

INTEGRATING ATMOSPHERE, SCENT, AND PROMOTION TO BOOST CONSUMER DECISIONS: EVIDENCE FROM MSME COFFEE SHOPS

Muhammad Aep Syaifudin¹, D Slamet Riyadi^{2*}, Pebi Kurniawan³, Tedi Kustandi⁴

¹⁻⁴ Department of Economy and Business, Muhammadiyah University of Cirebon, Indonesian

*Email corresponding author: gdeden85@gmail.com

Abstract

This study explores the influence of store atmosphere and scent on purchasing decisions by making promotion a mediating variable, in the context of coffee shop MSMEs in West Java which are experiencing rapid growth along with the increasing trend of urban lifestyles that demand comfortable and aesthetic social spaces. One approach that is now developing is experiential marketing, which emphasizes the importance of elements such as store atmosphere and scent on purchasing decisions with promotion as a mediating variable. This research was conducted at MSME coffee shops in West Java with 304 respondents. The analysis method used is partial least square (SmartPLS Version 4). The results showed that store atmosphere and scent had a significant effect on purchasing decisions, both directly and indirectly through promotion. This finding confirms the importance of emotional approaches and targeted promotions in influencing purchasing decisions. This research provides practical contributions for MSMEs in developing marketing strategies based on customer experience

Keywords: Store Atmosphere, Scent, Promotion, Purchase Decisions

INTRODUCTION

In contemporary retail marketing, store ambiance and scent have emerged as significant sensory factors that influence consumer perception, emotions, and purchasing behavior. Factors including illumination, sound, arrangement, hygiene, and scent are orchestrated to cultivate an ambiance that fosters brand identity development and amplifies consumers' emotional connection to the retail space. According to the Stimulus–Organism–Response (S-O-R) model, stimuli like ambiance and scent affect the psychological state of consumers (organism), which in turn provokes a response manifested as purchase intention and decision. Prior research indicates that the interplay between surroundings and promotion significantly influences variations in customer purchase behavior (Nurika et al., 2023). Nonetheless, sensory experiences do not invariably influence purchasing decisions in the absence of marketing, which acts as an emotional and cognitive connection. Certain research highlights that the influence of atmosphere and promotion is amplified when mediated by psychological elements, like emotions, buying desire, or customer trust (Ayu Puspitasari et al., 2024; Vannesse et al., 2024).

The socio-economic and cultural backdrop in Indonesia generates distinctive dynamics. Research on the micro, small, and medium enterprises (MSMEs) sector yields diverse findings: some research indicates that ambiance directly affects purchase decisions, whereas others contend that atmosphere is more impactful when complemented by marketing and social interactions. The scent component, while infrequently the primary emphasis of MSME study, has demonstrated its ability to enhance consumer loyalty via a holistic purchasing experience (Ratasuk, 2022). Furthermore, promotions do not exclusively dictate purchasing decisions. Certain data suggest that digital promotions predominantly facilitate recurring purchases, while in other instances, new promos prove beneficial when integrated with a positive physical experience. The amalgamation of the S-O-R model and AIDA (attention, interest, desire, and action) serves as a pertinent theoretical framework for elucidating the interplay of atmosphere, fragrance, and promotion in shaping consumer behavior. While worldwide studies consistently demonstrate the impact of sensory cues and promotions on purchasing decisions, the Indonesian context necessitates an adaptable strategy that matches with consumer traits and local culture. Consequently, research that concurrently incorporates atmosphere, fragrance, and promotion is essential for a thorough comprehension of the purchase decision-making process.

Although previous research has discussed the influence of store atmosphere, aroma, and promotions on purchasing decisions, most of these studies have examined these variables separately, often neglecting the role of aroma as an important stimulus and rarely positioning promotions as mediators. Moreover, similar studies are still limited to large-scale retail, not extensively exploring the

context of MSME coffee shops in Indonesia, which have unique consumer characteristics and distinctive local dynamics. Therefore, this research aims to address this gap by examining the simultaneous influence of store atmosphere and aroma on purchase decisions, using promotion as a mediating variable, to provide a more comprehensive understanding of consumer behavior in MSME coffee shops.

