

MARKETING | RESEARCH ARTICLE

The Influence of Store Atmosphere on Gen Z's Visit Intention: A Case Study of String Cafe in Bandung

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ARTICLE HISTORY

Received: Month date, year

Revised: Month date, year

Accepted: Month date, year

DOI

<https://doi.org/10.52970/grmapb.v5i2> -

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 (R²) of 0.758. The t-test results (t = 19.224, sig. = 0.000) and ANOVA (F = 369.579, 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.

JEL Code: E44, F31, F37, G15 [Font Myriad 8pt, Separated by Comma (,), up to Five codes, <https://www.aeaweb.org/econlit/jelCodes.php?view=jel>]

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:

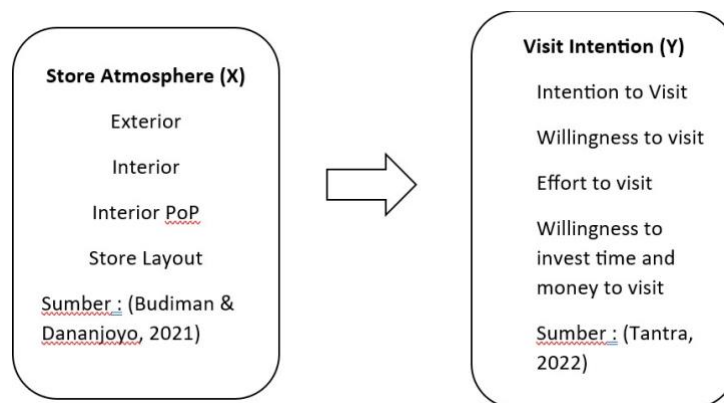
1. **Intention to Visit:** This refers to the extent to which an individual has a plan or desire to visit a specific destination in the future. It reflects the preliminary stage of decision-making influenced by personal interest and external stimuli.
2. **Willingness to Visit:** This indicator measures 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) & (Jaya-weera 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.

2.5 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, Aiming 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	Likert

		café draws my attention. 5. The location of String Café is easy to find.	
	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. 11. The interior decoration provides an aesthetic impression.	Likert
	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 interest. 21. The visual elements of the interior stimulate interest for posting on social media.	Likert
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
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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.

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