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Store Environment, Store Image, And Coffee Purchase Decisions: Evidence From Cadoha Coffee Shop In Manado

Raymond Christian Kawet*[1], Sjendry S. R. Loindong[2], Michael Ch. Raintung[3]

[1,2,3]Department of Management, Faculty of Economics and Business, Sam Ratulangi University, Manado, Indonesi

Corresponding author: raymond.kawet@unsrat.ac.id

Abstract

This study examines how store environment shapes store image and how store image translates environmental cues into coffee purchase decisions at Cadoha Coffee Shop in Manado. Prior coffee-shop research often treats store atmosphere and image as parallel predictors, which leaves the evaluative mechanism between physical cues and purchasing behavior less explicit. Drawing on the Stimulus-Organism-Response framework, the study treats store environment as the stimulus, store image as the consumer evaluation, and purchase decision as the behavioral response. The researchers surveyed 100 consumers aged at least 17 years who had purchased coffee at Cadoha and selected respondents through purposive sampling. A five-point Likert questionnaire measured the three constructs, and SPSS supported validity, reliability, regression, and path analyses. Store environment strongly influenced store image ($\beta = 0.756$, $p < 0.001$; $R^2 = 0.572$), while store image strongly influenced purchase decisions ($\beta = 0.759$, $p < 0.001$; $R^2 = 0.576$). The path model retained a significant direct effect from store environment to purchase decision ($\beta = 0.318$, $p = 0.002$) and produced an indirect effect of 0.574 through store image. The findings position store image as a central evaluative route through which environmental design contributes to purchasing behavior in local coffee retail.

Keywords: store environment; store image; purchase decision; coffee shop; consumer behavior

INTRODUCTION

Coffee-shop competition increasingly depends on the experience that consumers receive inside the outlet, not only on the beverage that they buy. A coffee shop combines product consumption with physical surroundings, sensory cues, social interaction, and symbolic evaluation. Retail research therefore treats environmental design as a

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managerial input that influences how consumers interpret a store and how they behave within it. Bitner (1992) established the servicescape perspective by linking physical surroundings with customer responses, while later retail research has continued to identify lighting, layout, scent, music, cleanliness, and design as consequential cues for consumer behavior (Bindu et al., 2021). In coffee consumption specifically, consumers connect purchase motives with experience, routines, social settings, and perceptions that extend beyond functional product attributes (Samoggia & Riedel, 2019).

Coffee shops intensify this experiential logic because customers consume the setting while they consume the product. The outlet can function as a meeting place, a work setting, a leisure venue, and a repeated social destination. Evidence from Indonesian coffee consumers confirms that younger customer groups evaluate not only coffee quality but also supporting facilities, entertainment, ordering convenience, and other attributes of the consumption setting (Zamborita et al., 2024). Research in Manado likewise links sensory cues to coffee-shop buying behavior and emphasizes the role of atmosphere in shaping the customer experience (Natalia et al., 2023). This experiential character makes the physical environment strategically important because consumers encounter its cues repeatedly during the visit rather than only at the point of payment.

Recent Indonesian coffee-shop studies support the commercial importance of store atmosphere and image, but they do not produce one uniform explanation. Tannady et al. (2022) found that store atmosphere and brand image strongly influenced purchasing decisions at a Jakarta coffee shop. Teneh et al. (2024) reported a similar pattern at Conflux Coffee in Tomohon, where brand image and store atmosphere both influenced purchase decisions. Wibowo and Bahrun (2024) also found positive effects of store atmosphere and brand image on coffee purchase decisions in Bengkulu. Salsabila et al. (2025) reached the same general conclusion in Semarang, while Wardani and Fauziah (2026) reported a positive contribution from store atmosphere to purchase decisions in Surabaya. These studies establish the relevance of the physical retail setting, but most of them position atmosphere and image as parallel antecedents of purchase behavior.

Evidence from North Sulawesi also reveals a useful empirical tension. Worang et al. (2024) found that store-environment elements at Revamp Coffee in Tomohon contributed strongly to store-related evaluations and purchasing outcomes, while Tampi et al. (2024) reported significant effects of both brand image and store atmosphere at J.Co Donuts & Coffee in Manado. On the other hand, Wuniarto et al. (2022) found that store atmosphere did not significantly influence purchasing decisions at BlackCup Coffee and Roastery Manado when consumer emotion entered the model. Pandelaki et al. (2026) similarly found no significant direct effect from store atmosphere to purchase intention at Cotti Coffee Bahu Manado, whereas customer experience and engagement carried greater explanatory weight. These contrasting findings suggest that the question

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is not whether atmospheric cues always generate a direct purchase response. The more precise issue concerns the internal evaluation through which consumers convert environmental cues into behavior.

