

# The Influence of Price, Store Atmosphere and Food Product Quality on Buying Interest at Tootor Coffee Takengon

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## Abstract.

*This research was conducted at Tootor Coffee Takengon. This study aims to determine how the effect of Price (X1), Store Atmosphere(X2), and Food Product Quality (X3) on Buying Interest (Y) of Tootor Coffee Takengon Customers. The population in this study is the population in Central Aceh. The sampling technique used is convenience sampling and accidental sampling. With the Lemeshow method, the research sample was 98 respondents. The research was conducted from February to August 2022. Data processing was processed using the SPSS version 25.0 application with multiple linear regression models. Source of data is primary data taken directly from respondents. Based on the results of multiple linear regression analysis using the F test, it can be seen that the product, service quality, price, and store atmosphere variables together influence consumer buying interest at Tootor Coffee Takengon. This can be seen through the obtained  $F_{test}$ , namely  $F_{count} = 659,591 > F_{table} = 1,985$ . The results of this study indicate that price has the most significant effect on consumer buying interest to eat/drink at Tootor Coffee. These results illustrate that Tootor Coffee is in accordance with what consumers expect, so that consumers feel satisfied and loyal to eat and drink at this café.*

**Keywords:** Price, Store Atmosphere, Food Product Quality, Buying Interest, Coffee Shops.

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## I. INTRODUCTION

The development of coffee shops in providing a variety of drinks with the raw material of Arabica coffee, since the last few years has begun to appear in Takengon City. As the largest coffee-producing area in Asia, coffee from the Gayo highlands is increasingly recognized both domestically and abroad. Thus creating a pattern of serving coffee in a coffee shop in Takengon also experienced a change towards a modern appearance. If previously serving coffee only using traditional methods, now it is starting to develop using modern tools such as "coffee makers" and espresso machines. Along with that, the characteristics of coffee connoisseurs began to change [1]. Coffee shops offer a variety of coffee flavors that are believed to relieve stress. The urban lifestyle is always chatting with friends or working in a coffee shop. Diners at the coffee shop varied from young and old. This is what drives the growth and development of the coffee shop business. A coffee shop will always be visited by consumers, if it has good and comfortable facilities such as free wifi, comfortable seating, attractive interior design, lighting and background music. Customers who visit coffee shops usually choose coffee shops that offer a variety of interesting and pleasant services.

In addition to quality coffee, strategic location, variety of menus are considered by consumers when visiting coffee shops. Conditions like that make visitors at the coffee shop can spend the whole day in the coffee shop. It seems that it is not only coffee shops that can be found in malls, but coffee shops outside the mall have also sprung up at this time. Currently, the city of Takengon not only has lake tourism, but also tours to coffee plantations whose image has been attached to coffee lovers. Characterized by the many coffee shops from the outskirts to coffee plantations that offer various types of coffee, the distinctive taste of Acehese coffee. As a city on the edge of a lake and surrounded by many coffee plantations with various kinds of community activities where the urban lifestyle is hedonistic. The high interest of the citizens of Takengon, especially young people towards coffee shops, has given rise to many coffee shops. Trendy coffee shops are now competing with consumers. Every coffee shop strives to win the hearts of customers through attractive offers. The variety of products offered, the facilities are quite extensive, and the interior and exterior designs that are instagramable are the main attractions of this coffee shop.

## **II. LITERATURE REVIEW**

### **Price**

Price as a monetary unit or other measure (including other goods and services) that can be exchanged in order to obtain ownership rights or use of an item or service [2]. Price is one part that is considered quite important for coffee connoisseurs to be a consideration in making decisions to sit and drink coffee with friends or co-workers in a coffee shop. However, in some cases, a price that is considered expensive can still be considered reasonable if it has high quality for the price of the product. Price is an important factor in determining consumer buying interest. When the price is high or low, it is also determined by the quality of the product or the facilities offered. "Many consumers use price as an indicator of quality" That is, if the product/service offered by the company is of quality, then of course it is offered at a relatively expensive price, even offered at a premium (high) price [3]. There are five price indicators, namely: price affordability, price compatibility with product quality, price competitiveness, price compatibility with benefits [4]. In this study used price indicators, namely price affordability, price suitability with product quality and price competitiveness.