This research introduces innovation through five primary contributions. This research concurrently incorporates three primary variables, store ambience, fragrance, and promotion, into a singular consumer behavior model, which has been previously examined only in part. Secondly, promotion is no longer considered an independent variable; instead, it is examined as a mediating variable that enhances the impact of sensory cues on purchasing decisions, offering a novel perspective on consumer conversion mechanisms. This aspect of scent, previously neglected in local studies, is now distinctly emphasised in relation to Indonesian SMEs, addressing the research vacuum concerning the impact of olfactory stimuli on retail tactics. This research distinguishes between direct and indirect effects in the Stimulus-Organism-Response (SOR) model, helping to better understand how consumers think and feel. This research substantiates the global consumer behavior model within the framework of Indonesian SMEs, offering a theoretical and managerial foundation for the adaptation of multimodal marketing tactics that better correlate with local cultural and demographic traits.

LITERATURE REVIEW

Store Atmosphere

The store atmosphere denotes the intentionally crafted physical environment of a retail establishment aimed at influencing consumer perceptions, emotions, and behaviours. Factors such as illumination, acoustics, fragrance, temperature, hue, and arrangement foster an immersive sensory experience. According to the Stimulus-Organism-Response (SOR) theory, the store atmosphere acts as an outside trigger that causes emotional and mental reactions from shoppers, which then affects their buying choices. Positive emotions enhance consumer affective engagement and prolong the duration of store visits. Research (Nadeak, 2024). illustrates the importance of interior design, product arrangement, and visual merchandising in shaping purchasing decisions inside fashion retail, aligned with the lifestyle preferences of the target demographic. (Farrel Jovan, Callista Vivian, Isna Asdiani Nasution, 2024). recognise the shop environment as a principal component of influencing consumer loyalty in the supermarket industry, in conjunction with product quality and service.

Scent

This demonstrates that an scent aligned with the product's identity and the preferences of the target market can significantly enhance purchase intention, as noted by (Pranata, 2024). The fragrance associated with a product can establish an identity that differentiates it from comparable items. The fragrance may emerge as a defining characteristic of a product. Consumers can recall an scent that closely resembles a product. According to (Fransiska & Madiawati, 2021). this aspect is crucial in crafting a comprehensive and efficient consumer experience within the framework of contemporary marketing.

Promotion

Promotion has transitioned from a transactional model centred on sales messaging to a comprehensive approach that incorporates customer values, emotions, and social contexts. Promotion is today regarded not just as a tool to sway purchasing decisions but also as a crucial component of a communication strategy that cultivates brand identity and fosters enduring relationships with customers. Moreover, research on the home market indicates that digital promotions substantially enhance sales. Understanding the attributes of the target audience, the communication channels used, and the consistency of the message are crucial for the efficacy of promotions, particularly within the local context and microenterprises (Suprianto.K, Suryaningsih, 2025; Tenorio & Tenorio, 2025). Additionally, it observes that promotion on digital platforms such as TikTok significantly influences image and emotional ties. By managing emotive and real content, promotions can significantly boost audience engagement compared to traditional product-based commercials.

Purchasing Decisions

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HYPOTHESIS FORMULATION

Store Atmosphere on Purchasing Decisions

The store atmosphere comprises the arrangement of physical and sensory components in retail environments, including lighting, scent, music, layout, and interior design, which are deliberately designed to foster a pleasant shopping experience and cultivate emotional connections to the brand (ÇOLAK, Fazli Uğur, 2023). In coffee shops, the store atmosphere is a crucial element of experiential marketing, designed to align with the expectations and tastes of specific consumer demographics (Jang, 2019). The atmospheric dimensions comprise four primary elements: store exterior, general interior, store layout, and interior display, which collectively influence consumers' initial perceptions and understanding of the product or service (Sembiring, 2021). Research indicates that the effects of store atmosphere are not uniform; instead, they are shaped by individual traits and social contexts during decision-making (Halim et al., 2023; Wati & Mardatillah, 2024). The evidence underscores that perceptions of store atmosphere arise from consumers' subjective experiences, rendering their influence on purchasing decisions intricate and multifaceted—interconnected with emotional factors, functional value, and personal preferences.

H1 : Store atmosphere has a positive impact on purchasing decisions.