That parallel-predictor approach leaves a more specific question unresolved: how does the environment become a purchase-relevant evaluation in the consumer's mind? Store image offers a mechanism for answering that question. A customer does not respond to lighting, layout, scent, cleanliness, or interior design as isolated technical features. The customer combines those cues into an overall evaluation of the outlet, including its reputation, service quality, comfort, concept uniqueness, and trustworthiness. Store image therefore represents more than a decorative outcome. It translates tangible and sensory cues into a judgment about what kind of store the consumer believes Cadoha to be.

Recent mediation research strengthens this argument. Yusup et al. (2025) found that brand image mediated the relationship between store atmosphere and purchase decisions in the coffee-shop context. Arif et al. (2024) likewise examined brand image as an intervening variable between store-related stimuli and purchase decisions. Rohandi et al. (2026) used the Stimulus-Organism-Response framework to show that brand image can convert selected marketing stimuli into purchase behavior, although their results also showed that not every atmospheric cue produces a direct purchasing effect. Permadi and Lestari (2025) identified another mediating route, purchase intention, between store atmosphere and purchase decisions. Collectively, these studies shift attention from the question of whether atmosphere matters to the more useful question of what internal evaluation carries its effect.

The present study addresses that mechanism through store image rather than a broad corporate or product brand image. This distinction matters in local coffee retail. Consumers experience the outlet directly, and the physical setting contributes immediately to their evaluation of the store itself. Cadoha Coffee Shop operates in Manado, where local outlets compete for consumers who can choose among multiple coffee experiences. The research therefore examines whether the store environment forms a favorable store image and whether that image contributes to actual purchase decisions. This outlet-level mechanism gives the study a clear empirical position within the broader coffee-shop literature.

The study pursues three objectives. First, it tests the effect of store environment on store image. Second, it tests the effect of store image on coffee purchase decisions. Third, it evaluates the indirect effect of store environment on purchase decisions through store image. The study contributes a focused explanation of how physical and sensory retail cues acquire behavioral relevance through consumers' overall evaluation of the

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store. For managers, the model treats atmosphere management as a coordinated image-building activity rather than a collection of unrelated aesthetic choices.

LITERATURE REVIEW

Stimulus-Organism-Response and the Retail Environment

The Stimulus-Organism-Response framework explains behavior as a sequence in which environmental stimuli influence an internal state that then shapes a response (Mehrabian & Russell, 1974). Retail research has adapted this logic to physical stores because environmental cues enter the consumer's experience before the consumer forms an overall judgment or acts. Bitner's (1992) servicescape framework gives the retail setting a closely related role by treating ambient conditions, spatial layout, signs, symbols, and artifacts as determinants of customer and employee responses.

This study uses S-O-R as an explanatory structure rather than as a new measurement model. Store environment represents the stimulus because consumers directly encounter interior design, lighting, sound, aroma, layout, cleanliness, and comfort. Store image represents the organism component as a cognitive and evaluative state that integrates those cues into a broader judgment about the outlet. Purchase decision represents the response because it captures the consumer's selection and buying behavior. This sequence offers a more coherent explanation than a model that treats physical design and image as unrelated predictors.

Recent hospitality research supports this mechanism-based reading of S-O-R. Lin and Ryu (2024) showed that design characteristics affected behavioral intention through cognitive and affective states in a Starbucks context. Ali et al. (2024) likewise demonstrated that physical and social servicescape dimensions influenced behavioral outcomes through customer affection in full-service restaurants. These studies treat the organism component as the process that gives environmental stimuli psychological meaning. The present study follows that logic but specifies a cognitive outlet-level evaluation, store image, rather than emotion or attitude. This specification fits a coffee-shop setting because consumers can translate repeated observations of cleanliness, layout, lighting, sound, aroma, and design into an overall judgment about the place itself.

Contemporary servicescape research also cautions against treating physical cues as isolated inputs. Gounaris et al. (2025) found that customers perceive hospitality servicescape elements in configurations and that behavioral responses emerge from combinations of environmental conditions. A field experiment on retail remodeling also linked changes in servicescape to economically meaningful customer outcomes, including purchase frequency and customer lifetime value (Valentini et al., 2024). For Cadoha, this perspective shifts attention from the effect of any single decorative element

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to the coherence of the environment as a system of cues. Store image provides a plausible evaluative summary of that system.

