

**PENGARUH STORE ATMOSPHERE
TERHADAP VISIT INTENTION GEN Z STUDI
KASUS STRING CAFÉ BANDUNG**

**THE INFLUENCE OF STORE ATMOSPHERE
ON GEN Z VISIT INTENTION: A CASE STUDY
OF STRING CAFÉ IN BANDUNG**

**Dokumen ini ditujukan untuk memenuhi persyaratan
Mata Kuliah Tugas Akhir
Jalur Publikasi**



Disusun oleh,
6704220097 – BIMO ALMAS JAUZA

**PROGRAM STUDI
D3 MANAJEMEN PEMASARAN
FAKULTAS ILMU TERAPAN
UNIVERSITAS TELKOM
BANDUNG
2025**

LEMBAR PERSEMBAHAN

Dengan penuh rasa syukur ke hadirat Allah SWT, karya ilmiah ini saya persembahkan kepada:

1. Mama tercinta Ika Rachmawati. Terima kasih sebesar besarnya penulis berikan atas semua kasih sayang, nasihat, dan doa yang selalu mama panjatkan, sehingga saya dapat menyelesaikan Karya Tulis ini dengan segala pasang surut yang ada. Terima Kasih telah karena selalu menjadi rumah yang hangat di tengah dinginnya dunia. Semoga Allah selalu memberkahi mama dan menjamin surga disana atas semua pengorbanan mama.
2. Papa tercinta Wisnu Hutomo. Terima Kasih telah menjadi pilar yang teguh untuk keluarga penulis, Terima Kasih atas segala kerja keras, nasihat bijak, dan menjadi teladan tentang arti tanggung jawab, menjadi tempat keluarga bersandar.
3. Kakakku Tommy Racka Adhitya. Terima Kasih karena telah menjadi kakak sekaligus sahabat dan paling bisa dipercaya. Banyak yang udah aa ajarkan untuk saya tentang kehidupan ini, sehingga aa menjadi pemandu dalam setiap langkah untuk saya kedepannya.
4. Sahabat terbaikku, Nadhif Aldenaf. Terima Kasih sebanyak banyaknya atas kehadiranmu disaat masa sulit dan ditengah gelapnya kehidupan. Terima Kasih atas semua dukungan, motivasi, nasihat, pendengar yang baik, serta semua waktu yang diluangkan karena telah menjadi satu satunya teman yang selalu bisa diandalkan, sehingga penulis dapat lebih bersemangat menjalani hari dan menyelesaikan Karya Tulis ini.
5. Axel Adam Permana. Terima Kasih atas semua kebaikanmu yang membantu dalam hal perkuliahan selama ini. Terima Kasih telah menjadi pendengar yang baik serta menjadi penghibur dan rekan yang baik selama di kampus dan di tempat magang.
6. Kepada seseorang yang tak kalah penting kehadirannya. Aliefah Revalina Mahardhita. Terima Kasih telah hadir dan menjadi bagian indah dalam perjalanan hidupku yang baru khususnya di semester akhir ini. Terima Kasih atas semua perhatian, dukungan dan cinta yang tulus yang diberikan selama ini. Semoga angan dan Impian yang kita rajut dapat terwujud di masa depan. Namun, jika suatu saat jalan kita tak lagi sama, namamu akan tetap terukir sebagai seseorang yang pernah menghadirkan cahaya yang hangat di perjalanan hidupku.

7. Dan terakhir tidak lain dan tidak bukan Adalah diriku sendiri, Bimo Almas Jauza. Terima Kasih karena telah bertanggung jawab dan berjuang selama ini dengan kuatnya berdiri di tengah derasnya badai. Terima Kasih karena telah mampu bersabar menghadapi tantangan dan segala ujian yang ada, sehingga akhirnya mampu bertumbuh menjadi sosok yang lebih tangguh dan lebih baik dari versi sebelumnya. Semua pencapaian dari perjalanan ini berhak kamu syukuri dan kamu nikmati.

LEMBAR PENGESAHAN

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THE INFLUENCE OF STORE ATMOSPHERE ON GEN Z VISIT INTENTION: A CASE STUDY OF STRING CAFÉ IN BANDUNG

Penulis

Bimo Almas Jauza

NIM 6704220097



Dosen Pembimbing

Dr. Bethani Suryawardani, S.E., M.M.

NIP 08860080-1



Tanggal Pengesahan: 19 Agustus 2025

KATA PENGANTAR

Dengan memanjatkan puja dan puji Syukur kehadiran Allah SWT yang telah melimpahkan Rahmat, taufik dan hidayah-Nya sehingga penulis dapat menyelesaikan Tugas Akhir ini dengan judul “Pengaruh Store Atmosphere Terhadap Visit Gen Z Studi Kasus String Café Di Bandung” sebagai salah satu syarat untuk menyelesaikan Program Diploma 3 (D3) Jurusan Manajemen Pemasaran FAKultas Ilmu terapan Telkom University.

Penulis menyadari bahwa Tugas Akhir ini tidak mungkin terselesaikan tanpa adanya dukungan bantuan, bimbingan, dan nasehat dari berbagai pihak selama penyusunan Tugas Akhir ini. Pada kesempatan ini penulis menyampaikan terima kasih setulus-tulusnya kepada:

1. Bapak Prof. Dr. Dedy Rahman Wijaya, S.T.,M.T. selaku Dekan Fakultas Ilmu Terapan Telkom University Bandung
2. Ibu Dr. Bethani Suryawardani, S.E.,M.M. selaku Dosen Pembimbing atas segala bimbingan, arahan, serta saran yang diberikan pada penulis sehingga TA ini dapat diselesaikan dengan baik.
3. Ibu Sri Wulandari, S.Psi, M.M. selaku Wali Dosen yang telah membantu penulis dalam mengikuti dan menyelesaikan studi di Fakultas ilmu Terapan Telkom University.
4. Seluruh staff pengajar Fakultas ilmu Terapan Telkom University yang telah memberikan ilmu pengetahuan yang tak ternilai selama penulis menempuh Pendidikan di Fakultas ilmu Terapan Telkom University.
5. Kedua orang tua penulis, Wisnu Hutomo dan Ika Rachmawati, yang selalu memberikan kasih sayang, doa, dan nasehat serta atas kesabarannya yang luar biasa dalam setia Langkah hidup penulis, yang merupakan anugrah terbesar dalam hidup. Penulis berharap dapat menjadi anak yang dapat dibanggakan.
6. Kakak penulis Tommy Racka Adhitya, yang telah memberikan semangat, dukungan dan arahan dalam hidup sehingga penulis tidak tersesat saat melangkah dan menentukan pilihan dalam hidup.
7. Sahabat dan orang terkasih, Nadhif Aldenaf, Axel Adam Permana, dan Aliefah Revalina Mahardhita, yang telah memberikan warna dalam hidup penulis serta menjadi sumber semangat, motivasi, dan kekuatan untuk menjadi pribadi yang tangguh.
8. Semua pihak yang telah membantu hingga terselesaikannya Tugas Akhir ini yang tak dapat disebutkan satu persatu.

Dalam pembuatan Tugas Akhir ini walaupun telah berusaha semaksimal mungkin, tentunya masih terdapat kekurangan dan keterbatasan yang dimiliki, oleh karena itu diharapkan saran dan kritik unyuk membangun kesempurnaan karya ini. Semoga karya ini bermanfaat.

Bandung, 10 Agustus 2025

Bimo Almas Jauza

PERNYATAAN

Dengan ini saya menyatakan bahwa:

1. Karya tulis ini adalah asli dan belum pernah diajukan untuk mendapatkan gelar akademik (Ahli Madya, Sarjana, Magister dan Doktor), baik di Fakultas Ilmu Terapan Universitas Telkom maupun di perguruan tinggi lainnya;
2. karya tulis ini murni gagasan, rumusan, dan penelitian saya sendiri, tanpa bantuan pihak lain, kecuali arahan tim pembimbing atau tim promotor atau penguji;
3. dalam karya tulis ini tidak terdapat cuplikan karya atau pendapat yang telah ditulis atau dipublikasikan orang lain, kecuali secara tertulis dengan jelas dicantumkan sebagai acuan dalam naskah dengan menyebutkan nama pengarang dan dicantumkan dalam daftar pustaka;
4. saya mengizinkan karya tulis ini dipublikasikan oleh Fakultas Ilmu Terapan Universitas Telkom, dengan tetap mencantumkan saya sebagai penulis; dan

Pernyataan ini saya buat dengan sesungguhnya dan apabila pada kemudian hari terdapat penyimpangan dan ketidakbenaran dalam pernyataan ini maka saya bersedia menerima sanksi akademik berupa pencabutan gelar yang telah diperoleh karena karya tulis ini, serta sanksi lainnya sesuai norma yang berlaku di Fakultas Ilmu Terapan Universitas Telkom.