Store Atmosphere on Promotion

According to recent studies, both have a big impact, but through different ways: promotions highlight logical incentives in the form of financial gains, while store atmosphere elicits pleasant emotional reactions that increase comfort and impulsive desires. These two factors' efficacy is highly contextual and contingent on behavioral patterns, socioeconomic circumstances, and particular market conditions (such as pandemics) (Amanda Risma Nurafifah, 2024; Permatasari et al., 2025). Furthermore, since emotions don't always improve relationships, their function as mediators is still up for question. In order to better understand the dominance or synergy of both, more study using a longitudinal method and in-depth psychological analysis is necessary. This is because of the differences in effect modalities (emotional vs. utilitarian) and contextual fluctuations.

H2 : Store atmosphere has a positive impact on promotion.

Scent on Purchasing Decisions

Scent, as an element of sensory marketing, significantly influences consumer behavior and purchase decisions by eliciting emotional responses and providing multisensory experiences that enhance favorable perceptions of products or retail settings (Gadilkar, 2024). Scent, when congruent with brand identity and consumer preferences, can elevate quality perception and foster robust emotional connections. Studies indicate that the integration of appealing scents with visually attractive components markedly enhances purchasing intent (Pranata, 2024). Within coffee shops, the unique scent of coffee not only activates the olfactory senses but also fosters a welcoming and amiable environment, hence bolstering consumer loyalty (Rahmadhanimara et al., 2022). Research has demonstrated that a fragrance that meets expectations enhances the shopping experience and indirectly influences purchasing decisions (Mustafa Ayobami RAJI, 2020).

H3 : Scent has a positive influence on purchasing decisions.

Scent on promotion

Recent research on coffee shops shows that aroma acts as an emotional stimulus that enhances comfort, prolongs visit duration, and triggers impulsive purchases, while sales promotion serves as a utilitarian incentive that encourages spontaneous decisions through economic considerations such as discounts or gifts. Recent studies emphasize that these two factors complement each other: aroma creates a positive emotional atmosphere, while promotions strengthen the rational justification for

purchasing (Amanda Risma Nurafifah, 2024; Hidayat et al., 2024). However, the effectiveness of their combination is highly contextual, depending on the type of coffee shop, consumer characteristics, and market conditions. Therefore, an integrative research approach is needed, considering psychological and situational factors simultaneously to understand the dominant influence or synergy between the two.

H4 : Scent has a positive effect on promotion.

Promotion on Purchasing Decisions.

Promotion is an essential element of the marketing mix that functions as a strategic communication mechanism between producers and customers to articulate the value, benefits, and advantages of products or services (Philip Kotler, 2024). Promotional methods encompass advertising, sales promotions, direct marketing, personal selling, and public relations, all designed to incentivize customer purchases. In the realm of MSME coffee shops, promotion significantly mediates consumer views and purchasing decisions (Effendi & Eka, 2023). Research indicates that the efficacy of promotions is significantly contingent upon their relevancy and congruence with consumer expectations. Standard promotions, such as discounts or in-store bundling, might incite impulsive purchases from consumers who previously had no intention of buying (Mas & Nurhadi, 2023). Furthermore, social media marketing can extend message dissemination and amplify the impact of electronic word of mouth, thereby influencing the decision-making process (Wursan, Lucky Radi Rinandiyana, 2021). (Setya Ningsih et al., 2023), say that the effectiveness of below-the-line promotion tactics depends on the market and product features, showing that promotions need to be part of a complete marketing strategy to really influence customer behavior.

H5 : Promotion has a positive influence on purchasing decisions.

Store Atmosphere on Purchasing Decisions through Promotional mediation

The store atmosphere is a strategic component of contemporary retail marketing that includes visual, auditory, olfactory, and spatial elements to evoke emotional experiences and favorable views of items or services. Studies have shown that a well-designed environment influences consumer emotions and enhances brand value perception, thereby influencing purchasing decisions (ÇOLAK, Fazli Uğur, 2023). The impact of store atmosphere is not invariably direct; its efficacy frequently relies on the existence of promotions as a mediating factor. In a holistic marketing approach, promotions are regarded as a significant enhancer that can amplify the influence of store atmosphere on consumer behavior. Studies indicate that digital promotions, including constant visual content on social media, might augment the attractiveness of the store environment and reinforce consumers' emotional memory (Fitri et al., 2024). The amalgamation of an appealing retail atmosphere with appropriate promotions, such as beautifully packaged limited-time deals, significantly enhances the influence on purchasing decisions (Esra Yuningsih L. Purba Siboro, 2023). Promotions function as reminders and catalysts that convert sensory perceptions into purchasing actions.

