Analysis Of The Influence Of Store Environment, Product Innovation And Service Quality On Consumer Purchasing Decisions Of Coffee Shop Ming Kopi Medan

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Abstract.*This research aims to find out what influence the store environment, product innovation and service quality have on consumer purchasing decisions at the Ming Kopi Medan Coffee shop. The type of research used is a quantitative descriptive research method, sampling was carried out using snowball sampling techniques and using the Cochran formula because the population size is unknown. The number of samples taken was 97 consumers and data was collected through questionnaires distributed directly to consumers. To assess respondents' responses, the author uses a Likert scale which uses several question items to measure individual behavior by responding to 5 choice points for each question item. Analysis was carried out using descriptive statistics, data quality tests, classical assumption tests, multiple linear regression analysis, hypothesis testing, and coefficient of determination using the SPSS version 25 program (IBM SPSS Statistics 25). The research results show that simultaneously, the calculated F value (20.555) is greater than the F table value (2.70) with a significance level of 0.000 < 0.05 which shows that H4 is accepted which shows a positive and significant influence from store environment, product innovation and service quality on purchasing decisions. Partially, hypothesis testing reveals that store environment (t = 3.934), product innovation (t = 2.227) and service quality (t = 2.171) each have a positive and significant impact on purchasing decisions because they are greater than the t value table (1.985), with the significance level for each variable being 0.000; 0.028; and 0.001. Therefore, the conclusion of this research is that store environment, product innovation and service quality, both partially and simultaneously, have a significant influence on consumer purchasing decisions at the Ming Kopi Medan coffee shop.*

Keywords: Store environment, Product Innovation, Service Quality, Purchasing Decisions

INTRODUCTION

Micro, small and medium enterprises, or better known by the abbreviation MSMEs, are currently emerging in many countries and regions throughout the world. One of them is an important city in Indonesia, namely the city of Medan. MSMEs are businesses that are one of the most important pillars of the Indonesian economy, because they play an important role in creating jobs for workers who need them. The increase in MSMEs has occurred in various

fields such as the culinary industry, fashion industry, handicrafts, laundry, agriculture, etc. One effective way to develop MSME businesses is to improve the quality of customer service, continue to innovate and improve product quality, and know market needs. One of the MSMEs that is growing and spreading throughout the city of Medan is the MSMEs that focus on the culinary industry such as coffee shops.

In the last 3 years, namely from 2016-2019, the number of coffee shops in Medan was 275 coffee shops(Iman et al., 2022). A coffee shop is a place that not only sells coffee and food, but also serves consumers and also sells atmosphere. Coffee shops can be used as a place to calm down, feel the atmosphere that suits your mood, unwind, do assignments in a new place, a place to take photos, and hang out with friends and family. As a place for some shop employees to meet with their superiors, or just to chat with co-workers. Or a place to find a new atmosphere, such as enjoying friendly service from coffee shop employees and enjoying live concerts or live music in certain coffee shops or enjoying food or drinks that are served to be photographed and posted on Instagram or other social media.

One of the MSMEs developing in the culinary industry which is the object of research by researchers is the Ming Kopi Medan Coffee Shop. This coffee shop is located on Jl. Berlian Sari, Kel. Durian Shop, District. Medan Johor, Medan City, North Sumatra 20146. There are several factors that influence the increase in sales of Ming Kopi Medan Coffee Shop. One of the factors is the store environment, product innovation and service quality as well as consumer purchasing decisions. The shop environment is a condition in which the appearance of the shop has been planned by the business actor according to the target market, thereby helping the shop attract the attention of consumers and make them interested in making a purchase.(Widyarti et al., 2021). Store environment is a combination of perceptions regarding the combination of elements, namely lighting, music, employees and layout(Mohan et al., 2013).

Based on a pre-survey conducted on 30 respondents to the Ming Kopi Medan Coffee shop, it was discovered that 17 people or 57% of the total respondents agreed with the statement given, while 13 people or 43% disagreed with the statement. This shows that there is a problem with the store environment variable so that it can reduce consumer purchasing decisions. By knowing this, all complaints or input given by consumers must be given more attention by the owner so that it can improve consumer purchasing decisions. Product innovation is the process of creating a new product, or developing an existing product, to meet consumer needs in a new way(Cote, 2022). Product innovation refers to changes that improve design, materials, feel, appearance, capacity, functionality and overall user experience. Improvements can be tangible, such as physical products, or intangible, such as software or

services(Guthrie, 2021). So that consumers do not feel fed up and tired of a product in a shop, it is necessary to develop service innovation and product innovation in the business being run(Victor & Nikita, 2023).

Based on a pre-survey conducted on 30 respondents to the Ming Kopi Medan Coffee shop, it was discovered that 16 people or 53% of the total respondents agreed with the statement given, while 14 people or 47% disagreed with the statement. This shows that there is a problem with the product innovation variable so that it can reduce consumer purchasing decisions. By knowing this, all complaints or input given by consumers must be given more attention by the owner so that it can improve consumer purchasing decisions. Service quality is a measure of how an organization provides its services compared to its customers' expectations(Indeed Editorial Team, 2022). Service quality is the service effort provided by the shop to consumers in fulfilling all consumer needs and desires to win consumers' hearts so that they make purchases of the products offered(qiscus, 2021).