### **Store Atmospher**

The physical environment was first introduced by Kotler in 1973, also known as the retail atmosphere [5]. Kotler first defined atmosphere as an attempt to design a buying environment that evokes certain emotions. There are several elements or indicators that can shape the physical environment and support consumer attractiveness [5]. Store Atmosphere (Store Atmospher) is a planned atmosphere in accordance with the target market and which can attract consumers to buy [6]. A good store atmosphere can evoke positive emotions, consumer intentions, satisfaction, and consumer loyalty to a restaurant [7]. Of course, food quality is fundamental, but good working

conditions and services will influence consumers' decisions to make purchases more [8]. Store atmosphere can be divided into four elements: exterior, general interior, store layout, and appearance [9].

### **Food Product Quality**

Food quality is a level in the consistency of menu quality which is achieved by setting a product standard and then checking the points that must be controlled to see the quality to be achieved [10]. Product is the main factor to determine the market position of a business [3]. Conceptual product is the subjective understanding of the producer on something that can be offered as an effort to achieve organizational goals through meeting consumer needs and activities, in accordance with the competence and capacity of the organization as well as the purchasing power of the market [11]. According to research, product quality is a characteristic of a product or service that depends on its ability to satisfy stated or implied customer needs. By continuing to maintain good product quality, it becomes the main factor for companies to survive in the competition of similar products [12]. Product quality is not only a product of goods or services, but also in the form of food products [13]. There are product quality characteristics for food that are acceptable to consumers, such as size, shape, color, consistency, texture, and taste [14]. In this study, indicators of food quality products used are: size, shape, consistency, texture, and taste.

### **Buying Interest**

According to the research results, Buying Interest is a mental statement from customers that reflects the purchase plan of a particular brand. Purchase intention is behavior where customers have a desire to buy or choose a product, based on experience in choosing, using and consuming or even liking a product [15]. A person's buying interest is closely related to feelings, when someone feels happy and satisfied when they see a product or service, then it will strengthen someone's buying interest [16]. Buying interest is the stage where consumers are faced with several brand choices which ultimately make a purchase in an alternative that they like the most or through various considerations [17]. Purchase intention is a psychological activity that arises because of feelings and thoughts about an expected product or service. There are four indicators of buying interest, namely: exploratory interest, preferential interest, transactional interest, referential interest [18].

### **Hypothesis and Research Framework**

#### **Hypothesis**

H1: Price is suspected to have a partial effect on Buying Interest

H2: Store Atmosphere is partially suspected of Buying Interest

H3: Food Product Quality is partially suspected of Buying Interest

H4: Price, Store Atmosphere and Food Product Quality are suspected to partially and simultaneously affect Buying Interest.

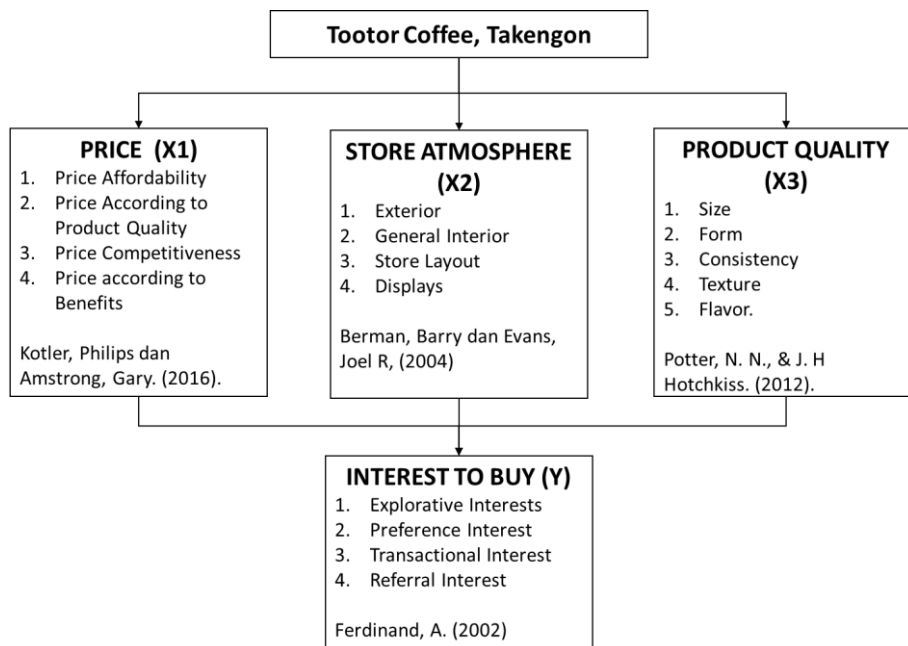


Fig 1. Research framework

### III. METHODS

#### Types of research

This type of research is causal research, which is a type of conclusive research that has the main objective of finding out and obtaining evidence of a cause-and-effect relationship [19]. The research method used is a quantitative research method. Quantitative research method is a research method based on the philosophy of positivism, used to examine certain populations or samples, collecting data using research instruments, analyzing quantitative or statistical data with the aim of testing predetermined hypotheses [20].