H6 : Promotion mediates the influence of Store Atmosphere on purchasing decisions.

Scent on Purchasing Decisions through Promotional mediation

Scent, as a component of sensory marketing, significantly influences consumer perceptions of a product or enterprise. A fragrance that corresponds with company identification can foster a positive emotional experience, increase comfort, and amplify purchase attractiveness in retail settings like coffee shops (Gadilkar, 2024). Nevertheless, fragrance seldom operates independently in influencing purchasing decisions; advertising is essential to communicate product value and enhance that sensory impact. Promotion serves as a conduit that connects the impact of smell with customer behavior. The integration of smell with visual promotions or special offers enhances its influence on purchasing decisions (Effendi & Eka, 2023; Pranata, 2024). Research indicates that the integration of olfactory and visual stimuli, when bolstered by an appropriate promotional strategy, can elevate mood while simultaneously delivering essential information for decision-making (Suryana et al., 2024). In this instance, marketing enhances the emotional connotation of the fragrance, hence augmenting its efficacy in swaying consumer purchases (Rahmadhanimara et al., 2022).

H7 : Promotion mediates the effect of Scent on purchase decisions.

RESEARCH METHODS

This research examines seven hypotheses concerning the impact of poor store atmosphere and fragrance on purchasing decisions, with advertising serving as a mediator in MSME coffee shops. This study employs a quantitative analysis utilizing the structural equation modeling method. The study's demographic comprises users of MSME coffee shops in West Java. This study utilized the Isaac & Michael method to sample from the existing population, resulting in 304 responses. We obtained the data for this study by administering questionnaires to participants. The questionnaire distribution data were further evaluated utilizing the structural equation modeling (SEM) technique. Utilizing SmartPLS4. This study analyzes four variables: store atmosphere, scent promotion, and purchase decision, together with their respective measurement indicators.

Table 1. Measure Variables

Variable	Measuring Indicators	Measuring Indicators
Store Atmosphere (X1) (Nurika et al., 2023)	Exterior	The facade of the coffee shop captivates attention and creates a favorable initial impression.
	General Interior	The ambiance within the coffee shop is conducive and agreeable for purchasing.
	Store layout	The layout of products and amenities at the coffee shop facilitates my exploration and enables me to locate the items I seek with ease.
	Interior Appearance	The attractive and aesthetically placed product display in the coffee shop piques my interest in further exploration.
Scent (X2) (Pranata, 2024)	Affective Response	I experience comfort while at the coffee shop.
	Cognitive Response	I believe the coffee prices at the coffee shop correspond with its quality.
	Perception and Attitude	I plan to revisit the coffee shop at a later date.
	Memoria	I still recall the flavor of the coffee I consumed at the coffee shop.
	Behavior	I perceive this coffee shop as clean and orderly, which enhances my comfort when sitting and working.
Promotion (Z) (Lindiani et al., 2024)	Promotion Frequency	I frequently observe promotions from Coffee Shop throughout specific periods.
	Promotion Platform	I discovered the Coffee Shop promotion via social media platforms such as Instagram and TikTok.
	Quality of Promotional Content	The Coffee Shop communicated their offer through engaging images.
	Relevance of the Offer	I believe the coffee shop's offerings satisfy my requirements.

	Consumer Interaction	I previously engaged with a coffee shop's marketing due to my interest in the offer.	
Purchase Decisions (Y) (Kotler, 2024)	Introduction to Needs	I recognized the necessity for a product when I perceived an unmet demand.	
	Information	Search	I am seeking information from multiple sources prior to making a purchase at the coffee shop.
	Alternative Evaluation	I evaluate multiple products before purchasing the most appropriate one.	
	Decision to Buy	I resolved to purchase the Coffee Shop product after confirming it was the most suitable option for me.	
	Post-Purchase Behavior	I am evaluating the satisfaction level of the coffee shop product I purchased.	
	Belief	I trust in the quality of the coffee shop based on my experiences and the information I have gathered.	