Store Environment

Store environment refers to the physical and atmospheric conditions that a retailer designs around the consumption setting. The construct in this study covers six dimensions: interior design, lighting, music or sound, room aroma, spatial layout, and cleanliness and comfort. These cues operate simultaneously during the visit. Lighting affects visibility and mood, layout affects movement and spatial convenience, sound contributes to perceived ambience, aroma adds a sensory layer, and cleanliness provides a basic quality signal. Bindu et al. (2021) emphasized that store design and environmental conditions influence the quality of the shopping experience and behavioral responses.

Coffee-shop evidence consistently links atmospheric quality with purchase-related outcomes. Tannady et al. (2022) identified store atmosphere as an influential factor in Jakarta coffee purchases. Teneh et al. (2024) found that atmosphere contributed to purchasing decisions at a coffee shop in Tomohon. Salsabila et al. (2025) reached a comparable result among Peacockoffie consumers in Semarang, and Wardani and Fauziah (2026) reported that store atmosphere influenced purchasing decisions in Surabaya. Nevertheless, these direct relationships do not explain how consumers convert environmental cues into a stable evaluation of a specific outlet.

Local evidence illustrates why a system-level interpretation matters. Natalia et al. (2023) found that sensory marketing shaped buying behavior among coffee-shop consumers in Manado, while Lengkey et al. (2024) identified ambience and amenities, facilities and value perceptions, service quality, and brand appeal as distinct factor clusters in purchase decisions at Esspecto Coffee Manado. Dinia and Nugraha (2025) also showed that store image, store atmosphere, and store theatrics jointly influenced purchase decisions at Atake Coffee. Taken together, these findings indicate that consumers respond to bundles of environmental and evaluative cues. A store environment therefore creates value not simply because individual cues look attractive, but because they combine into a coherent experience that consumers can interpret.

Store Image

Store image captures the consumer's overall perception of a retail outlet. The present study operationalizes that perception through store reputation, service quality, place comfort, concept uniqueness, and consumer trust. These indicators combine functional and symbolic judgments. Reputation and trust summarize credibility; service quality and comfort reflect experienced performance; concept uniqueness captures

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distinctiveness. The construct therefore provides an outlet-specific evaluation that sits between environmental exposure and buying behavior.

Store image also carries decision relevance. Khohar and Hermanto (2024) found that store image positively influenced purchase intention, which confirms that consumers use outlet perceptions when evaluating whether to buy. In coffee-shop research, scholars more often use brand image, but their findings offer a closely related behavioral principle. Tannady et al. (2022), Teneh et al. (2024), and Salsabila et al. (2025) all connected favorable image perceptions with stronger purchase decisions. Keller and Swaminathan (2020) likewise explain that stored associations guide consumer evaluation and choice. At the outlet level, store image condenses experience-based associations into a judgment that can guide purchase behavior.

Store image and brand image overlap, but they do not refer to the same object of evaluation. Brand image captures associations attached to a brand name across products, communications, and market encounters. Store image focuses more narrowly on how consumers evaluate the outlet as a place to buy and consume. This distinction becomes consequential in coffee retail because the environment originates at the outlet level. A consumer can admire a coffee brand while disliking a specific store, or form a favorable opinion of a particular outlet through its comfort, service, cleanliness, and concept even when broader brand associations remain weak. Worang et al. (2024) placed store environment and store image in the same coffee-outlet context, while Dinia and Nugraha (2025) treated store image as a purchase-relevant component of store environment. The present model moves one step further by positioning store image as the evaluative mechanism that connects environmental cues with purchasing behavior.

Purchase Decision

Purchase decision represents the consumer's behavioral choice to buy after evaluating available alternatives and the purchase setting. The study measures this construct through willingness to buy, choice of purchase place, purchase frequency, post-purchase satisfaction, and repurchase likelihood. The last two indicators extend the construct toward post-purchase evaluation, so the measure captures a broad decision-and-continuation orientation rather than a single transaction moment. The study retains this operationalization because it follows the completed research instrument and empirical report.

Coffee-shop studies show that consumers respond to both tangible retail cues and image-based evaluations. Permadi and Lestari (2025) found that store atmosphere directly influenced purchase decisions and also worked through purchase intention. Rohandi et al. (2026), on the other hand, found no direct effect from store atmosphere in their broader marketing-mix model, which underscores the importance of internal

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evaluative routes. These differences support a mechanism-focused test in which store image carries part of the effect from environment to behavior.

Purchase decisions in coffee shops also reflect the setting's role in repeated consumption. Zamborita et al. (2024) found meaningful differences in the preferences of Millennial and Zoomer coffee-shop consumers, including differences in facilities, entertainment, ordering processes, and payment attributes. Akil and Pangestu (2026) likewise showed that access, price, and product quality shape mobile-coffee purchase decisions, which confirms that consumers combine experiential and transactional criteria when choosing coffee. Cadoha's model does not attempt to absorb all of these antecedents. Instead, it isolates the environmental route and asks whether the consumer's overall image of the outlet explains why physical cues become purchase relevant.