#### Population and Sample

The study was conducted from February to August 2022. The population is a generalization area consisting of objects/subjects that have certain qualities and characteristics that are determined by the researcher to be studied and then conclusions are drawn [19]. So, the population is not only people, but also objects and other objects. The sample is part of the number and characteristics possessed by the population. The sampling technique used is purposive sampling because the probability of members of the population being selected as a sample is based on the considerations and decisions of the researcher [20]. The target population in this study is the population in Central Aceh with a population of 215,576 people [21].

#### Sample Technique

The sampling method is non-probability sampling, where all populations do not have equal opportunities to become respondents and sampling is based on the researcher's considerations [19]. The sampling technique is convenience sampling and

accidental sampling. Convenience sampling is a sampling method that tries to get a sample that is around the researcher [19]. Meanwhile, accidental sampling is a sampling technique based on chance, that is, anyone who happens to meet a researcher can be used as a sample, if it is deemed that the person who happened to be met is suitable as a data source [20]. The considerations used in selecting respondents are based on the provisions of respondents taken from affordable populations by meeting the inclusion and exclusion criteria as follows:

1. Inclusion criteria
  - a. All people of Central Aceh
  - b. 15-64 years old.
  - c. Students, Students, Private Employees, Civil Servants and Farmers
  - d. Have eaten/drunked at Tootor Coffee Takengon.
2. Exclusion criteria
  - a. Children under 15 years old
  - b. Have never eaten/drunked at Tootor Coffee Takengon.

The method used to determine the minimum number of respondents can use the Lemeshow formula with a 95% confidence level [22].

$$n = \frac{Z^2 1 - \frac{\alpha}{2} \times p(1 - p) \times N}{d^2(N - 1) + Z^2 1 - \frac{\alpha}{2} \times p(1 - p)}$$

$$n = \frac{1,96^2 \times 0,29 \times 0,71 \times 215.576}{0,09^2(215.576 - 1) + 1,96^2 \times 0,29 \times 0,71} = 97,65 = 98$$

Note:

n = number of samples

N = total population (215,576)

p = estimated proportion (29%)

$Z^2 1 - \alpha/2$  = Z score at the confidence level (95%)

d = missing precision (0.09)

From the calculation of the Lemeshow method with a 95% confidence level, 98 respondents were obtained.

### **Data Types and Sources**

Primary data is data obtained by special researchers to overcome research problems [19], namely in the form of a questionnaire or questionnaire distributed to consumer customers from Tootor Coffee Takengon. Secondary data is data collected to support research [19]. This data can be obtained from a literature study, it can be in the form of literature or notes related to the problem under study.

### **Research Instruments & Measurement Scale**

The research instrument used in this study was a questionnaire. Questionnaire is a structured technique in collecting data consisting of a number of questions, both written and oral, which were answered by respondents [19]. Broadly speaking, the

questionnaire consists of 2 parts, namely the profile of respondents and questions and questions related to products, service quality (service quality), prices, store atmosphere, buying interest using a Likert scale 5.0. Likert scale is a measurement scale with 5 categories. Researchers use attitude statements that have an interval of very dissatisfied (STS) which is given a weight of 1, dissatisfied (TS) is given a weight of 2, neutral (N) is given a weight of 3, satisfied (S) is given a weight of 4, and very satisfied (SS) rated 5.

## **Data Analysis Techniques**

### **Validity and Reliability**

Validity test is conducted to show how well the indicators in the questionnaire can measure the desired concept. To measure the validity used Pearson product moment correlation. If the significance value of Pearson's product moment correlation between each question with a total score is less than 0.05 ( $\alpha=5\%$ ), then the question item (indicator) can be declared valid. Reliability test is conducted to show how well the questionnaire can be trusted or reliable. To measure reliability, Cronbach's alpha coefficient is used. If the value of Cronbach's alpha is greater than 0.6%, then the questionnaire can be said to be reliable.