RESULTS AND DISCUSSION

Outer Model Analysis

The outer model analysis in Smart-PLS seeks to evaluate the capacity of indicators to accurately represent their respective variables. This analysis encompasses convergent validity, discriminant validity, and the validity and reliability of constructs. The initial assessment is convergent validity, aimed at evaluating the validity of the indicators in this research. The criterion employed in this test is a loading factor value exceeding 0.7. The results of the analysis are shown in the table as follows:

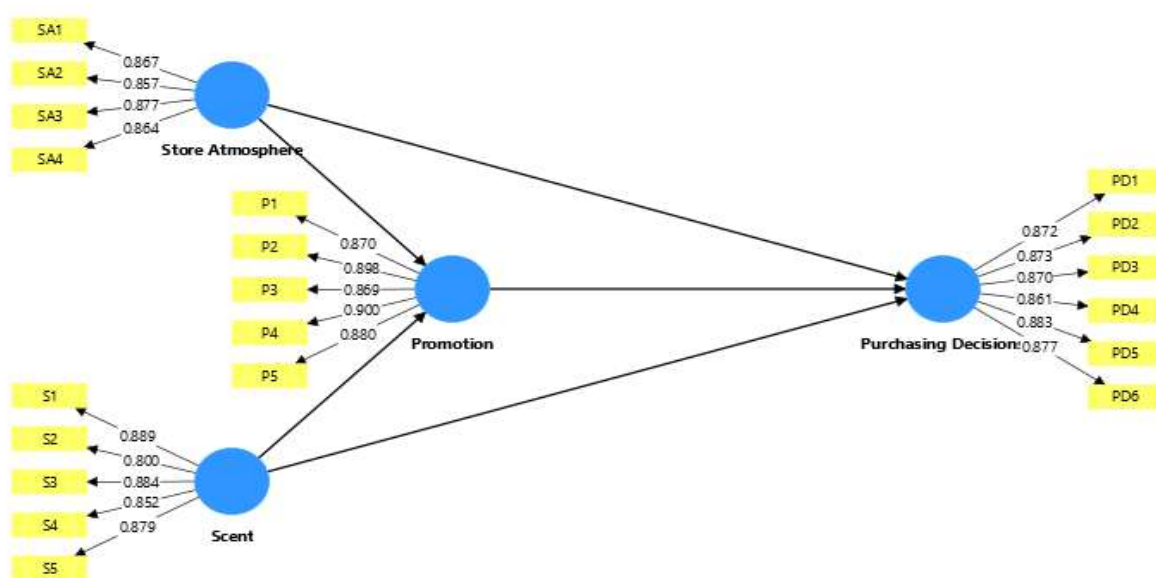


Figure 1. Convergent Validity

Table 2. Loading Factor

Indicators	Loading Factors	Validity
P1	0,870	Valid

P2	0,898	Valid
P3	0,869	Valid
P4	0,900	Valid
P5	0,880	Valid
PD1	0,872	Valid
PD2	0,873	Valid
PD3	0,870	Valid
PD4	0,861	Valid
PD5	0,883	Valid
PD6	0,877	Valid
S1	0,889	Valid
S2	0,800	Valid
S3	0,884	Valid
S4	0,852	Valid
S5	0,879	Valid
SA1	0,867	Valid
SA2	0,857	Valid
SA3	0,877	Valid
SA4	0,864	Valid

Table 2 presents the findings of convergent validity, demonstrating that all indicators in this investigation possess a loading factor value over 0.7. The loading factor signifies the degree of correlation between the indicators and the construct under evaluation. Values beyond 0.700 are deemed indicative of the indicator's validity, contingent upon the congruence between the collected data and the real data pertaining to the subject of study. pertinent. This finding confirms that the indicators in this study effectively represent the established constructs; hence, the research instrument satisfies the criteria for convergent validity.

The next step in the outer model analysis is to check how valid and reliable the variables shown in Table 3 are.

