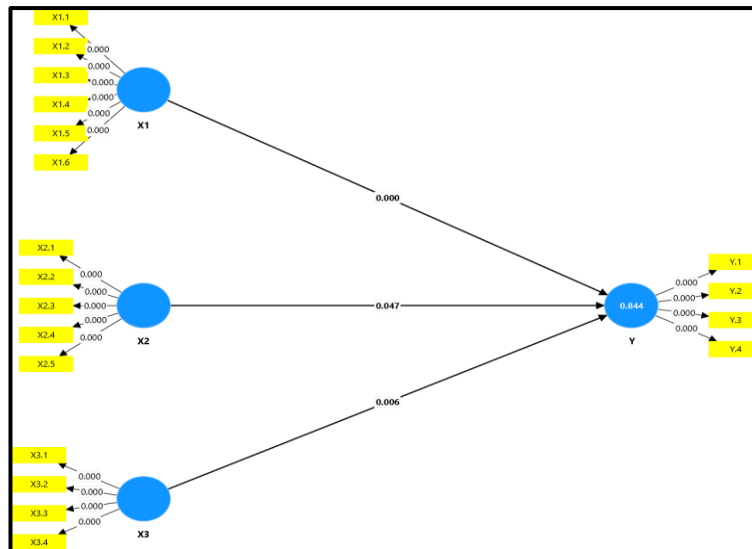

Figure 1.
PLS-SEM Results

Figure 2.
Bootsraping Results

Structural models need to be tested in order to evaluate the relationship between construct variables or hypotheses that have been built in the study. In PLS itself, the Structural Model can be measured or evaluated using the R-square value and the Path Coefficient value. R-square itself aims to determine the level of variation in changes in independent variables on dependent variables, whether the changes have a strong, moderate, or weak effect. For the Path Coefficient, it aims to determine the effect the level of significance of each independent variable on the latent variable through p- values.

Validity Test

The convergent validity test of an indicator is said to be valid if it has a correlation between component scores and construct scores (loading factors) > 0.7, but in the development stage of research, the correlation value between items of 0.5 to 0.6 is still acceptable (Ghozali, 2017). The results of the convergent validity test in this study will be shown below.

Table 2. Convergent Validity Test Results

Variables	Indicator	Loading Factor	Conclusion
Store Atmosphere	SA1	0.745	Valid
	SA2	0.812	Valid
	SA3	0.765	Valid
	SA4	0.799	Valid
	SA5	0.767	Valid
	SA6	0.855	Valid
Location	L1	0.820	Valid
	L2	0.769	Valid
	L3	0.795	Valid
	L4	0.794	Valid
	L5	0.814	Valid
Price Perception	PH1	0.821	Valid
	PH2	0.840	Valid
	PH3	0.766	Valid
	PH4	0.854	Valid
Purchase Interest	MB1	0.787	Valid
	MB2	0.800	Valid
	MB3	0.774	Valid
	MB4	0.752	Valid

From the outer loading results in the table above, several conclusions can be drawn, as follows.

1. The six Store Atmosphere indicators (SA1 to SA6) have outer loading values above 0.7 and based on these results it can be concluded that convergent validity has been met or in other words all questions are valid.
2. The five Location indicators (L1 to L5) have outer loading values above 0.7 and based on these results it can be concluded that convergent validity has been fulfilled or in other words all questions are valid.
3. The four Price Perception indicators (PH1 to PH4) have outer loading values above 0.7 and based on these results it can be concluded that convergent validity has been met or in other words all questions are valid.
4. The four Purchase Interest indicators (MB1 to MB4) have outer loading values above 0.7 and based on these results it can be concluded that convergent validity has been met or in other words all questions are valid.

Average Variance Extracted (AVE)

Table 3. AVE Results

Variables	Average Variance Extracted
Store Atmosphere	0.626
Location	0.638
Price Perception	0.674
Purchase Interest	0.606

Based on the table above, the AVE results of each variable have a value greater than 0.50. This indicates that the AVE value can be said to be good because the latent variables are able to explain the variance of each indicator

Reliability Test

Table 4. Cronbach's Alpha Results

Variable Name	Mark Cronbach's Alpha	N of Items	Conclusion
Store Atmosphere	0.880	6	Reliable
Location	0.858	5	Reliable
Price Perception	0.838	4	Reliable
Purchase Interest	0.783	4	Reliable

The calculation results in the table above show the overall results of the Cronbach's Alpha test. The results of the Cronbach's Alpha test of the Store Atmosphere variable on each variable are > 0.6 which indicates reliable results, the Location variable is > 0.6 which indicates reliable results, so it is concluded that the X variable1 is reliable, the Cronbach's Alpha value of the Price Perception variable is > 0.6 which states reliable results, the Price Perception variable is > 0.6 which states reliable results, and the results of the Purchase Interest variable are > 0.6 which states reliable results. It can be concluded that the results of each variable X1, X2, and X3 are > 0.6 which states the results of each variable are reliable.