### **Classic Assumption Test**

The residual normality test was carried out using the Kolmogorov Smirnov test. If the significance value resulting from the Kolmogorov Smirnov test is  $> 0.05$  ( $\alpha=5\%$ ), then the regression model residuals are normally distributed. Multicollinearity test showed a strong correlation (relationship) between the independent variables in the regression model. Detection of the presence or absence of multicollinearity is done by looking at the value of the Variance Inflation Factor (VIF). If the value of  $VIF < 10$  then the regression model is free from multicollinearity. Heteroscedasticity test shows that there is an inequality of variance from the residual of one observation to another observation. Detection of the presence or absence of heteroscedasticity is done by using the Spearman rank correlation method, which is to correlate each independent variable with the residual value. If the Spearman rank correlation produces a significance value  $> 0.05$  ( $\alpha=5\%$ ), then there is no heteroscedasticity. Regression analysis is a statistical procedure to analyze the relationship between the dependent variable and the independent variable. If there are two or more independent variables then use multiple linear regression analysis. Thus, it can be seen the extent of the causal relationship or influence between these variables [20]. The formula that can be used as a calculation of multiple linear regression analysis is as follows:

$$Y = \alpha + \beta_1 X_1 + \beta_2 X_2 + \beta_3 X_3 + \epsilon$$

Keterangan:

Y = Dependent variabel, Buying Intrest

A = Constant

$\beta$  = Multiple Regression Coefficient

$X_1$  = Independent variable, Price

$X_2$  = Independent variable, Store Atmospher

$X_3$  = Independent variable, Food Product Quality

**Hypothesis Testing Procedure**

Simultaneous Regression Coefficiency Test (F-Test). To determine the simultaneous effect of independent variables on the dependent variable, the F test is used. With the provision that if  $F_{count} > F_{table}$  and significant value  $< 0.05$  ( $\alpha = 5\%$ ), then the independent variable simultaneously has a significant effect on the dependent variable. Partial Coefficiency Test (-t Test). T test is used to determine the partial effect of the independent variable on the dependent variable. With the provision that if  $t_{count} > t_{table}$  and the significance value is  $< 0.05$  ( $\alpha=5\%$ ), then the independent variable partially has a significant effect on the dependent variable.

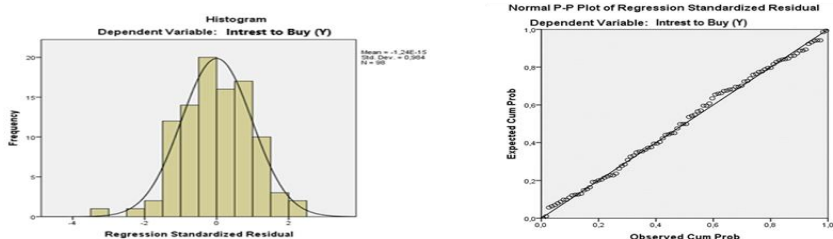
**IV. RESULT RESEARCH**

**Validity and Reliability Test**

Based on table 3.1, the results of the validity test show that the entire rcount value of each question item on all variables is greater than 0.3. So that all research questions are considered valid. Based on table 3.2, it can be seen that each research variable has a Cronbach's alpha value that is greater than the critical value of 0.600, so it can be concluded that the questionnaire in this study can be said to be reliable.

**Classic Assumption Test**

The results of the normality test seen in the histogram image show that the graph in the histogram above shows the following criteria: The bar graph is shaped like a bell, the bar graph is convex in the middle and the bar graph is neither tilted to the right nor to the left. From these criteria, it shows that based on the results of the normality test, the histogram data shows that the data is normally distributed. The results of the data normality test can be seen in the P-P Plot image where the data points totaling 98 pieces for the dependent variable Buying Interest (Y) spread around the diagonal line, following the diagonal line, and many data points touch or touch the diagonal line, so that it This indicates that the data has been normally distributed.



**Table 3.3.** Normality of Data by Kolmogorov-Smirnov Test

| One-Sample Kolmogorov-Smirnov Test                        |                |                                |
|---|----------------|--------------------------------|
|   |                | <i>Unstandardized Residual</i> |
| N   |                | 98                             |
| Normal Parameters <sup>a,b</sup>                          | Mean           | 0,0000000                      |
|   | Std. Deviation | 1,62795864                     |
| Most Extreme Differences                                  | Absolute       | 0,055                          |
|   | Positive       | 0,035                          |
|   | Negative       | -0,055                         |
| Test Statistic  |                | 0,055                          |
| Asymp. Sig. (2-tailed)                                    |                | <b>0,200<sup>c,d</sup></b>     |
| <i>a. Test distribution is Normal.</i>                    |                |                                |
| <i>b. Calculated from data.</i>                           |                |                                |
| <i>c. Lilliefors Significance Correction.</i>             |                |                                |
| <i>d. This is a lower bound of the true significance.</i> |                |                                |

In the results of the Kolmogorov-Smirnov test in the table of test results above, it can be seen that the significant value obtained is 0.200. Significant value can be seen in the Asymp value. Sig. (2-tailed), this significant value is greater than 0.05. So based on the Kolmogorov-Smirnov test, the data used can be ascertained to have been normally distributed because the significant value of the residual is greater than 0.05.