Table 3. Construct Validity And Construct Reliability

	Cronbach's alpha	Composite Reliability (Cho_c)
Store Atmosphere	0,889	0,923
Scent	0,913	0,935
Promotions	0,930	0,947
Purchasing Decisions	0,937	0,950

Table 3 presents the findings of construct validity and construct reliability. A Cronbach's alpha exceeding 0.7 signifies that a collection of indicators has strong internal consistency, whereas composite reliability (CR) offers a measure of the reliability of the indicators that characterize the construct, reflecting high reliability. This shows that the measurement instrument employed in this study is very dependable and can be trusted for assessing the variables under investigation.

Inner Model Analysis

The inner model analysis seeks to examine the relationships among variables and assess the quality of fit. The phases in the inner model analysis include the determination coefficient (R-square) test, the goodness-of-fit test, and hypothesis testing or route analysis. The initial analysis involves the coefficient of determination to assess the extent of the impact of exogenous variables on endogenous variables. The analysis findings are presented in Table 4.

Table 4. R Square

	R-square
Promotion	0,776

Purchasing Decisions	0,770
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Table 4 shows the R-square (R^2) values used to measure how well the independent variables in the model explain the dependent variable. The R^2 value in Promotions is 0.776, whereas in Purchasing Decisions it is 0.770. Consequently, 77.6% of the variance in the Promotions construct can be elucidated by other constructs, including Store Atmosphere and Scent. The components employed in the research model can simultaneously explain 77.0% of the variance in purchase decisions. A high R^2 value indicates that the model developed in the research possesses excellent predictive capability and can statistically elucidate the correlations between variables with significant strength.

The subsequent test is the goodness of fit to evaluate the viability of this research. The goodness-of-fit test entails the square root of the mean communality value and the mean R-square. The criteria employed are a medium goodness of fit for values exceeding 0.25 and a great goodness of fit for values surpassing 0.36. The findings of the analysis are presented in the table.

Table 5. Goodness Of Fit

Average variance extracted (AVE)	Average variance extracted (AVE)	R- Square
Store Atmosphere	0,750	
Scent	0,742	
Promotions	0,780	0,776
Purchasing Decisions	0,762	0,770
Rata-Rata	0,757	0,773
Nilai GOF	0,765	

Table 5 presents the AVE value data, demonstrating the extent to which the construct accounts for variance in the indicators. An elevated AVE (greater than 0.5) signifies a GOF value of 0.765. Consequently, it can be argued that the findings of this research demonstrate the model's high practicality.