Path Coefficients

Table 5. Path Coefficient Results

	Original Sample (O)	Sample Mean (M)	Standard Deviation (STDEV)	P Values	Conclusion
Store Atmosphere	0.421	0.423	0.116	0.000	Significant
Location	0.247	0.248	0.124	0.047	Significant
Price Perception	0.277	0.275	0.102	0.006	Significant

Source: Data processed with SmartPLS, 2024

From the calculation results above, it can be concluded that:

1. The Path Coefficients value of the Store Atmosphere variable has a positive value of 0.421, which means that the Path Coefficients value > 0, the P Values <0.05. This value supports the idea that the Store Atmosphere variable (X1) in a waypositively and significantly affect the Purchase Interest of Ambarukmo Kampung Coffee consumers. If there is an attractive and comfortable atmosphere, a signpost to Kokambar, air temperature that makes consumers comfortable, good lighting in Kokambar, table spacing that makes it easier for consumers to pass by, then the Purchase Interest of consumers will increase. If there is an increase in the indicators, there will be an increase in the Purchase Interest of consumers by 0.421. Conversely, if there is a decrease in the Store atmosphere, then the Purchase Interest of consumers will also decrease.

2. The Path Coefficients value of the Location variable has a positive value of 0.247, which means that the Path Coefficients value > 0, the P Values <0.05. This value supports the idea that the Location variable (X2) positively and significantlyaffect the Purchase Interest of Ambarukmo Kampung Coffee consumers. If there is easy access by transportation, provision of safe parking and not far from the Kokambar area, a large location, and the environment around Kokambar which is close to malls, campuses, offices, ATMs, and others, then the Purchase Interest of consumers will increase. If there is an increase in the Location, there will be an increase in the Purchase Interest of consumers by 0.247. Conversely, if there is a decrease in the indicators, then the Purchase Interest of consumers will also decrease.

3. The Path Coefficients value of the price perception variable has a positive value of 0.277 which means the Path Coefficients value> 0, P Values <0.05. This value supports the idea that the Price Perception variable (X3) positively and significantly affects the Purchase Interest of Ambarukmo Kampung Coffee consumers. If there are affordable prices, the price of Kokambar food and drinks is in accordance with the quality, the price given is in accordance with the benefits, and the price offered is competitive with other shops, then the Purchase Interest of consumers will increase. If there is an increase in Price Perception, there will be an increase in Consumer Purchase Interest by 0.277. Conversely, if there is a decrease in Price Perception, then Consumer Purchase Interest will also decrease.

R-Square (R^2)

Table 6. R-Square Results

Variables	R Square
Purchase Interest	0.844

Source: Data processed with SmartPLS, 2024

Based on the table above, the R² value is 0.844 or in percentage of 84% which means it is at a substantial level because it has a value of > 0.67. In this case, the Purchase Interest variable can be

said to have a substantial contribution from the variation in the independent variables Store atmosphere (X1), Location (X2), and Price Perception (X3). Meanwhile, there is 16% of the remaining value influenced by other variables not included in this study such as brand image and Worth of Mouth.

Goodness of Fit (GoF)

$$GoF = \sqrt{AVE \times R \text{ Square}} \quad GoF = \sqrt{0.636 \times 0.844} \quad GoF = \sqrt{0.573} \quad GoF = 0.733$$

The recommended GoF value is >0.50, substantial GoF >0.36, Moderate GoF is >0.25, and low GoF value is >0.10 (Ghozali, 2015). Based on the GoF calculation above, it is said to have a substantial value because it is worth 0.733 or in percentage of 73%, which gives the conclusion that this model has a substantial value and the research is worthy of use. This proves the strength of the model according to the data.

DISCUSSION

Based on the results of the characteristic data aimed at identifying the profile of respondents and their responses to the questionnaire statements distributed. The results obtained that the category of respondents in terms of gender with the highest percentage is female at 60.5%, in the age range category with the highest percentage is 23-28 years old at 32%, in the education category with the highest percentage is bachelor's degree at 49%, in the job category with the highest percentage is private employees at 32%, in the income category with the highest percentage is Rp 3,500,0001 - 4,500,000 at 32%. Of the three variables in this study, namely Store Atmosphere (X1), Location (X2), Price Perception (X3), it can be concluded that these variables have a positive and significant influence on the dependent variable, namely the Purchase Interest variable. Theres each relationship between variables:

1. The Influence of Store Atmosphere on Purchase Interest
   Based on the results of the hypothesis test conducted, it can be concluded that the Store Atmosphere variable (X1) is significantly positively influenced by the Purchase Interest variable (Y). This can be seen from the results of the Path Coefficients of 0.421, and the P-Values <0.05 or 0.000, which can be concluded that there is a significant positive relationship between the Purchase Interest variable and the Store Atmosphere variable. Thus, the results of the analysis support the hypothesis that states that there is a correlation between Purchase Interest and Store Atmosphere.

   This hypothesis is relevant because it is correlated based on the respondent profile that the Kokambar area supports private employees and self-employed workers to relieve stress after work by enjoying the train tracks that add to the uniqueness of Kokambar. This store atmosphere includes Exterior, General interior, store layout, and interior display which have a significant effect on Consumer Purchase Interest in Ambarukmo Kampung Coffee Bantul. This is because the restaurant atmosphere creates a unique experience for consumers, feeling comfortable and enjoying the atmosphere, with an attractive interior design, proper lighting, Kokambar layout. Store atmosphere with various interior displays, exteriors, internal store traffic, comfort, air, service, the atmosphere of passing trains, is an attraction for consumers and is the main factor that drives interest.