Table 3.1  
Item Validity - Total Statistic

| No    | Variable             | Indicator                          | Scale Mean if Item Deleted | Scale Variance if Item Deleted | Corrected Item-Total Correlation | Cronbach's Alfa if Item Deleted | Status |
|-------|----------------------|------------------------------------|----------------------------|--------------------------------|----------------------------------|---------------------------------|--------|
| 1     | Price                | Price Affordability                | 29,00                      | 24,64                          | 0,612                            | 0,869                           | Valid  |
|       |                      |                                    | 28,80                      | 24,58                          | 0,567                            | 0,874                           | Valid  |
|       |                      | Price According to Product Quality | 28,98                      | 24,95                          | 0,585                            | 0,872                           | Valid  |
|       |                      |                                    | 29,05                      | 22,89                          | 0,729                            | 0,856                           | Valid  |
|       |                      | Price Competitiveness              | 29,06                      | 24,95                          | 0,546                            | 0,876                           | Valid  |
|       |                      |                                    | 28,83                      | 23,03                          | 0,771                            | 0,852                           | Valid  |
|       |                      | Price according to Benefits        | 28,93                      | 23,80                          | 0,631                            | 0,867                           | Valid  |
| 28,79 | 24,07                | 0,731                              | 0,858                      | Valid                          |                                  |                                 |        |
| 2     | Store Atmosphere     | Exterior                           | 28,83                      | 18,89                          | 0,655                            | 0,812                           | Valid  |
|       |                      |                                    | 29,26                      | 20,67                          | 0,356                            | 0,851                           | Valid  |
|       |                      | General Exterior                   | 29,23                      | 19,73                          | 0,571                            | 0,823                           | Valid  |
|       |                      |                                    | 28,88                      | 18,50                          | 0,701                            | 0,806                           | Valid  |
|       |                      | Store Layout                       | 29,02                      | 18,56                          | 0,606                            | 0,819                           | Valid  |
|       |                      |                                    | 28,90                      | 19,78                          | 0,542                            | 0,827                           | Valid  |
|       |                      | Displays                           | 28,89                      | 19,46                          | 0,619                            | 0,818                           | Valid  |
|       |                      |                                    | 29,00                      | 19,53                          | 0,569                            | 0,823                           | Valid  |
| 3     | Food Product Quality | Size                               | 37,61                      | 37,13                          | 0,515                            | 0,910                           | Valid  |
|       |                      |                                    | 37,68                      | 34,94                          | 0,717                            | 0,898                           | Valid  |
|       |                      | Form                               | 37,53                      | 36,73                          | 0,649                            | 0,902                           | Valid  |
|       |                      |                                    | 37,60                      | 34,45                          | 0,799                            | 0,893                           | Valid  |
|       |                      | Consistency                        | 37,57                      | 34,85                          | 0,781                            | 0,894                           | Valid  |
|       |                      |                                    | 37,42                      | 38,64                          | 0,479                            | 0,911                           | Valid  |
|       |                      | Texture                            | 37,55                      | 36,19                          | 0,703                            | 0,899                           | Valid  |
|       |                      |                                    | 37,46                      | 36,77                          | 0,732                            | 0,898                           | Valid  |
|       |                      | Flavour                            | 37,55                      | 33,51                          | 0,843                            | 0,889                           | Valid  |
|       |                      |                                    | 37,82                      | 35,45                          | 0,566                            | 0,909                           | Valid  |
| 4     | Buying Intrest       | Explorative Interests              | 29,40                      | 17,44                          | 0,628                            | 0,800                           | Valid  |
|       |                      |                                    | 29,23                      | 17,93                          | 0,547                            | 0,811                           | Valid  |
|       |                      | Preference Interest                | 29,62                      | 18,09                          | 0,555                            | 0,810                           | Valid  |
|       |                      |                                    | 29,36                      | 17,30                          | 0,646                            | 0,797                           | Valid  |
|       |                      | Transactional Interest             | 29,46                      | 17,59                          | 0,518                            | 0,816                           | Valid  |
|       |                      |                                    | 29,36                      | 17,47                          | 0,678                            | 0,794                           | Valid  |
|       |                      | Referral Interest                  | 29,17                      | 19,73                          | 0,379                            | 0,831                           | Valid  |
|       |                      |                                    | 29,47                      | 19,06                          | 0,493                            | 0,818                           | Valid  |