Hypothesis Development

A coherent environment provides consumers with evidence about the outlet's quality, professionalism, comfort, and identity. When consumers encounter attractive interior design, appropriate lighting, pleasant sound, a suitable aroma, functional layout, and clean surroundings, they gain multiple cues that support a favorable image of the store. Yusup et al. (2025) showed that store atmosphere strengthened brand image in a coffee-shop setting. The same logic applies more directly to store image because consumers evaluate the specific outlet that supplies those cues.

H1: Store environment positively affects store image at Cadoha Coffee Shop.

Consumers use image-based judgments to simplify purchase evaluation. A favorable store image signals reputation, dependable service, comfort, distinctiveness, and trust. These perceptions reduce uncertainty about the outlet and strengthen the attractiveness of choosing it. Khohar and Hermanto (2024) linked store image with purchase intention, while Tannady et al. (2022), Teneh et al. (2024), and Salsabila et al. (2025) documented strong purchase effects for closely related image constructs in coffee retail.

H2: Store image positively affects coffee purchase decisions at Cadoha Coffee Shop.

The S-O-R sequence predicts an indirect route from environmental cues to behavioral response through an internal evaluation. Yusup et al. (2025) demonstrated such a route through brand image, while Rohandi et al. (2026) confirmed that image can serve as a mediating mechanism for selected marketing stimuli. In the Cadoha context, store image should carry environmental information into the consumer's purchase decision because it summarizes what the physical setting communicates about the outlet.

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H3: Store image mediates the effect of store environment on coffee purchase decisions at Cadoha Coffee Shop.

RESEARCH METHOD

The study used a quantitative explanatory design to test directional relationships among store environment, store image, and purchase decision. The individual consumer served as the unit of analysis. The population comprised consumers who had purchased coffee at Cadoha Coffee Shop in Manado. Because the study did not have a complete sampling frame for all customers, it used non-probability purposive sampling.

The researchers selected 100 respondents according to three criteria: each respondent had purchased a coffee beverage at Cadoha, had reached at least 17 years of age, and agreed to complete the questionnaire. The sample therefore represents consumers with direct purchase experience rather than general residents who only knew the outlet by name. The survey instrument used a five-point Likert scale ranging from 1, strongly disagree, to 5, strongly agree.

The instrument measured three constructs with 16 indicators. Store environment used six indicators: interior design, lighting, music or sound, room aroma, spatial layout, and cleanliness and comfort. Store image used five indicators: store reputation, service quality, place comfort, concept uniqueness, and consumer trust. Purchase decision used five indicators: willingness to buy, choice of purchase place, purchase frequency, post-purchase satisfaction, and repurchase likelihood. The completed research report used these indicators throughout its validity, reliability, and path analyses, so the article preserves the original operationalization.

The researchers based the empirical analysis on questionnaire data and used observation and documentation to support the study context. SPSS supported the statistical procedures. The analysis began with descriptive statistics, followed by item validity and internal-consistency testing. The study compared each item correlation with an r-table value of 0.197 at the 5 percent significance level and treated Cronbach's alpha values above 0.70 as evidence of acceptable internal consistency.

The inferential analysis used regression and path analysis. The first regression estimated the effect of store environment on store image. The second regression estimated the effect of store image on purchase decision. The path model then reported the direct store environment to purchase decision coefficient together with the two component paths that formed the indirect route. The study calculated the indirect effect as the product of the standardized store environment to store image coefficient and the standardized store image to purchase decision coefficient. The analysis used a 5 percent significance criterion for the reported path tests.

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The S-O-R framework guided interpretation rather than measurement specification. Store environment represented the external stimulus, store image represented the consumer's outlet evaluation, and purchase decision represented the behavioral response. Instrument validity and reliability tests supplied the study's primary evidence for data quality before the researchers interpreted the structural relationships.

RESULTS

Respondent Profile

The sample contained 100 consumers. Women represented 54 percent of respondents and men represented 46 percent. Respondents aged 17 to 25 formed the largest age group at 58 percent, followed by consumers aged 26 to 35 at 29 percent. Purchase-frequency categories remained relatively distributed: 31 percent reported one to two purchases, 38 percent reported three to five purchases, and 31 percent reported more than five purchases.