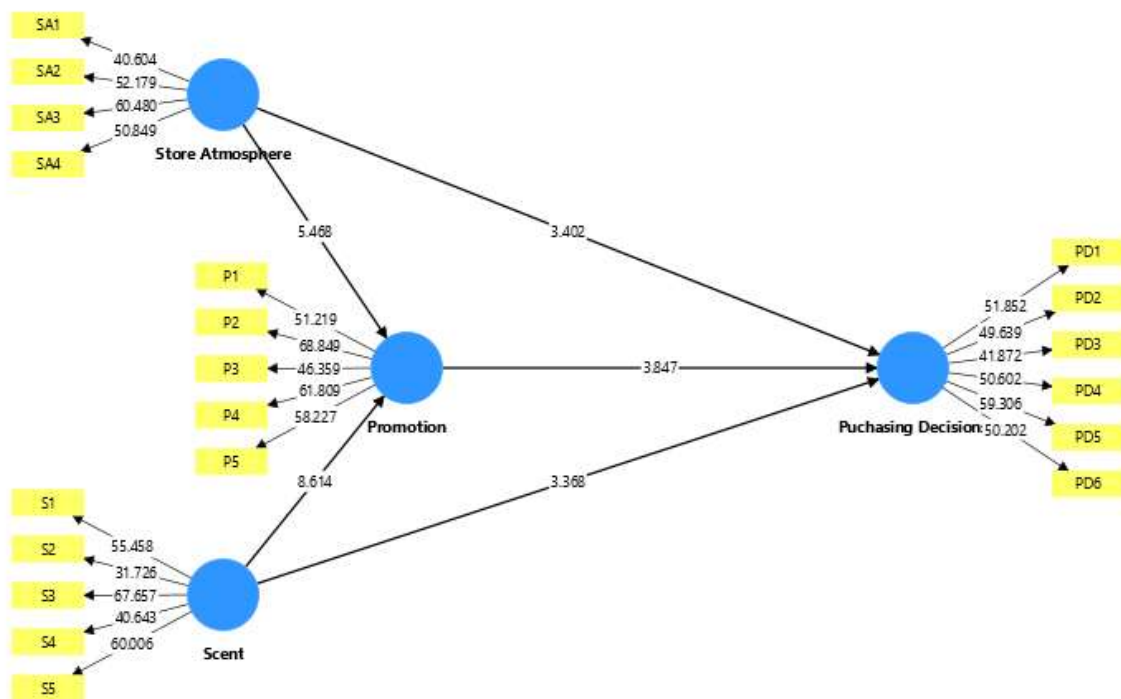


Figure 2. Bootstrapping Analysis Output

The subsequent step is hypothesis testing. We perform the hypothesis testing by bootstrapping the analysis in Smart PLS software. Table 6 presents the analysis findings.

Table 6. Path Analysis

	Original sample (O)	T statistics (O/STDEV)	P values	Results
Store Atmosphere -> Purchasing Decisions	0,271	3,402	0,001	H1 Supported
Store Atmosphere -> Promotion	0,362	5,468	0,000	H2 Supported
Scent -> Purchasing Decisions	0,293	3,368	0,001	H3 Supported
Scent -> Promotion	0,574	8,614	0,000	H4 Supported
Promotion -> Purchasing Decisions	0,376	3,847	0,000	H5 Supported
Store Atmosphere -> Promotion -> Purchasing Decisions	0,136	3,342	0,001	H6 Supported
Scent -> Promotion -> Purchasing Decisions	0,216	3,238	0,001	H7 Supported

Table 6 presents the findings of the path analysis to ascertain the direct impact among variables. Path coefficients, t-statistics, and hypothesis testing indicate a positive influence when the estimated value is positive. The significance value is determined by the requirement that the t-statistic must exceed 1.96 and the P-value must be less than 0.05.

1. The findings of the Store Atmosphere test on Purchasing Decisions indicate a t-statistic value of 3.402, exceeding 1.96, and a P value less than 0.05, hence supporting H1.
2. The test results indicate that the store atmosphere about promotion has a t-statistic value of 5.468, exceeding 1.96, and a P value less than 0.05; therefore, H2 is supported.
3. Conversely, this test indicates that scent's influence on purchasing decisions has a t-statistic of 3.368, exceeding 1.96, and a p-value less than 0.05, so supporting H3.
4. Consequently, this outcome indicates that the t-statistic value for Scent towards Promotion is 8.614, exceeding 1.96, and the P value is less than 0.05; therefore, H4 is supported.
5. Consequently, the findings indicate that promotion influences purchasing decisions, evidenced by a t-statistic of 3.847, which exceeds 1.96, and a p-value less than 0.05; consequently, H5 is affirmed.
6. The outcomes of the Store Atmosphere test on Purchasing Decisions via Promotion exhibit a positive t-statistic of 3.342, beyond 1.96, and a P-value less than 0.05; consequently, H6 is affirmed.
7. Subsequently, the outcomes of scent on purchase decisions via promotions exhibit a positive t-statistic value of 3.238, exceeding 1.96, and a P value less than 0.05; hence, H7 is supported.

DISCUSSION

This study's results experimentally validate that store atmosphere and aroma significantly influence consumer purchase decisions, with advertising serving as a crucial mediating component that enhances this link.

This study revealed that store atmosphere significantly affects consumer purchase decisions directly (H1 supported). The results align with prior research (ÇOLAK, Fazli Uğur, 2023; Jang, 2019), highlighting that a visually appealing retail environment, including lighting, layout, interior design, and visual components, can foster positive emotional responses and elevate the perceived value of products. An appealing and inviting retail atmosphere stimulates consumer emotional involvement, consequently enhancing their confidence in purchasing decisions.

Moreover, retail ambiance significantly influences the efficacy of promotions (H2 supported). A conducive environment increases customer receptivity to promotional information, as a favorable atmosphere psychologically improves message reception and stimulates interest in accessible offers (Santoso et al., 2019; Kim & Lee, 2020).