Bandung, 10 Agustus 2025

Pembuat pernyataan,

Bimo Almas Jauza

ABSTRAK

Penelitian ini mengkaji pengaruh *store atmosphere* terhadap *visit intention* konsumen Generasi Z di String Café Bandung, sebuah kafe yang dikenal dengan desain interior modern minimalis dan suasana yang berorientasi pada media sosial. Penelitian ini menggunakan pendekatan kuantitatif dengan teknik *purposive sampling* untuk mengumpulkan respon dari 120 individu Gen Z yang pernah atau memiliki niat untuk mengunjungi kafe tersebut. Data dikumpulkan melalui kuesioner terstruktur dan dianalisis menggunakan regresi linear sederhana melalui SPSS versi 22. Hasil penelitian menunjukkan adanya hubungan positif yang kuat antara *store atmosphere* dan *visit intention*, dengan nilai koefisien korelasi (R) sebesar 0,871 dan koefisien determinasi (R^2) sebesar 0,758. Uji t ($t = 19,224$, $\text{sig.} = 0,000$) dan uji ANOVA ($F = 369,579$, $\text{sig.} = 0,000$) mengonfirmasi adanya pengaruh signifikan dari elemen-elemen *store atmosphere*—termasuk tata letak, pencahayaan, estetika visual, dan isyarat lingkungan—terhadap niat perilaku Gen Z untuk berkunjung. Penelitian ini memperkuat *Theory of Planned Behavior* dengan menunjukkan bagaimana rangsangan fisik dan sensorik lingkungan memengaruhi respons psikologis pada konsumen *digital native*. Hasilnya memberikan wawasan praktis bagi pengelola kafe dan perancang strategi merek untuk menciptakan lingkungan yang menarik secara emosional dan visual, sesuai dengan ekspektasi Gen Z. Selain itu, penelitian ini menekankan pentingnya keselarasan antara ruang fisik kafe dan representasi daringnya, terutama di pasar yang keputusan konsumennya sangat dipengaruhi oleh pengalaman visual.

Kata Kunci: (*Store atmosphere, visit intention, Generation Z, String Cafe, Marketing.*)

ABSTRACT

This study investigates the influence of store atmosphere on the visit intention of Generation Z consumers at String Café Bandung, a café known for its modern minimalist interior and social media-oriented ambiance. The research adopts a quantitative approach, using purposive sampling to gather responses from 120 Gen Z individuals who have visited or intend to visit the café. Data were collected through structured questionnaires and analyzed using simple linear regression via SPSS version 22. The findings indicate a strong positive relationship between store atmosphere and visit intention, with a correlation coefficient (R) of 0.871 and a coefficient of determination (R^2) of 0.758. The t-test results ($t = 19.224$, $\text{sig.} = 0.000$) and ANOVA ($F = 369.579$, $\text{sig.} = 0.000$) confirm the significant effect of store atmosphere elements—including layout, lighting, visual aesthetics, and ambient cues—on Gen Z's behavioral intention to visit. This study reinforces the Theory of Planned Behavior by demonstrating how physical and sensory environmental stimuli shape psychological responses in digitally native consumers. The results provide practical insights for café operators and brand strategists seeking to design emotionally engaging and visually compelling environments that resonate with Gen Z expectations. Moreover, it highlights the need for cohesive alignment between a café's physical space and its online representation, especially in markets where visual experience drives consumer decision-making.

Keywords: (Store atmosphere, visit intention, Generation Z, String Cafe, Marketing.)

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BAB I RINGKASAN EKSEKUTIF

1.1 *Extended Abstract*

Pertumbuhan pesat industri kuliner di kota-kota besar seperti Bandung dipengaruhi oleh gaya hidup Generasi Z yang terus berkembang. Bagi generasi ini, kafe tidak hanya menjadi tempat untuk menikmati makanan dan minuman, tetapi juga berfungsi sebagai ruang sosial untuk mengekspresikan diri, mendapatkan pengalaman visual, dan menciptakan konten digital. Dalam konteks ini, store atmosphere yang meliputi elemen eksterior, interior, tata letak, dan interior point-of-purchase display—menjadi faktor penting yang memengaruhi perilaku konsumen, khususnya niat berkunjung (visit intention). Penelitian sebelumnya banyak membahas hubungan store atmosphere dengan kepuasan, loyalitas, atau keputusan pembelian, namun masih terbatas yang mengkaji perannya terhadap niat berkunjung awal pada konsumen Gen Z di kafe. Penelitian ini bertujuan mengisi kesenjangan tersebut dengan mengkaji pengaruh store atmosphere terhadap visit intention pada kasus String Café Bandung yang dikenal dengan desain minimalis-modern dan interior yang Instagrammable.

Penelitian ini menggunakan pendekatan kuantitatif dengan metode survei. Teknik purposive sampling digunakan untuk memilih 120 responden Generasi Z yang pernah atau berniat mengunjungi String Café. Pengumpulan data dilakukan melalui kuesioner tertutup terstruktur, kemudian dianalisis menggunakan regresi linear sederhana dengan bantuan SPSS versi 22. Uji validitas dilakukan menggunakan Pearson Product Moment, sedangkan uji reliabilitas menggunakan Cronbach's Alpha ($\alpha \geq 0,70$) yang menunjukkan seluruh item valid dan reliabel.

Hasil penelitian menunjukkan bahwa store atmosphere berpengaruh positif dan signifikan terhadap visit intention. Nilai R sebesar 0,871 dan R Square sebesar 0,758 mengindikasikan bahwa 75,8% variasi visit intention dapat dijelaskan oleh store atmosphere. Uji t dan ANOVA menunjukkan nilai signifikansi di bawah 0,05, sehingga model dinyatakan valid. Temuan ini mendukung Theory of Planned Behavior (Ajzen, 1991) yang menyatakan bahwa isyarat lingkungan yang positif dapat meningkatkan keterikatan emosional dan membentuk niat perilaku, khususnya pada konsumen yang berorientasi pada pengalaman.

Secara teoretis, penelitian ini memperkuat penerapan TPB dalam konteks desain ruang dan industri kafe. Secara praktis, hasil penelitian memberikan masukan bagi pemilik kafe, desainer interior, dan pemasar untuk mengoptimalkan elemen atmosfer yang sesuai dengan preferensi Gen Z. Penelitian ini menegaskan bahwa menciptakan kafe yang estetik, nyaman, dan layak dibagikan di media sosial dapat

meningkatkan niat berkunjung serta memperkuat posisi pasar di industri coffee shop perkotaan yang kompetitif.

1.2 Penjadwalan Kerja

Dalam penyusunan tugas akhir ini, penulis merancang jadwal kerja secara sistematis mulai April hingga Agustus. Jadwal ini disusun berdasarkan arahan dosen pembimbing dan mengikuti ketentuan Program Studi D3 Manajemen Pemasaran. Seluruh kegiatan diatur secara berurutan agar setiap tahapan penelitian dan publikasi dapat selesai tepat waktu sesuai target.

Secara kronologis, kegiatan dimulai pada April dengan fokus mengidentifikasi permasalahan dan menyusun kajian teori sebagai dasar perumusan topik penelitian. Pada Mei, penulis melanjutkan dengan penyusunan proposal dan melakukan bimbingan intensif bersama dosen pembimbing.

Memasuki Juni, dilakukan pengumpulan data primer melalui penyebaran kuesioner kepada responden yang telah ditentukan. Data yang terkumpul kemudian dianalisis dari Juni hingga pertengahan Juli menggunakan metode kuantitatif, meliputi validasi data, uji reliabilitas, dan analisis hubungan antarvariabel.

Pada akhir Juli, penulis menyiapkan artikel ilmiah sebagai luaran penelitian dan mengirimkannya ke jurnal untuk proses review. Selama Juli hingga awal Agustus, revisi artikel dilakukan sesuai masukan reviewer, sekaligus penyempurnaan dokumen tugas akhir.

Menjelang pertengahan Agustus, penulis memusatkan perhatian pada penyelesaian dokumen lengkap dan persiapan sidang. Adanya jadwal ini memberikan panduan waktu yang jelas, sehingga seluruh proses dapat berjalan lebih terorganisir dan efisien..