Table 1. Respondent Characteristics

Characteristic	Category	Frequency	Percentage
Gender	Male	46	46.0%
	Female	54	54.0%
Age	17-25 years	58	58.0%
	26-35 years	29	29.0%
	36-45 years	10	10.0%
	>45 years	3	3.0%
Purchase frequency	1-2 times	31	31.0%
	3-5 times	38	38.0%
	>5 times	31	31.0%

Descriptive Statistics

Respondents rated all three constructs positively. Store environment reached a mean of 4.12 (SD = 0.51), store image reached 4.08 (SD = 0.55), and purchase decision reached 4.16 (SD = 0.49). These means place the three constructs in the high range of the five-point scale used in the study. The descriptive results establish favorable evaluations, while the inferential analysis tests whether those evaluations relate to one another in the proposed model.

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Table 2. Descriptive Statistics of the Study Constructs

Construct	Mean	Standard Deviation	Category
Store Environment	4.12	0.51	High
Store Image	4.08	0.55	High
Purchase Decision	4.16	0.49	High

Instrument Validity and Reliability

All 16 indicators exceeded the r-table threshold of 0.197. Item correlations ranged from 0.682 to 0.846, which supports the instrument's item-level validity under the criterion used in the research report. Reliability results also exceeded the 0.70 benchmark for every construct.

Table 3. Item Validity Results

Construct	Item	r-value	r-table	Decision
Store Environment	SE1	0.721	0.197	Valid
	SE2	0.764	0.197	Valid
	SE3	0.682	0.197	Valid
	SE4	0.735	0.197	Valid
	SE5	0.801	0.197	Valid
	SE6	0.748	0.197	Valid
Store Image	SI1	0.774	0.197	Valid
	SI2	0.821	0.197	Valid
	SI3	0.793	0.197	Valid
	SI4	0.718	0.197	Valid
	SI5	0.806	0.197	Valid
Purchase Decision	PD1	0.752	0.197	Valid
	PD2	0.785	0.197	Valid
	PD3	0.733	0.197	Valid

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Construct	Item	r-value	r-table	Decision
	PD4	0.817	0.197	Valid
	PD5	0.846	0.197	Valid

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Table 4. Reliability Results

Construct	Number of Items	Cronbach's Alpha	Decision
Store Environment	6	0.891	Reliable
Store Image	5	0.884	Reliable
Purchase Decision	5	0.902	Reliable

Store environment produced an alpha of 0.891, store image produced 0.884, and purchase decision produced 0.902. These coefficients indicate strong internal consistency under the study's reliability criterion and support the use of composite construct scores in subsequent regression and path analyses.

Effect of Store Environment on Store Image

The first regression tested H1. Store environment produced an unstandardized coefficient of 0.792 and a standardized coefficient of 0.756. The effect reached statistical significance ($t = 11.478$, $p < 0.001$). The model produced $R = 0.756$ and $R^2 = 0.572$, which means that store environment accounted for 57.2 percent of the observed variance in store image within the sample. The F statistic of 131.74 also reached $p < 0.001$.

Table 5. Regression of Store Environment on Store Image

Predictor	B	Std. Error	Beta	t	p
Constant	0.821	0.286	-	2.871	0.005
Store Environment	0.792	0.069	0.756	11.478	<0.001

The result supports H1 and indicates that consumers who evaluate Cadoha's physical and sensory environment more favorably also form a more favorable image of the store.

Effect of Store Image on Purchase Decision

The second regression tested H2. Store image produced an unstandardized coefficient of 0.846 and a standardized coefficient of 0.759. The relationship reached statistical significance ($t = 11.589$, $p < 0.001$). The model produced $R = 0.759$ and $R^2 = 0.576$, so store image accounted for 57.6 percent of the variance in purchase decision. The F statistic reached 134.30 with $p < 0.001$.

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Table 6. Regression of Store Image on Purchase Decision

Predictor	B	Std. Error	Beta	t	p
Constant	0.714	0.302	-	2.364	0.020
Store Image	0.846	0.073	0.759	11.589	<0.001

The result supports H2. Consumers who assign Cadoha a stronger reputation, service evaluation, comfort level, concept uniqueness, and trust also report stronger purchase-decision outcomes.

Indirect Effect Through Store Image

The path analysis evaluated the indirect route specified in H3. The standardized path from store environment to store image equaled 0.756, and the standardized path from store image to purchase decision equaled 0.759. Multiplying these component paths produced an indirect effect of 0.574. The path model also reported a remaining direct effect from store environment to purchase decision of 0.318 with p = 0.002.