Note : Corrected Item-Total Correlation > 0,30 is Valid, Corrected Item-Total Correlation < 0,30 is Not Valid

Source Processed Data 2022, SPSS versi 25.0



**Table 3.4**  
**Multicollinearity Coefficients<sup>a</sup> Test Results**

| Model                | Unstandardized Coefficients |            | Standardized Coefficients | T     | Sig. | Collinearity Statistics |       |
|----------------------|-----------------------------|------------|---------------------------|-------|------|-------------------------|-------|
|                      | B                           | Std. Error | Beta                      |       |      | Tolerance               | VIF   |
| 1 (Constant)         | 4.257                       | 1.142      |                           | 3.728 | .000 |                         |       |
| Price                | .302                        | .075       | .350                      | 4.054 | .000 | .164                    | 6.107 |
| Store Atmosphere     | .301                        | .067       | .415                      | 4.466 | .000 | .142                    | 7.047 |
| Food Product Quality | .204                        | .075       | .212                      | 2.717 | .008 | .201                    | 4.974 |

**a. Dependent Variable: Buying Intrest**

*Note: Tolerance value < 0.10 and VIF value > 10 then mutikolinierity, Tolerance value > 0.10 and VIF value < 10, then there is no mutikolinierity.*

Source Processed Data 2022, SPSS versi 25.0

**Multicollinearity Test**

Based on the results of the multicollinearity test in table 3.4 for each independent variable used tolerance value > 0.10 and VIF < 10, it is known that each independent variable used is: Price (X<sub>1</sub>), Store Atmosphere(X<sub>2</sub>), and Food Product Quality (X<sub>3</sub>) has been free from the problem of multicollinearity.

**Heteroscedasticity Test**

Based on the results of the Glejser test in table 3.5 to test the symptoms of Heteroscedasticity, it shows that all the independent variables used, namely: Price (X<sub>1</sub>), Store Atmosphere(X<sub>2</sub>), and Food Product Quality (X<sub>3</sub>) are free from Heteroscedasticity symptoms.

**Table 3.2**  
**Reliability Statistic**

| Variable             |             | Cronbach's Alpha | Cronbach's Alpha on Standardized Items | N of Items |
|----------------------|-------------|------------------|--|------------|
| Price                | Indevendent | 0,881            | 0,600                                  | 8          |
| Store Atmosphere     | Indevendent | 0,841            | 0,600                                  | 8          |
| Food Product Quality | Indevendent | 0,910            | 0,600                                  | 10         |
| Buying Intrest       | Devendent   | 0,830            | 0,600                                  | 8          |

Source Processed Data 2022, SPSS versi 25.0

**Table 3.5**  
**Coefficients<sup>a</sup> Glejser Test Results**

| Model                       | Unstandardized Coefficients |            | Standardized Coefficients | T       | Sig. |
|-----------------------------|-----------------------------|------------|---------------------------|---------|------|
|                             | B                           | Std, Error | Beta                      |         |      |
| <b>1 (Constant)</b>         | 1.256                       | .663       |                           | 1.896   | .061 |
| <b>Price</b>                | -.078                       | .043       | -.449                     | -1.798  | .075 |
| <b>Store Atmosphere</b>     | .068                        | .039       | .468                      | 1.746   | .084 |
| <b>Food Product Quality</b> | -.007                       | .044       | -.035                     | -1.1570 | .876 |

**a. Dependent Variable: Absolute Residual**

*Note: Significant value < 0.5 then Heteroscedasticity., Significant value > 0.05 then there is no Heteroscedasticity..*

Source Processed Data 2022, SPSS versi 25.0

**Multiple Linear Regression Analysis**

From the results of the multiple linear regression test shown in table 3.6, the following multiple linear regression equation is obtained:

$$Y = 4,257 + 0,302X_1 + 0,301X_2 + 0,204X_3 + e$$

**Table 3.6**  
**Multiple Linear Regression Analysis**

| Model                       | Unstandardized Coefficients |            | Standardized Coefficients |
|-----------------------------|-----------------------------|------------|---------------------------|
|                             | B                           | Std, Error | Beta                      |
| <b>1 (Constant)</b>         | 4.257                       | 1.142      |                           |
| <b>Price</b>                | .302                        | .075       | .350                      |
| <b>Store Atmosphere</b>     | .301                        | .067       | .415                      |
| <b>Food Product Quality</b> | .204                        | .075       | .212                      |