Contoh jadwal Pelaksanaan dalam satuan waktu minggu:

Tabel 1. 1 Contoh Tabel Pelaksanaan Kerja

No	Deskripsi Kerja	April				Mei				Juni				Juli				Agustus			
		1	2	3	4	1	2	3	4	1	2	3	4	1	2	3	4	1	2	3	4
1	Identifikasi masalah dan studi literatur awal																				

2	Penyusunan proposal dan konsultasi dengan dosen pembimbing																			
3	Penyusunan Kuesioner																			
4	Pengumpulan data (kuisisioner)																			
5	Penulisan hasil dan pembahasan																			
6	Penyusunan artikel ilmiah																			
7	Submit jurnal dan Revisi naskah hingga mendapatkan LoA																			
8	Finalisasi Tugas Akhir (Bab 1 + 4 + lampiran)																			

BAB II PROSES REVIEW DAN PUBLIKASI

2.1 Tahapan Publikasi

Proses persiapan penulisan artikel ini memakan waktu kurang lebih lima bulan. Penulis memilih untuk mengajukan artikel ke Golden Ratio Marketing, jurnal terakreditasi SINTA 4 yang saat ini sedang dalam proses evaluasi menuju SINTA 2. Artikel mulai diajukan (submit) pada 4 Juli, dilanjutkan dengan proses pembayaran dan penerbitan Letter of Acceptance (LoA). Setelah itu, artikel menjalani proses peer review selama tiga minggu dan menerima masukan dari reviewer. Tahap revisi dilakukan satu kali, namun pada saat itu jumlah kata masih di bawah target. Oleh karena itu, penulis melakukan revisi lanjutan untuk memenuhi target kata sekaligus memperbaiki konten sesuai arahan reviewer. Masukan yang diterima meliputi revisi judul, perbaikan abstrak, serta penambahan poin penting pada Bab 1 hingga Bab 5. Jumlah kata akhir mencapai 7.100 kata dari yang semula hanya 3.320 kata. Saat ini, artikel telah di accept dan menunggu untuk penerbitan, dengan rencana publikasi pada 31 Agustus 2025 sebagaimana tercantum pada LoA. Seluruh revisi telah disesuaikan dengan pedoman jurnal dan hasil masukan reviewer guna memastikan kualitas naskah sesuai standar publikasi ilmiah..

2.2 Proses Review

Proses review naskah yang diajukan penulis ke Jurnal Golden Ratio berlangsung selama kurang lebih 3–4 minggu setelah pengajuan awal (submission). Hasil peer review kemudian disampaikan melalui surat elektronik (email). Berdasarkan masukan dari editor, penulis melakukan revisi pertama sesuai arahan yang diberikan. Setelah revisi diselesaikan dan naskah diajukan kembali, editor masih menemukan beberapa kekurangan, sehingga penulis melakukan revisi kedua.

Dua minggu setelah revisi kedua diajukan, penulis menerima konfirmasi melalui email bahwa naskah telah diterima (accepted) untuk diterbitkan. Artikel tersebut dijadwalkan terbit pada 31 Agustus 2025. Berikut merupakan hasil review yang diberikan oleh tim editor terhadap naskah yang diajukan penulis.

Tabel 2.1

Item Review	Reviewer Response	Author Comment
Introduction - Title: is it clearly illustrating the article? - Abstract: does it reflect the contents of the article? - Introduction: does it describe the accuracy	- The title could be more concise. For instance, "The Influence of Store Atmosphere on Gen Z's Visit Intention: A Case Study of String Cafe in Bandung" would maintain	Wajib di isi komentar apa yang telah diperbaiki oleh author, dan berikan tanda kuning pada naskah sebagai tanda bahwa author telah memperbaiki bagian yang dimaksud

Item Review	Reviewer Response	Author Comment
of matters submitted by the author and clearly state the problem being considered?	clarity while being more succinct. - Consider removing "Case Study" as it may imply a qualitative approach, while the study uses quantitative methods - The abstract could benefit from a more structured format, separating the purpose, methods, results, and conclusions for clarity. - The phrase "socially engaging experiences beyond just food and beverages" could be simplified to improve readability. - There are minor grammatical issues, such as "sig-nificantly" which should be corrected to "significantly." - The sentence structure is at times overly complex, potentially hindering comprehension.	Contoh: - (misalnya untuk narasi menambahkan sesuatu) Kami sudah melakukan perbaikan pada bagian abstrak dengan menambahkan xxx, kami juga memberikan highlight kuning pada halaman 1 dst. - (atau misalnya untuk narasi menolak sebuah hasil revisi / mempertahankan naskah dengan berbagai pertimbangan substansial)
Literature Review / Literature Background • does the author accurately describe how the literature building is comprehensive? • does the literature background build with relevant studies and rational or logical development statement to build hypothesis development? • does the literature background use update references? • does the literature background does not use too many sections	- Ensure that all citations are properly formatted and that the paraphrasing of ideas from other authors is adequately distinct to avoid any potential plagiarism issues. - Some citations lack clarity in how they relate to the overall argument. For example, it would be beneficial to explicitly connect each cited study back to the main hypothesis being developed. - While the literature is comprehensive, the author should clarify what	Wajib di isi komentar apa yang telah diperbaiki oleh author, dan berikan tanda kuning pada naskah sebagai tanda bahwa author telah memperbaiki bagian yang dimaksud Contoh: - (misalnya untuk narasi menambahkan sesuatu) Kami sudah melakukan perbaikan pada bagian abstrak dengan menambahkan xxx, kami juga memberikan highlight kuning pada halaman 1 .

Item Review	Reviewer Response	Author Comment
per section or definitions like books chapter? • does the literature background use the relevant or newest approach theoretical background?	new insights their study provides beyond existing research. - The section could benefit from clearer subheadings to delineate different themes or aspects of the literature review, making it easier for readers to navigate. - While citations are crucial, the text may feel overloaded with references. Consider summarizing findings in a more cohesive manner rather than listing studies consecutively. - Some terms such as "sensory stimuli" and "spatial configuration" could be briefly defined to ensure clarity for readers unfamiliar with the terminology. - While the focus is on Generation Z, it would be beneficial to briefly discuss how this demographic fits into broader consumer behavior trends. - Acknowledge any potential biases in the reviewed studies, such as regional limitations or demographic constraints, which may affect the generalizability of findings. - The significance of findings should be explicitly stated. For instance, discuss how understanding these dynamics can help businesses tailor their strategies effectively.	- (misalnya untuk narasi menolak sebuah hasil revisi / mempertahankan naskah dengan berbagai pertimbangan substansial) Pada bagian sampe size, penambahan penjelasan kami sengaja tidak memasukkan karena hal tersebut tidak penting karena kami sudah menjelaskannya secara detail pada bagian metodologi dst.

Item Review	Reviewer Response	Author Comment
Research Method • does the author accurately describe how the data is collected? • is the theoretical basis or reference used appropriately for this study? • is the exposure design suitable for the answer to the question? • is there decent enough information for you to imitate the research? • does the article identify the following procedures? • are there any new methods? If there is a new method, does the author explain it in detail? • is there any appropriate sampling? • have the tools and materials used been adequately explained? and • does the article exposure describe what type of data is recorded; right in describing the measurement?	- The author does not provide sufficient detail on how the data was actually collected (e.g., how many questionnaires were distributed online vs. offline, and how responses were collected). - There is a lack of explanation regarding how the purposive sampling was implemented in practice, which could lead to questions about the selection process. - The description of the sampling technique could benefit from a brief discussion on potential biases associated with purposive sampling. - While references are provided, there is no in-depth explanation of why these particular references were chosen or how they specifically relate to the current study. - The author does not elaborate on the theoretical framework that supports the relationship between store atmosphere and visit intention. - There is no mention of any competing theories or perspectives that could provide a more balanced view of the topic. - The author does not provide information about how the sample size was determined or justify why 120 respondents were chosen. - There is no mention of the potential limitations of the	Wajib di isi komentar apa yang telah diperbaiki oleh author, dan berikan tanda kuning pada naskah sebagai tanda bahwa author telah memperbaiki bagian yang dimaksud Contoh: - (misalnya untuk narasi menambahkan sesuatu) Kami sudah melakukan perbaikan pada bagian abstrak dengan menambahkan xxx, kami juga memberikan highlight kuning pada halaman 1. - (misalnya untuk narasi menolak sebuah hasil revisi / mempertahankan naskah dengan berbagai pertimbangan substansial) Pada bagian sample size, penambahan penjelasan kami sengaja tidak memasukkan karena hal tersebut tidak penting karena kami sudah menjelaskannya secara detail pada bagian metodologi dst.

Item Review	Reviewer Response	Author Comment
	sample or how they might affect the generalizability of the findings. - The author does not address whether the sampling method might introduce any biases that could affect the results.	
Results Discussion and Conclusion: • are the claims in this section is supported by fair results and quite reasonable? • does the author compare the research results with other previous ones? • do the results of research written in the article contradict the previous theories? • does the conclusion explain how better scientific research to be followed up?	- The paper should explicitly state the research gap it addresses to emphasize its originality further. - A more detailed explanation of the methodology used to gather data would enhance the perception of authenticity. - Ensure that all cited studies are accurately referenced to avoid any implications of plagiarism. - The transition between the results and discussion sections could be made smoother to enhance readability. - The conclusion could benefit from a summary of the key findings before moving into implications and future research directions. - Ensure that all tables are referenced in the text to guide the reader appropriately. - The significance of the study could be strengthened by discussing its potential impact on business practices in more depth. - A more thorough comparison with previous studies would enhance the context for the findings.	Wajib di isi komentar apa yang telah diperbaiki oleh author, dan berikan tanda kuning pada naskah sebagai tanda bahwa author telah memperbaiki bagian yang dimaksud CATATAN: Perlu author memperhatikan bahwa tujuan daripada revisi adalah untuk membuat naskah anda menjadi lebih baik secara substansi, dan lebih akurat secara kontekstual dan tekstual. Revisi tidak selalu harus mengubah isi naskah baik dari sisi tekstual maupun kontekstual, mempertahankan sebuah hasil penelitian juga penting mengingat seorang peneliti haruslah bersifat kritis. Namun tentunya kami pun mengharapkan bahwa setiap penolakan untuk merevisi beberapa point komentar reviewer, harus dilandaskan dengan alasan dan bukti yang logis dan rasional secara ilmiah.