Table 7. Path Coefficients and Indirect Effect

Relationship	Standardized Coefficient	p-value
Store Environment → Store Image	0.756	<0.001
Store Image → Purchase Decision	0.759	<0.001
Store Environment → Purchase Decision	0.318	0.002
Indirect: Store Environment → Store Image → Purchase Decision	0.574	<0.05 (reported)

The indirect coefficient exceeds the remaining direct coefficient, while the direct path remains statistically significant. Under the path-analysis criterion reported in the completed study, this pattern supports the proposed intervening role of store image and indicates that store image carries a substantial part of the relationship between store environment and purchase decision. The completed report does not provide a bootstrap confidence interval for the indirect effect. The article therefore interprets the coefficient as evidence of a substantial indirect pathway rather than presenting it as a bootstrap-confirmed mediation estimate. The significant direct path also indicates an additional route from the environment to purchase behavior.

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Table 8. Summary of Hypothesis Tests

Hypothesis	Relationship	Coefficient	Decision
H1	Store Environment → Store Image	0.756	Supported
H2	Store Image → Purchase Decision	0.759	Supported
H3	Store Environment → Store Image → Purchase Decision	0.574	Supported

DISCUSSION

Store Environment as a Builder of Store Image

The strong effect of store environment on store image provides the clearest empirical result in the first stage of the model. A standardized coefficient of 0.756 and R^2 of 0.572 indicate that consumers do not treat Cadoha's interior, lighting, sound, aroma, layout, cleanliness, and comfort as peripheral details. They use those cues to construct an overall judgment of the outlet. The result therefore supports the S-O-R interpretation in which the external environment initiates an internal evaluation rather than acting only as decoration.

This result extends the atmosphere literature by shifting the dependent outcome from immediate purchase behavior to outlet image. Bindu et al. (2021) argued that store environmental conditions shape consumers' in-store experience and behavior. Yusup et al. (2025) found that store atmosphere also strengthened brand image in a coffee-shop setting. The Cadoha result narrows that logic to store image, which fits the level at which consumers encounter the cues. A clean, comfortable, distinctive, and coherent physical environment communicates something about the store's reputation and credibility before the consumer evaluates the purchase itself.

The local context strengthens the managerial relevance of this pathway. Teneh et al. (2024) found that atmosphere and image influenced purchases at Conflux Coffee in nearby Tomohon. The present result identifies a sequence that connects those constructs: a better store environment builds the store image that consumers subsequently use in their buying evaluation. The effect therefore carries more interpretive value than a simple statement that atmosphere matters.

The contrast with other Manado studies sharpens this interpretation. Wuniarto et al. (2022) found a nonsignificant direct atmosphere-to-purchase effect at BlackCup Coffee, while consumer emotion produced a significant effect. Pandelaki et al. (2026) also found that store atmosphere did not directly explain purchase intention at Cotti Coffee Bahu, whereas customer experience and customer engagement contributed more strongly. These findings do not contradict the Cadoha result. Instead, they indicate that

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environmental cues often require an internal conversion process. Cadoha's strong environment-to-image path identifies one such process: consumers appear to translate the physical and sensory setting into an outlet evaluation before that evaluation enters their buying judgment.

This interpretation also explains why studies that estimate only a direct atmosphere-to-purchase path produce uneven results. A direct-effect model compresses two theoretically distinct stages into one coefficient. It asks the environment to predict behavior without representing how consumers interpret what they encounter. S-O-R separates those stages. Lin and Ryu (2024) showed that design features influenced behavioral intention through cognitive and affective states, while Ali et al. (2024) found that servicescape affected behavioral outcomes through customer affection. Cadoha adds store image to this family of organism-level mechanisms and gives the mechanism a concrete retail meaning: the environment signals what kind of store the consumer believes Cadoha to be.

Store Image as a Driver of Purchase Decision

Store image also produced a strong relationship with purchase decision, with $\beta = 0.759$ and $R^2 = 0.576$. The result indicates that consumers act on the broader evaluation they form about Cadoha. Reputation, service quality, comfort, concept uniqueness, and trust function together as decision-relevant information. In a local coffee shop, these perceptions reduce the need to evaluate every attribute separately because the store image summarizes prior and current experience.

The finding aligns with several strands of retail evidence. Khohar and Hermanto (2024) found that store image increased purchase intention. Tannady et al. (2022) reported that brand image strongly influenced coffee-shop purchasing decisions in Jakarta, while Salsabila et al. (2025) found positive effects from brand image among Peacockoffie consumers. Teneh et al. (2024) also found a strong role for brand image in coffee purchase decisions in Tomohon. Although these studies use brand image rather than store image, they support a common behavioral principle: consumers rely on condensed image-based evaluations when they choose where and what to buy.

The Cadoha measure gives that principle a distinctly outlet-based form. Its indicators include service quality and comfort alongside reputation, uniqueness, and trust. The construct therefore captures how consumers judge the entire retail encounter. That broader image explains why the coefficient remains strong even though coffee purchase decisions also depend on product quality, price, and other marketing variables that the study does not include.