An important factor in encouraging sales and purchases is the service provided to consumers. Providing the best service to all consumers will have a significant impact on sales and purchases of a store. Therefore, stores need to think more carefully about the importance of service to their customers(Victor et al., 2022). Based on a pre-survey conducted on 30 respondents to the Ming Kopi Medan Coffee shop, it was discovered that 18 people or 60% of the total respondents agreed with the statement given, while 12 people or 40% disagreed with the statement. This shows that there is a problem with the service quality variable so that it can reduce consumer purchasing decisions. By knowing this, all complaints or input given by consumers must be given more attention by the owner so that it can improve consumer purchasing decisions.

A purchasing decision is a decision taken by a consumer to buy a product(Puspita et al., 2022). Purchasing decisions are consumer behavior in making final purchases, in purchasing products/services consumed personally. Purchasing decisions are the process of making alternatives that suit the desires or needs that benefit consumers. A purchasing decision is a situation faced by consumers in choosing whether or not to consume a product or service(Ramadani, 2019). There are several previous studies that can support the existence of problems as mentioned above. In research entitled "The Influence of Store Environment, Sales Promotion, and Perceived Value on Purchasing Decisions (Study at Matahari Department Store in Semarang, Central Java)", it is known that the store environment and perceived value (perceived value) partially influence purchasing decisions. . As well as the store environment,

perceived value, and sales promotions simultaneously influence purchasing decisions(Widyarti et al., 2021).

Furthermore, in the research entitled "The Influence of Product and Price Innovation on Purchasing Decisions in DKI Martabak Mini, Gorontalo City", it is known that product innovation and price have a significant partial and simultaneous effect on purchasing decisions.(Crush et al., 2022). Then in the research entitled "The Influence of Service Quality and Price on Purchasing Decisions at Kirani Coffee Shop", it is known that service quality and price have a positive and significant partial and simultaneous effect on purchasing decisions.(Mukti & Aprianti, 2021).

Based on this background, the author is interested in conducting research with the thesis title "Analysis of the Influence of Store Environment, Product Innovation and Service Quality on Consumer Purchasing Decisions at Ming Kopi Medan Coffee Shop". Based on the background description above, the problem formulation in this research includes:

1. Does the store environment have a significant effect on consumer purchasing decisions at Ming Kopi Medan Coffee Shop?
2. Does product innovation have a significant effect on consumer purchasing decisions at Ming Kopi Medan Coffee Shop?
3. Does service quality have a significant effect on consumer purchasing decisions at Ming Kopi Medan Coffee Shop?
4. Do store environment, product innovation and service quality simultaneously have a significant effect on consumer purchasing decisions at Ming Kopi Medan Coffee Shop?

This research was conducted with the aim of knowing and analyzing:

1. The influence of the store environment on consumer purchasing decisions at Ming Kopi Medan Coffee Shop.
2. The influence of product innovation on consumer purchasing decisions at Ming Kopi Medan Coffee Shop.
3. The influence of service quality on consumer purchasing decisions at Ming Kopi Medan Coffee Shop.
4. The influence of store environment, product innovation and service quality simultaneously on consumer purchasing decisions at Ming Kopi Medan Coffee Shop.

This research was conducted to be useful for individuals and groups, both theoretically and practically:

1. **Theoretical benefits of research**

   a. It is hoped that this research can help and serve as a guide to better understand the influence of store environment, product innovation and service quality on consumer purchasing decisions.

   b. It is hoped that this research can broaden horizons and ways of thinking as well as train researchers' abilities in applying good and correct writing procedures in conducting research and formulating the results of the research carried out.

2. **Practical benefits of research**

   a. **Share Coffee Shop Ming Kopi Medan**

   It is hoped that this research can help Ming Kopi Medan Coffee Shop to better understand consumers' wants and needs, be able to carry out the latest innovations for the future, find out the factors that make consumers decide to buy products, and be able to provide a store environment, product innovation and The quality of service is better than before.

   b. **For researchers**

   It is hoped that this research can provide assistance to researchers regarding knowledge about the factors that can make a business successful and more developed in business planning.

   c. **For STMB MULTISMART**

   It is hoped that this research can make STMB MULTISMART more successful in providing guidance for students by providing research that can help write final assignments for STMB MULTISMART students.

   d. **For Further Researchers**

   It is hoped that this research can become a reference material and serve as a guide for future researchers with thesis titles related to store environment, product innovation or service quality in order to help prepare their research materials.