Item Review	Reviewer Response	Author Comment
	- The limitations of the study should be acknowledged to provide a balanced view of its significance. - Some sentences are lengthy and could be simplified for better clarity. - Ensure that all technical terms are defined or explained for readers who may not be familiar with them. - Check for grammatical errors and typos that may detract from the professionalism of the paper. - The methodology section lacks detail regarding how participants were selected and whether any biases were considered. - There is no mention of any ethical considerations taken during the research process. - A clearer explanation of the statistical techniques used would enhance the transparency of the research. - The discussion should explicitly address how the results compare with previous studies to provide context. - There is a lack of critical analysis regarding any contradictions between the findings and existing theories. - The conclusion could be expanded to include specific recommendations for future research directions.	

Item Review	Reviewer Response	Author Comment
Writing Styles and Readability • All exposure should be in English and written in good and coherent grammar. • Easy to understand • Interesting to read • does table or figure is it suitable for the referred explanation by showing data that is easy to interpret and understandable for the readers?	Translate your manuscript into english, and Use English proper. Explain your paper, and give the numbering of Figure / Table / Chart. Convert any figure or table in editable content. Do not use JPEG / PNG format.	Wajib di isi komentar apa yang telah diperbaiki oleh author, dan berikan tanda kuning pada naskah sebagai tanda bahwa author telah memperbaiki bagian yang dimaksud
Others	• Our Journal policy requires every paper to be a minimum of 7.000 words. Please check your words account. • Our journal policy requires 25 relevant references from academic journals, please check your references. • Please cite at least 2-3 relevant papers at www.goldenratio.id • Please revised your references including our policy to use references from SCOPUS • Use Mendeley with APA Style references 17th edition • Update Your references with 5-10 years. • Change your references style from endnote to bodynote with mendeley • Follow our template structure download it:	Wajib di isi komentar apa yang telah diperbaiki oleh author, dan berikan tanda kuning pada naskah sebagai tanda bahwa author telah memperbaiki bagian yang dimaksud. MOHON di perhatikan agar naskah tidak bolak balik revisi. Bagian yang paling sering mengalami revisi adalah: - Jumlah minimum words (jumlah kata) sebagai kebijakan jurnal adalah minimal 7.000 kata (termasuk judul, hingga referensi). - Gambar / Table yang masih menggunakan Screenshot - Kutipan tidak menggunakan references manager (Seperti Mendeley, Zootero, Endnote). - Tidak menggunakan Template

2.3 Registrasi dan Publikasi

Proses registrasi dan publikasi merupakan tahapan penting yang harus dilalui setelah artikel dinyatakan diterima untuk diterbitkan. Dalam hal ini, artikel penulis telah dinyatakan layak terbit oleh Golden Ratio Marketing Sebagai bagian dari prosedur administrasi, penulis diminta untuk melakukan *pembayaran Article Processing Charge (APC)* sebagai syarat untuk memperoleh Letter of Acceptance (LoA). Penulis melakukan pembayaran APC sebesar Rp1.000.000 pada 4 Juli 2025, sesuai dengan arahan dari pihak pengelola jurnal. Pembayaran ini merupakan langkah wajib sebelum LoA dapat diterbitkan. Setelah proses pembayaran dikonfirmasi, pihak jurnal mengeluarkan LoA resmi pada 5 Juli 2025, menandai bahwa artikel telah diterima dan akan masuk ke tahap review dan penerbitan.

Tahap berikutnya adalah persiapan publikasi, di mana penulis memastikan semua persyaratan dokumen telah terpenuhi. Dokumen yang disiapkan antara lain naskah akhir yang telah diperbaiki, surat pernyataan orisinalitas karya ilmiah, serta lampiran berupa tabel, grafik, dan gambar yang telah disesuaikan dengan format resmi jurnal. Penyesuaian terhadap template jurnal dan masukan dari editor dilakukan untuk memastikan kualitas dan keterbacaan artikel sesuai standar yang ditetapkan.

Selama proses pengajuan dan komunikasi, penulis memanfaatkan akun pribadi serta berkoordinasi langsung dengan editor jurnal melalui WhatsApp. Langkah ini ditempuh untuk mempercepat verifikasi dan memastikan setiap tahapan berjalan lancar tanpa kendala. Berdasarkan informasi dari tim editorial, artikel penulis dijadwalkan terbit pada akhir Agustus 2025 dalam edisi terbaru *Jurnal Golden Ratio Marketing*. Dengan demikian, seluruh rangkaian mulai dari pengajuan, pembayaran, hingga finalisasi naskah telah diselesaikan, sehingga artikel siap diterbitkan secara resmi dan memberikan kontribusi bagi pengembangan literatur di bidang pariwisata dan manajemen pemasaran.

BAB III ARTIKEL ILMIAH

I. Introduction

The culinary business in Indonesia has been growing significantly in the last few decades, especially in urban cities like Bandung. The capital city of West Java Province, is widely recognized as one of Indonesia's leading tourist destinations. Known for its cool climate, cultural richness, and creative urban development, Bandung attracts both domestic and international tourists throughout the year. In recent years, the city has also gained prominence as a center of culinary tourism, with an ever-growing number of food and beverage (F&B) establishments ranging from traditional eateries to modern, aesthetically curated cafés. The city's unique blend of cultural heritage, fashion-forward youth culture, and digital-savvy consumers has positioned Bandung as a hotspot for lifestyle-based dining experiences. This phenomenon is reflected in the widespread emergence of themed cafés, visually engaging interiors, and innovative spatial concepts that cater to evolving consumer expectations. As a result, Bandung has transformed into not just a place for gastronomic exploration, but also a hub for leisure, social interaction, and urban expression through food and ambiance.

Recent data from *Open Data Kota Bandung* (2022) reveal that there were 594 registered cafés operating across the city's districts. This figure underscores the rapid expansion of the café industry in Bandung, highlighting its emergence as a key sector within the city's growing creative economy. The concentration and diversity of these establishments reflect changing consumer behaviors and the increasing demand for lifestyle-oriented culinary experiences, making café tourism a notable urban phenomenon in Bandung's economic and cultural landscape. Data from *Badan Pusat Statistik Indonesia* (BPS) indicates a massive increase in the number of culinary enterprises, spurred largely by the shifting lifestyles of Generation Z, which comprises 27.94% of the population in the country. This generation is characterized by natural exposure to digital technology, their fondness for visual experiences, as well as their quest for distinctive social experiences. To Generation Z, cafés are not just locations for food and drink consumption but are also social spaces that enable self-expression and content generation. As such, considerations other than product quality, such as design and ambiance, have become key in drawing this group.

In this context, the concept of store atmosphere emerges as a critical factor in determining consumer behavior. It includes multiple components such as layout, interior design, lighting, music, and visual merchandising, all of which influence consumers' psychological and emotional perceptions. (Budiman & Dananjoyo, 2021) found that café atmosphere specifically interior point-of-purchase displays and layout positively and significantly influences purchase decisions among Generation Z consumers in Yogyakarta cafés. Supporting this, previous studies have shown that store atmosphere significantly affects customer satisfaction, loyalty, and purchasing decision (Gunawan & Syahputra,

2020). The ambiance of a place not only enhances the physical experience but also impacts emotional states, making it a decisive element in today's highly competitive café industry.

Generation Z's behavioral tendencies especially their heightened preference for visual stimulation, authentic experiences, and environments that are easily shareable on digital platforms highlight a broader and ongoing transformation in global consumer culture. This shift emphasizes a move away from purely functional consumption toward one that prioritizes emotional engagement, social identity, and immersive experiences. As supported by (Djunaid et al., 2025), experience-centric environments are increasingly shaping how Gen Z interacts with brands and spaces. Unlike prior generations that prioritized price or product utility, modern consumers increasingly evaluate brands and establishments based on the emotional and sensory engagement they offer. Thus, studying Gen Z not only highlights a key demographic but also serves as a proxy for understanding evolving consumer expectations across markets.

Gen Z is more emotionally affected by spatial attractiveness when selecting food and beverage (F&B) establishments, highlighted by (Bandara & Liyanage, 2024). Their decisions are not solely influenced by firsthand experience but also by how atmospheres are visually represented online. Given their digital-native behavior, they often evaluate ambiance through curated images, user-generated content, and social media impressions before making a visit. This visual pre-conditioning significantly shapes their expectations, emotional responses, and ultimately their intention to engage with the space in person. Digital media, including websites and online platforms, have emerged as pivotal instruments for promotional activities, exerting a direct influence on the marketing strategies employed by businesses (Suryawardani et al., 2021). This highlights the dual importance of designing both the physical space and its digital representation to influence visit intention among Gen Z.