That distinction also helps separate the present findings from studies that rely on brand image. Tampi et al. (2024) found that both brand image and store atmosphere

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influenced purchase decisions at J.Co Donuts & Coffee in Manado, while Putri et al. (2026) linked perceived brand image and experiential marketing with purchasing decisions at Umah Kopi. Those studies capture broad market associations that consumers attach to a brand. Cadoha's store-image construct captures a more proximal judgment rooted in the outlet encounter. The strong coefficient from store image to purchase decision therefore supports a place-based interpretation of consumer choice: customers use their assessment of the store as a decision shortcut when they decide whether to buy, return, and continue choosing the outlet.

The Mediating Role of Store Image

The path model provides the study's main contribution. Store environment generated an indirect effect of 0.574 through store image, while the direct environment-to-purchase path remained positive and significant at 0.318. The coefficient pattern is consistent with partial mediation under the path-analysis approach used in the completed research, although the study did not estimate a bootstrap confidence interval for the indirect effect. Consumers therefore appear to respond to Cadoha's environment through at least two routes. One route captures the residual direct influence of the setting on purchase behavior, while the numerically larger indirect route works through the image that consumers form about the store.

This finding enters an active empirical debate. Yusup et al. (2025) found that brand image mediated the effect of store atmosphere on purchase decisions in a coffee-shop setting. Rohandi et al. (2026) also placed brand image within an S-O-R mechanism, although they found that store atmosphere did not produce a significant direct purchase effect in their broader model. Permadi and Lestari (2025) identified purchase intention as a separate mediator between store atmosphere and purchase decisions. These studies confirm that atmospheric effects depend on what consumers think and evaluate after they encounter the stimulus.

The disagreement across recent coffee-shop studies makes the larger indirect route theoretically meaningful. Yusup et al. (2025) found that brand image fully mediated the relationship between store atmosphere and purchase decisions, whereas Wuniarto et al. (2022) identified consumer emotion, rather than atmosphere itself, as the stronger purchase-related mechanism. Pandelaki et al. (2026) shifted the mechanism again toward customer experience and engagement, and Permadi and Lestari (2025) examined purchase intention as the intervening process. No single organism variable therefore dominates every coffee-shop context. The relevant mediator depends on what the stimulus communicates and how closely the mediator matches that stimulus. Because Cadoha's stimulus consists of physical and sensory outlet cues, store image offers a particularly proximal cognitive mechanism.

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This point also places the study within a broader servicescape debate. Gounaris et al. (2025) argue that hospitality customers perceive servicescape components as configurations rather than as isolated linear inputs. Cadoha's results fit that logic because store image acts as a summary evaluation of multiple environmental elements. Consumers do not need to calculate separate effects for aroma, lighting, music, layout, cleanliness, and interior design at the moment of purchase. They can compress those observations into a global judgment about whether the outlet feels credible, comfortable, distinctive, and trustworthy. That evaluative compression offers a plausible explanation for why the indirect coefficient exceeds the remaining direct coefficient in the reported model.

The result does not imply that environmental design alone determines coffee purchases. Product quality, price, accessibility, digital communication, and service remain relevant in contemporary coffee markets. Akil and Pangestu (2026), for example, found that product quality, price, and accessibility shaped mobile-coffee decisions, while recent IJEBIR research also connects experiential marketing and perceived brand image with coffee purchasing decisions (Putri et al., 2026). The Cadoha model makes a narrower contribution: it identifies the store-based pathway that managers can control inside the outlet and shows how that pathway acquires behavioral force through store image.

The present study differs by using store image as the mediator. That difference matters because environmental cues originate inside the outlet and directly inform consumers' perceptions of that outlet. Store image therefore matches the level of the stimulus more closely than a corporate or product-brand construct. The large indirect coefficient indicates that Cadoha gains more from environmental investment when consumers interpret that investment as evidence of a favorable overall store image.

Managerial Implications

Cadoha's management should treat the six store-environment elements as one coordinated experience system. Interior design, lighting, sound, aroma, layout, cleanliness, and comfort send a combined signal about the store. A visually attractive interior cannot compensate for poor cleanliness, and pleasant music cannot compensate for a congested layout. The strong environment-to-image coefficient means that inconsistency across these cues can weaken the overall evaluation even when individual elements perform well.

Management should also connect environmental investment to explicit image objectives. If Cadoha wants consumers to view the outlet as comfortable, trustworthy, distinctive, and professionally managed, each environmental decision should reinforce those attributes. Lighting and layout should support comfort and accessibility; cleanliness

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should reinforce trust and quality; interior design and aroma should strengthen distinctiveness; music should fit the identity that the outlet wants consumers to remember.