**a. Dependent Variable: Buying Intrest**

Source Processed Data 2022, SPSS versi 25.0

**Determination Test**

From Table 3.7, it can be seen that the R value obtained is 0.941 indicating that the relationship (X<sub>1</sub>) Price, (X<sub>2</sub>) Store Atmospher, and (X<sub>3</sub>) Food Product Quality to (Y) consumer buying interest from Tootor Coffee Takengon is quite strong. The R Square value obtained is 0.941, which means that the effect of (X<sub>1</sub>) Price, (X<sub>2</sub>) Store Atmospher, and (X<sub>3</sub>) Food Product Quality on (Y) consumer buying interest from Tootor Coffee Takengon is 94.1% and the remaining 5.9% is influenced by another factor.

**Tabel 3.7**  
**Coefficient of Determination Test Results (R Square)**  
**Model Summary<sup>b</sup>**

| Model | R                 | R Square | Adjusted R Square | Std. Error of The Estimate |
|-------|-------------------|----------|-------------------|----------------------------|
| 1     | .941 <sup>a</sup> | .885     | .881              | 1.65373                    |

a. *Dependent Variabel : Buying Intrest*

b. *Predictors: (Constant), Price, Store Atmosphere, Food Product Quality*

Source Processed Data 2022, SPSS versi 25.0

**Hypothesis testing**

Based on the results of table 3.8 for the simultaneous test, the results of the F test obtained the value of  $F_{count} = 659,591 > F_{table} = 1,985$  ( $df_1 = 4, df_2 = 94, \alpha = 0.05$ ) and the significance value =  $0.000 < 0.05$ , it is concluded that ( $X_1$ ) the price, ( $X_2$ ) store atmosphere, and ( $X_3$ ) product quality simultaneously have a significant effect on (Y) consumer buying interest from Tootor Coffee Takengon.

**Table 3.8**  
**Simultaneous Test Results (F Test)**

**ANOVA<sup>a</sup>**

| Model                   | Sum of Squares | Df | Mean Square | F       | Sig.              |
|-------------------------|----------------|----|-------------|---------|-------------------|
| <sup>1</sup> Regression | 1.978,773      | 4  | 659,591     | 241,182 | .000 <sup>b</sup> |
| Residual                | 257,074        | 94 | 2,735       |         |                   |
| Total                   | 2.235,847      | 98 |             |         |                   |

a. *Dependent Variabel : Buying Intrest*

b. *Predictors: (Constant), Price, Store Atmosphere, Food Product Quality*

Source Processed Data 2022, SPSS versi 25.0

**Test T-Test**

From table 3.9 of the T-Test test, it can be seen that the tcount value of each variable  $> t_{table}$  (1.985) and the significance value  $< 0.05$  ( $\alpha = 5\%$ ), then the independent variable partially has a significant effect on the dependent variable.

**Table 3.9**  
**T-Test Results**

| Model                | Unstandardized Coefficients |            | Std Coeff | T            | Sig.        | Collinearity Statistics |       | Note        |
|----------------------|-----------------------------|------------|-----------|--------------|-------------|-------------------------|-------|-------------|
|                      | B                           | Std, Error | Beta      |              |             | Tolera nce              | VIF   |             |
| 1 (Constant)         | 4.257                       | 1.142      |           | 3.728        | .000        |                         |       |             |
| Price                | .302                        | .075       | .350      | <b>4.054</b> | <b>.000</b> | .164                    | 6.107 | Significant |
| Store Atmosphere     | .301                        | .067       | .415      | <b>4.466</b> | <b>.000</b> | .142                    | 7.047 | Significant |
| Food Product Quality | .204                        | .075       | .212      | <b>2.717</b> | <b>.008</b> | .201                    | 4.974 | Significant |

a. *Dependent Variable: Buying Intrest*

Source Processed Data 2022, SPSS versi 25.0

## V. DISCUSSION

### **The Influence of Price on Buying Intrest**

The results of hypothesis testing on the effect of the price variable on buying interest. Through data analysis, it was found that price indicators consisting of affordability, price conformity with product quality, and competitive prices compared to competitors had an influence on consumers' interest in buying at Tootor Coffee Takengon. Other studies say that price is a statement of the value of a product which means there is a comparison between price perceptions of benefits and costs incurred to get the product [23]. In the Tootor Coffee Takengon business, the prices offered are very competitive with competitors and market surveys are often carried out to determine prices so that in theory the prices owned by Tootor Coffee Takengon are appropriate. This is also supported by research stating that adolescents with average student jobs will feel satisfied if they get food at discounted prices or cheaper prices [24]. At the Tootor Coffee Takengon business, the price of coffee with a consistent product taste. Through this, it is concluded that the price owned by Tootor Coffee Takengon is in accordance with the existing theory.