In addition to layout and design, several studies have emphasized other atmospheric dimensions that significantly shape youth behavioral intentions in cafes. According to (Abdul Jalil et al., 2018), the five most influential factors are lighting, facility aesthetic, employee appearance, ambient intelligence (such as Wi-Fi availability), and music. These elements were found to positively correlate with approach behaviors such as the intention to visit or revisit a café. For younger consumers, especially digital-native cohorts like Gen Z, these atmospheric cues contribute to the creation of a multisensory experience that aligns with their lifestyle values such as comfort, connectivity, and personalization. A well-lit space with curated background music, visually pleasing interiors, and seamless access to technology can elevate both the emotional ambiance and the perceived quality of the venue. Moreover, today's café culture is strongly linked to the broader aesthetic and social values embraced by Gen Z. Minimalist-modern interior design, aesthetically pleasing layouts, and Instagrammable corners have become essential for engaging this demographic (Çolak & Çengel, 2023). Cafés that provide such visually satisfying and emotionally stimulating spaces are more likely to succeed in attracting and retaining Gen Z customers. This trend is further reinforced by the social sharing culture where visiting a visually appealing café becomes a part of personal branding and social capital.

Further supporting this, (Novita Sari, 2021) argue that store atmospheric cues can act as subconscious stimulants that directly affect emotional appraisal, leading to increased visit intention. In particular, facility aesthetics such as flooring, furniture quality, and table setting were proven to trigger psychological comfort and positive attitude toward the café. In addition, the rise of hybrid consumption patterns, where Gen Z combines online browsing with offline experiences, reinforces the importance of integrated atmospheric strategies. As Generation Z tends to research venues online before making visitation decisions, cafés that offer a consistent ambiance across digital and physical platforms stand to benefit from higher visibility and consumer trust. This also underscores the need for branding coherence in aligning interior aesthetics with digital presentation to support visit intention.

Despite the rising relevance of store ambiance, limited research has examined this factor through the lens of initial behavioral triggers such as visit intention, especially among first-time café-goers within the Gen Z demographic. Prior literature often centers around satisfaction, loyalty, or repurchase behavior, leaving a gap in understanding how initial exposure to a café's ambiance influences the decision to visit. This study responds to that gap by exploring visit intention as a distinct behavioral outcome shaped by environmental stimuli.

Nonetheless, there has been less examination of this phenomenon in the context of visit intention, particularly among Generation Z, who are greatly impacted by aesthetics and shareable experiences. While previous studies have extensively explored traditional determinants of consumer decision-making, such as price, promotions, and service quality (Suryawardani & Wulandari, 2020), this research endeavors to bridge the existing gap by investigating the influence of store atmosphere on Generation Z consumers' visit intention at String Café Bandung. Limited attention has been given to the psychological and spatial factors particularly store atmosphere which play a critical role in influencing visit intention among Generation Z consumers in café settings, specifically in urban areas such as Bandung. String Café, known for its minimalist-modern and innovative interior design, serves as an ideal case for this research.

String Café was selected as the case study location due to its consistent popularity among Generation Z consumers in Bandung, as indicated by frequent user-generated content on platforms such as Instagram and TikTok. The café that located in Jalan Panaitan Bandung, known not only for its minimalist-modern interior and aesthetically pleasing ambiance but also for its strategic digital marketing and physical branding. With its visually stimulating decor and social-media-friendly design, String Café serves as a representative model for understanding how atmospheric elements can influence visit intention among visually driven consumers. Additionally, its presence in a competitive urban area like Bandung allows for deeper analysis of consumer preferences in a saturated café market.

This study addresses a research gap by focusing on visit intention, rather than purchase intention or satisfaction, within the context of a design-driven café environment targeted at Generation Z. While many prior studies have examined store atmosphere's effect on transactional behavior, few have explored how ambiance acts as a motivational

trigger for first-time visits among visually driven, social media-savvy consumers. The originality of this research lies in its emphasis on how visual and spatial aesthetics contribute to psychological attraction and behavioral intention in a contemporary café setting. While several prior studies have explored the effects of store atmosphere on purchase decisions or customer satisfaction, few have focused specifically on visit intention as a distinct behavioral outcome, especially in the context of visually driven, social media-savvy consumers like Generation Z.

This study offers more than a replication of existing research; it extends current understanding by positioning visit intention as a foundational psychological response that can influence broader loyalty behavior, this aligned with Theory of Planned Behavior (Ajzen, 1991). Moreover, by focusing on Generation Z in Bandung's thriving café culture, this research provides localized insights that may inform design, marketing, and operational strategies specific to urban Indonesian youth. Unlike generalized consumer research, this study incorporates spatial design appreciation and emotional resonance, both of which are proven to significantly drive visit motivation in this demographic. In light of these insights, the study contributes not only to academic discourse but also offers practical recommendations for café entrepreneurs, interior designers, and marketers who aim to attract the Gen Z segment through immersive and engaging atmospheric strategies. The primary research question developed is: To what degree does store environment influence Generation Z's visit intention to String Café Bandung? Thus, the purpose of this research is to explore the strength and significance of the store environment's relationship with visit intention in this particular population setting.

II. Literature Review and Hypothesis Development

2.1 Management Marketing

According to (Rezieka Dara G & Ismiulya F, 2022), marketing management encompasses two essential concepts: management and marketing. Marketing refers to a series of activities aimed at creating, building, and maintaining mutually beneficial relationships with consumers to achieve organizational goals. Meanwhile, marketing management involves the planning, execution, control, and evaluation of all marketing activities within an organization. It represents the application of management principles to the marketing function, allowing companies to align resources effectively with consumer needs. (Kotler & Keller 2021:22) define marketing management as both an art and a science, used to identify target markets and create significant value through strategic communication and delivery, thereby building and nurturing customer relationships. Marketing management does not only emphasize transactional exchanges but also focuses on long-term engagement and brand loyalty through value co-creation.

Furthermore, (Sudaryono, 2016) states that marketing management is a set of planning, implementation, and control processes designed to achieve corporate objectives effectively and efficiently. These processes enable organizations to respond dynamically to

market changes, consumer behavior, and competitive pressures. In conclusion, marketing management can be understood as the strategic integration of managerial disciplines and marketing principles to identify market opportunities, understand consumer behavior, and develop effective strategies that lead to competitive advantage and profitability. It serves as a comprehensive framework through which businesses can adapt to the complexities of modern marketplaces while delivering sustained value to consumers. This strategic function is increasingly critical in today's customer-centric environments, where marketing success depends not only on product quality and price but also on personalized experiences, brand perception, and digital engagement.

2.2 Service Marketing

According to (Kotler & Keller (2021), service marketing refers to activities, benefits, or satisfactions that are offered for sale and delivered in connection with certain tangible goods. Its primary focus is on the delivery of intangible experiences or value to customers. Service marketing is a component of the overall service system in which businesses engage with their customers in various ways, ranging from advertising to billing, and includes interactions that occur during the service delivery process (Mamahit et al., 2021). Services are a series of identifiable and intangible activities that serve as the main object of a transaction and are intended to provide customer satisfaction according to their preferences. These services are not accompanied by the production of physical goods (MY et al., 2022) In today's digital and customer-centric business landscape, the strategic role of service marketing has grown significantly. Effective service marketing must address not only the core service but also the peripheral elements that shape the overall customer experience, including communication, service recovery, and relationship management. Digital transformation and rising customer expectations demand that businesses provide personalized, seamless, and memorable service encounters. Based on these explanations, it can be concluded that service marketing is a customer-focused activity that emphasizes the creation and delivery of intangible value or experiences aimed at meeting customer needs, fostering satisfaction, and building long-term relationships.

2.3 Physical Evidence

Physical evidence holds a strong correlation with customer emotions and intention. According to Yazid (2008:104–105), this tangible element may include the appearance of physical facilities, equipment, personnel, and supplementary materials. The purpose of these elements is to enhance customer perceptions of service quality, comfort, and safety. As tangible cues particularly the physical environment are the most visible components of a service organization, it is crucial that such environments be designed in alignment with the business's strategic positioning. Satisfying customer needs through well-maintained physical facilities and environments is a vital component of tourism marketing management (Isa, 2020). In the context of Strings Café, physical evidence encompasses all tangible elements that make the service experience more concrete and emotionally resonant for customers, especially Generation Z. These include:

1. Interior design: The selection of furniture with a vintage-modern aesthetic, warm lighting, and wall art that supports Instagrammable visuals serves as a central attraction for Gen Z visitors.
2. Cleanliness and comfort: A well-organized space, clean tables, and amenities such as free Wi-Fi and accessible power outlets enhance the functionality of the café for working or studying.
3. Menu presentation: The use of eco-friendly dining ware and appealing packaging adds to the café's sense of professionalism and aligns with Gen Z's growing preference for sustainability.
4. Brand identity: The presence of visual brand elements such as the café's logo, staff uniforms, and merchandise strengthens customer recall and reinforces the brand's image.