This study demonstrates that scent exerts a substantial direct impact on customer purchasing decisions (H3 supported). The aroma that corresponds with the corporate identity and consumer preferences fosters robust emotional connections, fortifies affective memory, and improves comfort

while shopping (Gadilkar, 2024; Rahmadhanimara et al., 2022) The consistency of fragrance has been demonstrated to elevate quality perception, augment buying intention, and foster long-term loyalty.

Furthermore, studies have demonstrated that scent enhances promotional efforts (H4 supported). Agreeable scents can augment the allure of advertising by introducing an emotional aspect, facilitating the retention of the promotional content, and creating a more profound impact on consumers (Spence et al., 2014; Morrin & Chebat, 2017).

This study offers empirical evidence that promotions significantly influence customer purchasing decisions (H5 supported). Promotions that are appealing, pertinent, and linked with customer requirements have demonstrated the ability to enhance value perception, elevate buy urgency, and diminish decision-making uncertainties (Effendi & Eka, 2023; Kotler, 2024)

Another significant finding is the mediating impact of promotions in enhancing the association between store atmosphere (H6 supported) and scent (H7 supported) on purchasing decisions. Promotion acts as a bridge that turns sensory experiences into actual buying actions by boosting emotions, enhancing the perceived benefits, and building trust with consumers.

This study shows the importance of incorporating store atmosphere, fragrance, and promotions to cultivate an immersive, persuasive, and effective shopping experience that influences purchasing decisions. This research adds to existing knowledge by looking at how the three factors work together instead of studying them separately, which has often been overlooked in previous studies. This integrative approach endorses the notion of experiential marketing, emphasizing the value of sensory and emotional experiences as pivotal elements in shaping consumer purchasing behavior, particularly within the highly competitive small and medium-sized enterprise sector that necessitates experience-based differentiation.

CONCLUSION

This research employs structural equation modeling to delineate the concurrent interactions among variables, so addressing the deficiencies in prior studies that often isolated the significance of individual factors. The findings highlight that the sensory experience generated by the store ambiance and fragrance can evoke emotional responses that enhance purchase intention, while promotions amplify these cues to fortify the purchasing choice.

This research theoretically enhances the comprehension of retail marketing literature by demonstrating that promotions serve as strategic links between sensory inputs and purchasing behavior, rather than being passive supports. This reinforces the notion of experiential marketing, which highlights the significance of a holistic experience in shaping consumer behavior, particularly in the highly competitive coffee shop sector that necessitates innovation through sensory difference. The theoretical contribution of this research emphasizes the integration of emotional, cognitive, and marketing communication variables in fostering loyalty and influencing purchase decisions.

This research advises coffee shop managers to enhance the establishment's ambiance through interior design, lighting, music, cleanliness, and a unique, constant fragrance, thereby cultivating a robust brand identity in consumers' perceptions. Promotions implemented must correspond with the sensory experience via loyalty programs, seasonal discounts, or innovative events that can augment emotional involvement and purchasing desire. This research, even though it focuses on a specific area, suggests that there are chances to explore more by looking at a wider region and adding other factors, like how much people trust the brand and how they view prices, to better understand how different groups of coffee shop customers make their buying choices.

This research theoretically establishes that promotions serve both as a communicative tool and as a reinforcing stimulus that converts sensory experiences into concrete behaviors. This matches the results of a study by (Dandi et al., 2023), which showed that the atmosphere of a store impacts buying choices, while digital promotions don't always have a direct effect unless they are well combined with sensory experiences. A further investigation at Kopi Kenangan and Hagua Coffee underscores the significance of synergy between store ambiance and promotions in concurrently influencing purchasing decisions (Fransiska & Madiawati, 2021; Wijaya & Andharini, 2022).

The findings of this study indicate that small and medium-sized coffee shops should formulate advertising methods that correspond with the store's ambiance and the fragrance preferences of consumers. Visually and emotionally crafted promotions can enhance sensory experiences and reinforce customers' emotional memories, therefore boosting loyalty and buy conversion rates. These implications are pertinent to social commerce and the experience economy, where emotional influence and customer perception emerge as predominant elements in purchasing decisions. The subsequent

proposal is to broaden the study's scope to encompass cross-regional or digital promotion channels to enhance the generalizability of the findings.

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