### **The Effect of Store Atmosphere on Buying Interest**

The results of hypothesis testing on the effect of the store atmosphere variable on buying interest. It was found that the store atmosphere indicators consisting of exterior, general interior, store layout, and appearance had an influence on consumers' interest in buying to eat and drink at Tootor Coffee Takengon. Other studies say that consumer satisfaction can be determined by the physical environment, this is supported by the appearance of a comfortable, romantic outdoor design along with facilities including providing wifi, children's playground and music so that customers are always interested in eating and drinking at this café [25] . In the Tootor Coffee Takengon business, by having a strategic location that is not too close to the main road so it is comfortable to eat and drink, the seating design and a neatly arranged environment gives a relaxed impression, and on big days or holidays live music from local bands is held so that customers feel at home for long in the cafe. So theoretically, the store atmosphere owned by Tootor Coffee Takengon is appropriate. This is also supported by research stating that the attractive building and the position of the table and chairs in the restaurant are the interests of consumers to feel at home and always come back to the restaurant [26]. In the Tootor Coffee Takengon business having a strategic location with a good design and environment, it is concluded that the atmosphere of the shop owned by Tootor Coffee Takengon is in accordance with the existing theory.

### **The Influence of Food Product Quality on Buying Intrest**

The results of hypothesis testing on the effect given by the variable quality of food products on buying interest. It was found that the variable indicators of food product quality consisting of size, shape, consistency, texture, and taste had an influence on customers' interest in buying food and beverages at Tootor Coffee Takengon. Other studies also explain that in order for consumers to feel comfortable

eating and drinking, restaurants must have good product quality and have variants with many/diverse menu choices and attract the attention of consumers [27]. In the Tootor Coffee Takengon business itself, it has many different flavor variants for drinks and food so that in theory the quality of the products owned by Tootor Coffee Takengon is appropriate. A measure of the quality of a good food product is an attractive shape, which means that the food/beverage can describe the appearance, taste and function according to customer needs [12]. In the Tootor Coffee Takengon business, each taste has its own distinctive taste that suits and attracts customers' tastes. This is also supported by research which states that teenagers who are the majority of potential consumers of Tootor Coffee Takengon on average like interesting and varied flavors [28][12]. Through this, it is concluded that the quality of food products owned by Tootor Coffee Takengon is in accordance with the existing theory.

## **VI. CONCLUSION**

There are three variables to determine consumer buying interest at Tootor Coffee Takengon, including price, Store Atmosphere and quality of food products. Based on the results of multiple linear regression analysis using the F test, it can be seen that the variables of price, store atmosphere and quality of food products together will affect consumer buying interest at Tootor Coffee Takengon. This can be seen through the obtained F test, namely  $F_{count} = 659,591 > F_{table} = 1,985$ . The results of this study indicate that: Price has a more significant effect on consumer buying interest to eat and drink at Tootor Coffee Takengon compared to the quality of food products. These results illustrate that Tootor Coffee is in line with what consumers expect, so that consumers feel satisfied and loyal to eat and drink at this café.

This can be used as a management strategy to increase customer loyalty at Tootor Coffee by providing discounts or attractive promos so that customers will increase. According to research that price discounts and bonus giving really make a significant increase in sales [15]. Food product quality has a significant positive effect on customer buying interest. This illustrates that the quality of food products at Tootor Coffee Takengon is something that must be considered and maintained so that consumers remain loyal to come to visit, so that they maintain the taste and quality of food and beverages. The highest variable is the store atmosphere. A comfortable, relaxed and istagramable store atmosphere is what consumers like the most, in addition to the cleanliness of the shop, the taste of the food and the portion of food offered at Tootor Coffee Takengon.

## **VII. RECOMENDATION**

This study would like to provide some recommendations and provide opportunities for future researchers to improve them. First, this research is expected to be developed further through collecting data from a larger sample size by being

developed with other variables, such as service quality, product discounts and instagramable spots.

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