2.4 Store Atmosphere

Store atmosphere consists of specific elements that shape the overall ambiance a store seeks to convey in order to attract consumer interest. According to (Berman & Evans, 2018), as applied in the study by (Budiman & Dananjoyo, 2021)), store atmosphere comprises four key components: exterior, interior, store layout, and interior point of purchase displays. Each element contributes uniquely to the creation of a consumer-centric environment:

1. Exterior

The store's exterior serves as the first visual contact for consumers and functions as the "face" of the establishment. An attractive exterior design creates a positive first impression, evokes curiosity, and encourages potential customers to enter. Well-integrated exterior elements offer a visually pleasing and inviting experience that strengthens brand perception from the outset.

2. Interior

The dining experience in a café is not solely determined by food quality, but also by the overall ambiance. Customers seek memorable and unique experiences that can be shaped by various sensory factors such as background music, aroma, decorative themes, and supporting facilities. These atmospheric components enhance emotional engagement and influence customer satisfaction.

3. Store Layout

Store layout refers to the strategic planning of space within the café to optimize customer movement and interaction. This includes the arrangement of tables and chairs, placement of reservation and payment areas, and the accessibility of pathways. A well-organized layout ensures ease of navigation and contributes to an overall sense of comfort and efficiency.

4. Interior Point of Purchase (POP) Displays

POP displays play a significant role in setting the tone of a café environment by providing relevant information and enhancing the visual appeal. Their primary purpose is to stimulate sales and improve profitability. These displays may include posters, signage, promotional materials, and thematic decorations for special events such as Christmas or New Year's celebrations. Proper implementation of POP elements supports the café's branding and marketing objectives while enhancing the consumer's in-store experience.

Store ambiance has increasingly been recognized as a powerful driver of consumer behavior, particularly in visually engaging spaces such as cafés and lifestyle-oriented retail environments. (Budiman & Dananjoyo, 2021) demonstrated that store interior design and point-of-purchase displays significantly influence Generation Z's initial purchasing decisions in cafés across Yogyakarta. Their findings emphasize that spatial aesthetics function as environmental stimuli, attracting first-time visitors by creating a memorable and emotionally resonant atmosphere. Similarly, (Wahyu Saputri & Jalari, 2023) underscored that visual merchandising and store design directly influence Gen Z's visit intention, reinforcing the role of design elements in shaping initial perceptions and encouraging physical store engagement. In alignment with these findings, (Awa et al., 2025) identified music (30.9%) and lighting (28.6%) as the most influential ambiance elements affecting Gen Z's decisions when visiting cafés. Their study, which focused on first-time visitors in Davao City, highlights the significance of non-visual sensory cues in fostering an inviting and emotionally comforting space. These stimuli not only enhance the overall atmosphere but also act as subconscious signals that shape visitors' initial impressions and emotional readiness to interact with the space. For Generation Z, who often associate ambiance with identity and aesthetic value, such sensory elements become essential motivators in their decision to visit a physical location for the first time.

2.5 Visit Intention

According to the Theory of Planned Behavior (TPB) (Ajzen, 1991), an individual's intention to engage in a particular behavior is influenced by three core components: Attitude toward the behavior, Subjective norms, and Perceived behavioral control. In the context of this study, attitude toward the behavior refers to how Generation Z perceives the café atmosphere and the level of comfort it offers. Subjective norms pertain to social influences, such as trends on social media or recommendations from friends and family, which can shape their behavioral intentions. Meanwhile, perceived behavioral control relates to the availability of resources and opportunities that enable Generation Z to visit a café such as its strategic location, accessibility, or affordability. Therefore, TPB provides a relevant theoretical foundation to understand how store atmosphere influences customers' visit intention. In the context of cafés, a positive attitude formed through appealing ambiance elements may enhance visit intention, particularly when the environment resonates with Gen Z's lifestyle, comfort preferences, and aesthetic expectations. The sensory and emotional triggers embedded within the store atmosphere play a pivotal role in shaping these attitudes and generating the initial desire to visit. Based on the theory (Tantra, 2022) defines *visit intention* as an individual's desire or willingness to visit a

particular tourism destination, which is influenced by various internal and external factors. In his study, several key indicators that shape visit intention were identified as follows:

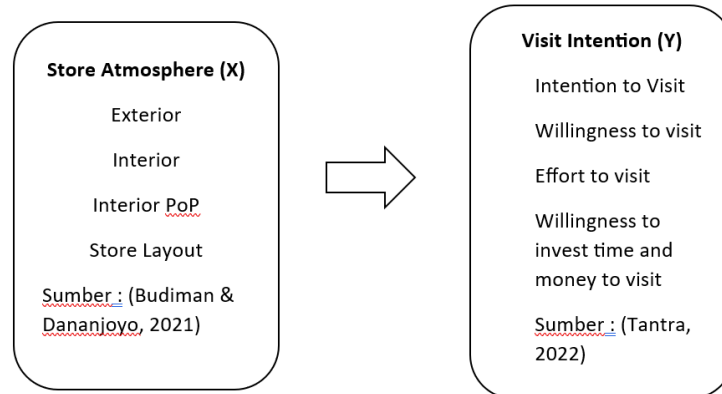
1. **Intention to Visit:** This refers to the extent to which an individual has a plan or desire to visit a specific destination in the future. It reflects the preliminary stage of decision-making influenced by personal interest and external stimuli.
2. **Willingness to Visit:** This indicator measures the individual's level of commitment to fulfilling the visit plan. It reflects how serious or determined a person is to realize their intention to visit.
3. **Effort to Visit:** This dimension reflects the tangible efforts made by the individual to actualize the visit plan, such as seeking information about the destination, making itineraries, or engaging in preparatory actions.
4. **Willingness to Invest Resources:** This captures the individual's readiness to allocate personal resources, including time and money, to visit a particular destination. It serves as an indicator of how committed the individual is to turning intention into actual behavior.

To distinguish the current study's focus from prior research, it is important to note that while some studies emphasize revisit behavior driven by satisfaction (Jerry Alessandro et al., 2024) & (Jayaweera et al., 2024), this study concentrates on the earlier phase of consumer interaction of visit intention which is influenced by the initial perception of ambiance. This distinction allows the research to more accurately capture the psychological and emotional responses that occur before a consumer experiences the full service cycle, especially among first time visitors.

2.6 The Relationship Between Store Atmosphere and Visit Intention

In this study, the store atmosphere is conceptualized using a four dimensional model comprising exterior design, interior aesthetics, store layout, and interior point-of-purchase display (Budiman & Dananjoyo, 2021). These dimensions are selected based on their proven impact on emotional and behavioral responses, particularly in ambiance-driven settings such as cafés. Meanwhile, visit intention is operationalized using the framework proposed by (Tantra, 2022) which includes indicators such as intention to visit, willingness to visit, effort to visit, and willingness to invest time and resources. This multidimensional operationalization enables a more comprehensive understanding of how store ambiance can stimulate Generation Z's intent to engage with a retail or café space for the first time. What distinguishes this study is its focus on visit intention rather than revisit behavior, emphasizing how specific ambiance elements trigger psychological attraction and behavioral readiness in first-time visitors. This perspective enriches theoretical discourse while offering practical guidance for café operators seeking to attract new customers through thoughtfully designed spatial experiences. A conceptual framework is also presented to illustrate the relationship between store atmosphere components and Gen Z's intention to visit String Café.

Figure 1. Conceptual Framework



III. Research Method

The research approach employed in this study is quantitative. According to (Sugiyono, 2019), quantitative research is based on data that is collected, processed, and presented to generate useful information for decision-making in managerial and economic contexts. (Cooper and Schindler, 2014) further emphasize that quantitative research seeks to produce precise measurements. The survey method used in this study is defined by (Cooper and Schindler, 2014) as a measurement process aimed at collecting information about past events through structured interviews, which can be conducted with or without the presence of an interviewer. The objective is to measure the relationship between predetermined variables, namely store atmosphere and visit intention. This research is considered important as it provides a clear understanding of significant behavioral thresholds and the specific factors that influence them, allowing for the development of evidence-based recommendations derived from the findings. The research was conducted at String Café Bandung, a well-known coffee shop located on Jalan Panaitan, Bandung, Aimed at objectively examining the influence of store atmosphere on visit intention among Generation Z consumers during the period of February to May 2025.

This research is classified as causal research, aiming to identify the cause and effect relationship between the independent variable (store atmosphere) and the dependent variable (visit intention). In addition, it also adopts a descriptive approach to illustrate respondents' perceptions of the various elements of store atmosphere. The target population of this research consists of Generation Z individuals aged between 16 to 27 years residing in Bandung. The sampling technique used is purposive sampling, selected based on specific criteria: respondents who have either visited or intend to visit String Café. This method allows the researcher to deliberately select participants who meet predefined

criteria and are most likely to provide pertinent data, enhancing the study's relevance and depth (Memon et al., 2025).