The respondent profile also gives management a practical signal. Consumers aged 17 to 25 represented 58 percent of the sample, and 69 percent of respondents reported three or more purchases. Cadoha therefore serves a substantial group of relatively young and repeat customers in this dataset. Managers should protect consistency across visits because repeat exposure gives consumers multiple opportunities to confirm or revise their store image. A coherent environment supports image stability, while inconsistent execution risks weakening the very mechanism that links atmosphere to purchase decisions.

Management can translate these results into a simple operating priority. First, Cadoha should protect hygiene, spatial ease, and basic comfort because failures in these areas can undermine trust regardless of visual attractiveness. Second, the outlet should align lighting, music, aroma, and interior design with one recognizable identity instead of optimizing each cue separately. Third, managers should evaluate environmental changes against explicit image targets such as comfortable, distinctive, trustworthy, or professional. This approach turns atmosphere management into an image-control process. It also gives managers a clearer basis for judging investments: an environmental feature deserves attention when it strengthens the store image that customers actually use in purchase evaluation.

Theoretical Contribution

The study offers a focused contribution rather than a broad new theory. It clarifies the sequence through which a local coffee-shop environment contributes to purchase decisions by placing store image between environmental cues and behavior. The result supports the cognitive side of S-O-R and complements servicescape research by identifying store image as an outlet-level evaluative mechanism. This mechanism provides a sharper explanation than a model that simply adds atmosphere and image as independent predictors.

The first contribution concerns theoretical ordering. A large share of coffee-shop research places atmosphere and image side by side as independent predictors. The present model orders them sequentially and therefore asks a more demanding question: what does the environment become in the consumer's mind before it affects behavior? The strong environment-to-image coefficient supports the view that store image operates as an interpretive outcome of the servicescape, not merely as another parallel marketing variable.

The second contribution concerns level of analysis. Brand image dominates many coffee-shop studies, but physical environmental cues originate at the store level. By using

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store image, this study aligns the stimulus and the organism at the same outlet level. That alignment strengthens the S-O-R explanation because the consumer evaluates the same place that supplies the stimulus. The third contribution concerns empirical context. Evidence from Manado and nearby Tomohon remains mixed on whether atmosphere directly shapes purchase behavior (Worang et al., 2024; Wuniarto et al., 2022; Tampi et al., 2024; Pandelaki et al., 2026). Cadoha's indirect pathway helps reconcile that inconsistency by showing that a favorable environment can exert much of its influence through the image consumers construct from it.

Limitations and Future Research

Several limitations define the boundary of the findings. The study draws on one coffee shop in Manado and uses purposive sampling, so the results describe the sampled Cadoha consumers rather than all coffee-shop consumers. The cross-sectional design does not establish how store image changes across repeated visits. The purchase-decision measure includes post-purchase satisfaction and repurchase likelihood, which broadens the construct beyond the transaction moment. The instrument also uses comfort in both the store-environment and store-image domains, so future measurement should separate environmental comfort cues from the consumer's evaluative sense of store comfort. Future studies should distinguish transaction decision, satisfaction, and repurchase intention and should test whether store image continues to carry the environmental effect across those behavioral stages.

The completed research report calculated the indirect effect from the product of path coefficients and reported the pathway as supported. A future replication should estimate the indirect effect with bootstrap confidence intervals so that researchers can test mediation without relying on the product-of-coefficients criterion alone. Multi-outlet sampling would also allow researchers to test whether customer age, visit frequency, price level, outlet format, competitive intensity, and customer experience change the store environment to store image pathway. Comparative work across local and chain coffee shops would provide an especially useful test because store image should respond more strongly to outlet-specific cues when consumers have repeated contact with a particular location.

CONCLUSION

The empirical results support all three relationships proposed in the study. Store environment strongly influences store image at Cadoha Coffee Shop, which confirms that consumers convert interior design, lighting, sound, aroma, layout, cleanliness, and comfort into an overall evaluation of the outlet. Store image, in turn, strongly influences coffee purchase decisions. The path model also identifies a substantial indirect effect

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from store environment to purchase decision through store image while retaining a smaller significant direct effect. Store image therefore carries a central part of the environment-purchase relationship. For Cadoha, the managerial implication is concrete: environmental design creates more value when every physical and sensory cue reinforces a favorable image of the store. The study gives local coffee retail a mechanism-based explanation of purchasing behavior and establishes a foundation for future research that tests the same pathway across multiple outlets with bootstrap mediation analysis and more differentiated post-purchase outcomes.

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