2. The Influence of Location on Purchase Intention
   Based on the results of the hypothesis test conducted, it can be concluded that the Location variable (X2) is significantly positively influenced by the Purchase Interest variable (Y). This can be seen from the results of the Path Coefficients of 0.247, and the P-Values <0.05 or worth 0.047, which can be concluded that there is a significant positive relationship between the Purchase Interest variable and the Location variable. Thus, the results of the analysis support the hypothesis that states that there is a correlation between Purchase Interest and Location.

   This hypothesis is relevant when compared to the characteristics of respondents based on work. The location of Kokambar is in a strategic place where it is around the business and office area, which means it is close to the target market so that workers after work can enjoy their free time at the shop without having to travel far because Kokambar is in an easily accessible location. This location includes access, visibility, traffic, expansion, and environment. have a significant effect on consumer buying interest in Ambarukmo Kampung Coffee Bantul. The right location of Kokambar

also makes the capital of a business location that is close to consumers and makes it easy for consumers to get to the business location, easily accessible to visitors, spacious parking, and has easy access anywhere such as malls, ATMs, campuses, offices and others. This is an important factor that encourages consumers to have buying interest.

3. The Influence of Price Perception on Purchase Intention

Based on the results of the hypothesis test conducted, it can be concluded that the Price Perception variable (X3) is significantly positively influenced by the Purchase Interest variable (Y). This can be seen from the results of the Path Coefficients of 0.277, and the P-Values <0.05 or 0.006, which can be concluded that there is a significant positive relationship between the Purchase Interest variable and the Location variable. Thus, the results of the analysis support the hypothesis that states that there is a correlation between Purchase Interest and Price Perception.

The hypothesis is supported by the alignment of variables with the characteristics of respondents based on income, where the majority of the highest income is women, private employees and self-employed with income that sees prices according to the benefits and according to the quality of the products offered. The study shows that Price Perception significantly affects the purchasing interest of consumers of Ambarukmo Kampung Coffee.

CONCLUSION

The conclusion of the results of this study is to prove the influence of Store Atmosphere (X1), Location (X2), and Price Perception (X3) on Purchase Interest (Y) of consumers of Ambarukmo Kampung Coffee (Kokambar) Bantul. This research can be obtained by testing and analyzing in the previous chapter which states that Store Atmosphere (X1), Location (X2), and Price Perception (X3) have a positive and significant relationship to Purchase Interest (Y). So it can be concluded that with the presence of these dependent variables will attract Purchase Interest of consumers of Ambarukmo Kampung Coffee. From the results of test d. Some tests that strengthen this research are as follows:

1. The results of the Path Coefficient show that the variables Store Atmosphere (X1), Location (X2), and Price Perception (X3) have positive values and there is a direct effect on Consumer Purchase Interest (Y).
2. The results of the R² test value show that the Store Atmosphere (X1), Location (X2), and Price Perception (X3) variables have positive values and show that the R² value is substantial with Consumer Purchase Interest (Y).
3. The results of the Goodness of Fit (GoF) calculation show that the Store Atmosphere (X1), Location (X2), and Price Perception (X3) variables have significant values and show that the variables have a simultaneous influence on Consumer Purchase Interest.
4. Store Atmosphere(X1) has a positive influence on the purchasing interest of consumers at Ambarukmo Kampung Coffee, so that H1: (Store Atmosphere (X1) positive influence on Purchase Interest) is accepted.
5. Location (X2) has a positive effect on the Purchase Interest of Ambarukmo Kampung Coffee consumers, so H2: (Location (X2) has a positive effect on Purchase Interest) is accepted.
6. Price Perception (X3) has a positive effect on the Purchase Interest of Ambarukmo Kampung Coffee consumers, so H3: (Price Perception (H3) has a positive effect on Purchase Interest) is accepted.

From the results of the tests conducted, it is concluded that H1, H2, and H3 can be accepted. In relation to this research, it is expected that the results obtained can provide valuable understanding and contribute to the development of the Ambarukmo Kampung Coffee business and other shops in the future.

SUGGESTION

From the data analysis and conclusions, the suggestions that can be given from this research are as follows:

1. From the existing results, researchers stated that Store Atmosphere is a variable that has a high influence on the Purchase Interest of Ambarukmo Kampung Coffee consumers. Therefore,

Kokambar is expected to maintain the atmosphere created and become a shop that is in demand by consumers by maintaining a unique and comfortable shop atmosphere.

2. The results of this study show that location has a significant influence on purchasing interest in Ambarukmo Kampung Coffee, so the researcher provides recommendation that if there is an expansion of the shop, Ambarukmo Kampung Coffee is expected to increase the convenience of access to the place for consumers.

3. In the research results, Price Perception also has a significant effect on Purchase Interest. The researcher recommends that Kokambar increase price affordability, and competitive prices with other shops according to their benefits.

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