In this study, purposive sampling was employed to select respondents who met specific criteria aligned with the research objectives (Cooper & Schindler, 2014). The inclusion criteria targeted Generation Z individuals who had either visited String Café or expressed an intention to visit. To screen for eligibility, a brief question was placed at the beginning of both the online and offline questionnaires. This ensured that only relevant participants continued the survey and contributed data aligned with the study focus. However, since purposive sampling is non-random, it may introduce potential bias, limiting the generalizability of the findings beyond String Café or to the broader Gen Z population. Nevertheless, purposive sampling remains an effective technique in exploratory research where representativeness is balanced with contextual depth. A total of 120 qualified respondents was selected to provide data that is sufficiently representative of the target group, allowing for meaningful interpretation and actionable insights regarding store atmosphere and visit intention among digitally active young consumers..

A total of 120 respondents participated in the study. This number is deemed sufficient for simple linear regression analysis and represents a reliable sample size for capturing the behavioral tendencies of urban Gen Z café goers (Makwhana Dhaval et al., 2023). The sample size was determined based on prior methodological recommendations that suggest a minimum of 100–120 samples for simple regression to ensure valid inference and statistical power. Practical limitations such as time, access, and resource availability were also considered in setting this target.

Data were collected using a structured, closed-ended questionnaire consisting of two main constructs: store atmosphere and visit intention. Each item was measured using a five point Likert scale, ranging from 1 (strongly disagree) to 5 (strongly agree). The questionnaires were distributed online using Google Forms, and offline responses were collected manually by the research team by targeting respondents that matched the inclusion criteria.

Table 1. Scale Likert Point

Store Atmosphere	Visit Intention	Value
Strongly Agree	Strongly Agree	5
Agree	Agree	4
Netral	Netral	3
Disagree	Disagree	2
Strongly Disagree	Strongly Disagree	1

The variables examined in this study include Store Atmosphere, which comprises several dimensions such as exterior, interior, store layout, and interior point-of-purchase display. The second variable is Visit Intention, consisting of intention to visit, willingness to visit, effort to visit, and willingness to invest. Each dimension is further elaborated into more specific indicators. The table below presents the operational variables used in this research.

Table 2. Operational Variables

Variable	Dimension	Indicator	Scale
Store Atmosphere (X)	Exterior	1. The signage and logo of String Café are visible from a distance. 2. The entrance design is attractive. 3. The parking area is spacious and comfortable. 4. The building appearance of the café draws my attention. 5. The location of String Café is easy to find.	Likert
	Interior	6. The lighting inside the café supports a cozy atmosphere. 7. The scent of the room creates a pleasant impression. 8. The music played suits the ambiance of the café. 9. The room temperature feels cool and comfortable. 10. The toilets at String Café are clean and well-maintained.	Likert

		11. The interior decoration provides an aesthetic impression.	
	Store Layout	12. The distance between tables is sufficient to allow ease of movement. 13. The layout of the café is well-organized. 14. The tables and chairs are comfortable. 15. The café's facilities (toilets, parking area, cashier) are easy to locate. 16. The spatial arrangement supports social interaction.	Likert
	Interior Point of Purchase Display	17. The interior theme decorations are appealing for photos. 18. Promotional information inside the café is easy to see and read. 19. The café's decoration feels consistent with the overall vibe and concept. 20. Product displays inside the café attract customer	Likert

		interest.21. 21.The visual elements of the interior stimulate interest for posting on social media.	
Visit Intention (Y)	Intention to visit	22. After receiving information about String Café, I am interested in visiting. 23. The ambiance presented by String Café captures my attention and encourages me to visit.	Likert
	Willingness to visit	24. My available time allows me to visit String Café. 25. I have plans to visit String Café in the near future.	Likert
	Effort to visit	26. I am interested in visiting String Café with friends in the future. 27. I am willing to set aside time to visit	Likert
	Willingness to invest	28. I feel comfortable spending a long time at String Café. 29. I consider the cost of visiting String Café to be worth the experience it offers.	Likert

The theoretical foundation for this relationship is drawn from the Theory of Planned Behavior (Ajzen, 1991), which posits that an individual's intention to act is shaped by attitudes, perceived behavioral control, and subjective norms. In this context, a well designed store atmosphere is expected to foster positive attitudes, emotional responses, and anticipated experiences, thereby significantly influencing visit intention among Gen Z consumers. To ensure the quality of the instrument, a validity test was conducted using Pearson Product Moment Correlation. Each statement item is considered valid if the correlation coefficient exceeds the critical value at a 5% significance level (Wijaya & Kloping, 2021). Furthermore, the instrument's reliability was measured using Cronbach's Alpha, where a value of $\alpha \geq 0.70$ indicates acceptable internal consistency. Following the data collection and validation process, the data were analyzed using simple linear regression analysis with the aid of SPSS version 22 to examine the strength and direction of the relationship between the independent and dependent variables, providing statistical evidence for hypothesis testing.

IV. Result and Discussion

Regression simple linear

Table 3. Model Summary

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.871a	.758	.756	2.892

The correlation coefficient (R) is 0.871. From this output, the coefficient of determination (R Square) is 0.758, which means that the influence of the independent variable (Store Atmosphere) on the dependent variable (Visit Intention) is 75.8%, indicating a strong and substantial relationship between the two variables in the observed context.

Table 4. ANOVA Test

Model	Sum of Squares	df	Mean Square	F	Sig.
1. Regression	3091.049	1	3091.049	369.579	.000 ^b
Residual	986.918	118	8.364		
Total	4077.967	119			

The ANOVA test shows that the regression model used is significant, with an F value of 369.579 and a significance value (Sig.) of 0.000. Since the Sig. value is < 0.05 , it can be concluded that the regression model used is valid and there is a significant effect of Store Atmosphere on Visit Intention, indicating that the overall model reliably explains variations in consumer behavior within the targeted demographic group..

Table 5. Coefficient

Model	Unstandardized Coefficients		Standardized Coefficients	t	Sig
	B	Std. Error	Beta		
(constant)	4.216	1.393		3.025	.003
TotalX	.329	.017	.871	19.224	.000

The t-test results show that the regression coefficient value for store atmosphere is 0.329 with a t-value of 19.224 and a significance level of $0.000 < 0.05$. This confirms that, partially, the store atmosphere variable has a positive and significant effect on visit intention, reinforcing the hypothesis that environmental aesthetics and ambiance play a crucial role in influencing consumer decision making among Generation Z café visitors.

These statistical results strongly align with the Theory of Planned Behavior (Ajzen, 1991), which posits that individuals are more likely to form behavioral intentions when their attitudes are shaped by positive environmental cues. In this case, store atmosphere through elements such as layout, lighting, and visual displays acts as an external stimulus that enhances emotional connection, ultimately fostering Gen Z's intention to visit. This supports the notion that ambiance plays a crucial psychological role in shaping pre-visit decision-making, especially among experience-driven consumers. Gen Z tends to evaluate physical environments not only for their utility but also for their potential to deliver emotionally memorable and shareable experiences. The findings from (Sitinjak et al., 2019) further validate the critical role of store atmosphere in influencing consumer behavior, particularly behavioral intention. Their research confirmed that the ambiance created within a café environment serves not merely as an aesthetic element but as a psychological stimulus that directly shapes the consumer's decision to visit.

These findings are also in line with existing empirical studies that emphasize the role of ambiance in influencing consumer behavior (Awa et al., 2025) found that ambiance elements such as lighting and music were the strongest contributors to café preference among Gen Z students in Davao City. Their study concluded that sensory-driven design elements significantly shaped customer moods and engagement levels. (Jerry Alessandro et al., 2024) also demonstrated that store atmosphere and product variety significantly influence revisit intention, mediated by satisfaction. In their research on Indonesian youth, they emphasized how visual and auditory cues such as ambient lighting and curated playlists could increase consumer satisfaction and foster a sense of belonging. Similarly, (Jayaweera et al., 2024) highlighted that spatial layout and atmospheric design notably impact revisit behavior, particularly among Generation Z consumers in Sri Lanka's café industry. They argued that seamless movement and accessibility within café spaces contribute to psychological comfort and influence behavioral loyalty. Meanwhile, (Budiman & Dananjoyo, 2021) showed that visual décor, layout, and displays play a critical role in shaping first-time purchase decisions, further reinforcing the behavioral impact of spatial aesthetics.

In sum, these findings converge on the notion that the psychological effect of ambiance is not merely additive but transformative in shaping customer intention and

decision-making. For Gen Z consumers, ambiance serves not only as a physical experience but also as a social and emotional narrative. A visually engaging and sensorially pleasing space enables emotional resonance, self-expression, and content creation key factors driving visit intention in the café industry. This study further reinforces the theoretical perspectives proposed by Firmansyah (2019) and Kotler (2012), asserting that store atmosphere can function as an impactful communication medium that yields both positive and profitable outcomes. When crafted in a highly appealing and emotionally engaging way, store atmosphere not only enhances customer satisfaction but also effectively triggers purchase behavior, even among visitors who initially had no intention to buy. Thus, creating an immersive and emotionally aligned atmosphere should be viewed as a strategic necessity for cafés targeting the Gen Z segment.

In the context of String Café Bandung, aesthetic appeal, modern minimalist design, and strategic layout contribute to creating an Instagrammable and emotionally comfortable environment, fulfilling both social and experiential needs of Generation Z. These features align with Gen Z's behavioral drivers, including visual stimulation, emotional connection, and social currency, which directly translate into increased visit intention. This alignment is further supported by previous research (Setiawan, 2024) who found that store atmosphere significantly influences purchase decisions among Gen Z consumers, particularly in retail environments like UNIQLO outlets, where visual appeal, spatial comfort, and emotional ambience play critical roles in shaping shopping behavior and intention.

V. Conclusion

The present research examined the influence of store atmosphere on the visit intention of Generation Z consumers at String Café Bandung. Employing a quantitative method with data collected from 120 respondents, the results confirm a strong and statistically significant positive correlation between store atmosphere and visit intention. The regression analysis revealed that store atmosphere accounts for 75.8% of the variability in visit intention, validating the hypothesis that a well-planned spatial and sensory environment has a considerable impact on consumer behavior. The findings demonstrate that the four components of store atmosphere exterior design, interior aesthetics, store layout, and point-of-purchase displays significantly shape the attitudes and emotional responses of Generation Z consumers. These results are consistent with the *Theory of Planned Behavior* (Ajzen, 1991), which posits that behavioral intentions are shaped by attitudes influenced by external environmental factors. Moreover, the findings align with existing empirical studies indicating that Generation Z exhibits heightened sensitivity to visual, emotional, and experiential stimuli within café environments.

Practical Implications: From a managerial perspective, this study underscores the strategic value of atmospheric design in attracting Gen Z consumers. Café owners and marketers are encouraged to invest in spatial elements that reflect Gen Z preferences such as minimalist-modern aesthetics, Instagrammable spots, interactive lighting, and comfort-oriented layouts that support both relaxation and content creation. Attention to visual storytelling and immersive ambience can foster stronger emotional engagement and increase the likelihood of initial visits. These insights can serve as a guideline for F&B

businesses aiming to enhance customer attraction and differentiate their brand in competitive markets.

Theoretical Implications: This study contributes to the theoretical development by validating the Theory of Planned Behavior (Ajzen, 1991) in the context of café visit intention among Generation Z. The findings emphasize that external environmental factors, specifically store atmosphere components exterior design, interior aesthetics, store layout, and point-of-purchase displays play a critical role in shaping consumer attitudes and behavioral intentions. Unlike most prior studies that focus on revisit behavior, this research highlights the psychological attraction triggered during first-time visits, offering a fresh perspective for academic exploration. Future research is encouraged to expand on these findings by incorporating additional variables such as brand image, service quality, or perceived value, and by involving more diverse geographic locations to enhance generalizability.

BAB IV PENUTUP

4.1 Kesimpulan

Berdasarkan jadwal yang telah disusun, rangkaian penyusunan tugas akhir serta publikasi artikel ilmiah dapat terlaksana secara sistematis, terencana, dan efisien dalam kurun waktu lima bulan, mulai April hingga Agustus 2025. Seluruh tahapan dirancang secara terpadu, mencakup penyusunan proposal, pengumpulan data lapangan, pengolahan dan analisis data, hingga penulisan serta pengajuan artikel ilmiah untuk diterbitkan pada jurnal akademik.

Pelaksanaan kegiatan dimulai pada awal April 2025 dengan penyusunan Bab I hingga Bab III, dilanjutkan dengan penyebaran kuesioner dan pengumpulan data primer pada Mei. Data yang diperoleh kemudian dianalisis dan dituangkan dalam Bab IV dan Bab V pada pertengahan hingga akhir Juli 2025. Setelah laporan akhir selesai, penulis menyiapkan artikel ilmiah yang dikirimkan ke Jurnal Golden Ratio Marketing pada awal Agustus sebagai bagian dari proses publikasi.

Dalam proses pengajuan, penulis mengikuti sejumlah prosedur administratif dan teknis, termasuk pengiriman ulang naskah melalui sistem jurnal pada 4 Juli 2025, serta pembayaran biaya publikasi (Article Processing Charge) sebesar Rp1.000.000 pada 5 Juli 2025. Setelah seluruh ketentuan terpenuhi, pihak jurnal menerbitkan Letter of Acceptance (LoA) pada 8 Juli 2025 yang kemudian melakukan tahap review dan revisi hingga awal Agustus. Berdasarkan keterangan dari tim editorial, artikel ilmiah tersebut dijadwalkan terbit pada akhir Agustus 2025.

Penelitian ini bertujuan untuk menganalisis pengaruh store atmosphere terhadap visit intention pada konsumen Generasi Z di String Café Bandung. Berdasarkan hasil analisis menggunakan regresi linear sederhana, diperoleh nilai koefisien determinasi (R^2) sebesar 0,758, yang menunjukkan bahwa 75,8% variasi visit intention dapat dijelaskan oleh variabel store atmosphere. Hasil uji t menunjukkan bahwa store atmosphere memiliki pengaruh positif dan signifikan terhadap visit intention dengan nilai signifikansi $0,000 < 0,05$. Temuan ini selaras dengan Theory of Planned Behavior (Ajzen, 1991) yang menekankan bahwa niat berperilaku dipengaruhi oleh sikap, norma subjektif, dan persepsi kontrol perilaku, di mana store atmosphere berperan sebagai stimulus eksternal yang membentuk sikap positif konsumen. Penelitian ini membuktikan bahwa elemen-elemen seperti desain interior, pencahayaan, tata letak, kebersihan, dan fasilitas memiliki kontribusi nyata dalam meningkatkan ketertarikan serta niat berkunjung Generasi Z. Dengan demikian, tujuan penelitian telah tercapai, yaitu membuktikan secara ilmiah adanya hubungan yang signifikan dan positif antara store atmosphere dan visit intention. Hasil ini memberikan kontribusi teoretis dalam memperkuat kajian perilaku konsumen berbasis lingkungan fisik, sekaligus kontribusi praktis bagi pengelola kafe

untuk merancang atmosfer yang mampu menarik dan mempertahankan konsumen Generasi Z.

4.2 Saran

Bagi peneliti yang berencana mempublikasikan hasil penelitian mengenai store atmosphere dan visit intention pada Generasi Z, terdapat beberapa aspek penting yang perlu diperhatikan agar proses penerbitan berjalan lancar dan peluang naskah diterima semakin besar. Hasil penelitian ini relevan untuk dipublikasikan pada jurnal-jurnal ilmiah di bidang pemasaran, manajemen, pariwisata, dan perilaku konsumen, baik di tingkat nasional maupun internasional.

Salah satu opsi publikasi yang disarankan adalah jurnal nasional terakreditasi SINTA, seperti *Golden Ratio of Marketing and Applied Business* (yang saat ini dalam proses evaluasi menuju SINTA 2). Selain itu, publikasi di jurnal internasional bereputasi juga dapat menjadi pilihan, misalnya *Journal of Retailing and Consumer Services* atau *International Journal of Hospitality Management*, yang memiliki fokus pada perilaku konsumen dan strategi pemasaran berbasis lingkungan fisik (physical environment).

Dalam proses publikasi, peneliti wajib mengikuti template dan panduan penulisan yang ditetapkan oleh jurnal, mulai dari format struktur artikel, sistem sitasi, hingga penggunaan bahasa ilmiah yang tepat. Ketidakpatuhan terhadap ketentuan teknis ini dapat menyebabkan naskah ditolak di tahap awal (desk rejection). Oleh karena itu, peneliti disarankan membaca pedoman secara seksama dan memastikan naskah telah sesuai sebelum diajukan.

Sebelum mengirimkan naskah, penting untuk melakukan proofreading secara menyeluruh, baik secara mandiri maupun dengan bantuan pembimbing atau rekan sejawat, guna meminimalkan kesalahan bahasa dan teknis. Apabila reviewer memberikan masukan, peneliti diharapkan menerima dengan terbuka dan melakukan revisi secepatnya untuk memperlancar proses publikasi.

Perlu diperhatikan pula bahwa beberapa jurnal menerapkan kebijakan administrasi berupa pembayaran Article Processing Charge (APC) sebelum Letter of Acceptance (LoA) diterbitkan. Oleh sebab itu, peneliti sebaiknya mempersiapkan waktu, dokumen pendukung, dan biaya publikasi sejak awal.

Selain publikasi di jurnal, hasil penelitian ini juga memiliki potensi untuk dipresentasikan pada seminar atau konferensi, seperti Seminar Nasional Manajemen & Bisnis atau konferensi internasional di bidang pemasaran dan perhotelan. Presentasi ini membuka kesempatan untuk memperoleh masukan dari akademisi dan praktisi, serta membangun jejaring kolaborasi riset.

Di masa mendatang, kolaborasi dengan peneliti lain, baik dari dalam maupun luar negeri, sangat dianjurkan untuk memperluas perspektif dan meningkatkan kualitas penelitian. Peneliti juga dapat mengembangkan riset lanjutan menggunakan metode yang lebih bervariasi, seperti mixed methods atau longitudinal study, sehingga kontribusi penelitian terhadap pengembangan teori dan praktik di industri kafe menjadi lebih luas dan mendalam.

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LAMPIRAN

Lampiran 1