LITERATURE REVIEW

Understanding Store Environment

The store environment is an atmospheric environment that is formed in terms of layout, color, store design, decoration, music, space, aesthetics and environment that are considered important so that consumers are interested and shop at the store.(Chaphiray & Indriyanti, 2020). A comfortable store environment is one of the important factors that will make consumers feel interested and comfortable when making purchases at the store(Mulyani, 2020).The store

environment indicators are room size, lighting, air circulation, room design, security and cleanliness.

Understanding Product Innovation

Product innovation is an effort made by business actors to be able to develop, improve, perfect and improve the quality of existing products. Product innovation means creating new products that can fulfill consumers' desires and needs so that the intention to buy the product arises and make purchasing decisions(Novita, 2022). Something new such as goods, services, or ideas that have been approved is a product innovation(Rasyid & Indah, 2018). The product innovation indicators are new products for the world, new product lines, additions to existing product lines, improvements and revisions to existing products, redetermination and cost reduction.

Understanding Service Quality

Service Quality is the actions carried out by sellers towards consumers to fulfill consumer wants and needs(Mukti & Aprianti, 2021). Everyone who needs and uses services basically expects good (high quality) service. If the service or service provided is received and felt by consumers as expected, then the quality of the service provided can be perceived as good and satisfactory.(Soenawan & Malonda, 2014). The service quality indicators are tangible (tangible/physical evidence), reliability (reliability), responsive (responsiveness), assurance (certainty/guarantee) and empathy (empathy).

Understanding Purchasing Decisions

A purchasing decision is a decision taken by a potential consumer to determine whether he will make a purchase or not. This means that there are several factors that influence consumers by considering everything and in the end consumers buy the product they like most (Arfah, 2022). Purchasing decisions are a behavior shown by consumers in choosing products that attract consumer interest through the process of selecting the product to be purchased until a final decision is reached regarding the product (Riswanto et al., 2023). The indicators for purchasing decisions are recognition of needs, information search, alternative evaluation, purchasing decisions and post-purchase behavior.

RESEARCH METHODS

The type of research used in this research is a quantitative descriptive research method. Descriptive research is a research method used to examine a particular condition, situation or phenomenon, and the results are available in the form of research data(Arikunto, 2023). Quantitative research is research conducted on phenomena that occur by collecting measured

data. Quantitative descriptive research is a type of research that aims to describe and explain existing phenomena or situations based on numerical data. The research object studied was the Ming Kopi Medan Coffee Shop which is located on Jl. Berlian Sari, Kel. Durian Shop, District. Medan Johor, Medan City, North Sumatra 20146.

Research with store environment, service quality and product innovation as independent variables and purchasing decisions as the dependent variable, conducted from October 2023 to February 2024. The research instrument used was a questionnaire using a Likert scale, which was then distributed/distributed to respondents and filled in by the respondents. Because the population size is unknown, samples were taken using snowball sampling techniques and the Cochran formula. So the number of samples taken as research subjects was 97 consumers of Ming Kopi Medan Coffee Shop. The data analysis technique used in this research is descriptive statistical analysis with testing instruments used, namely data quality testing with validity and reliability tests, classical assumption testing with normality tests, multicollinearity tests and heteroscedasticity tests, multiple linear regression analysis, and hypothesis testing. Hypothesis testing uses the t-test to explain research results spatially and the F test to explain research results simultaneously. The analytical tool used in this research is the SPSS application.

RESEARCH RESULTS AND DISCUSSION

Descriptive Statistical Analysis

Here are the resultsteststatisticsdescriptivewhich ingetfrom this research:

Table 1. Descriptive Statistical Test Results

Descriptive Statistics					
	N	Minimum	Maximum	Mean	Std. Deviation
Store Environment (X1)	97	12	30	23.65	3,892
Product Innovation (X2)	97	12	25	20.55	2,861
Service Quality (X3)	97	10	25	18.23	3,581
Purchase Decision (Y)	97	14	35	26.65	3,903
Valid N (listwise)	97				

Based on the table above, it can be seen that N (amount of data) used in the research was 97 respondents who were consumers of Ming Kopi Medan Coffee Shop. The store environment variable (X1) has a minimum value of 12 and a maximum value of 30 with an average value of 23.65 and a standard deviation or level of data spread of 3.892. The product innovation variable (X2) has a minimum value of 12 and a maximum value of 25 with an average value of 20.55 and a standard deviation or level of data spread of 2.861. The service quality variable (X3) has a minimum value of 10 and a maximum value of 25 with an average

value of 18.23 and a standard deviation or level of data spread of 3.581. The purchasing decision variable (Y) has a minimum value of 14 and a maximum value of 35 with an average value of 26.65 and a standard deviation or level of data spread of 3.903.

Data Quality Test (Validity Test and Reliability Test)

The following are the results of the validity and reliability tests obtained from this research:

a. Validity and Reliability Test Results on Store Environment Variables (X1)

Table 2. Store Environment Validity Test Results (X1)

Statement Items	r count	r table	Criteria	Conclusion
1	0.762	0.361	r count > r table	*VALID*
2	0.635	0.361	r count > r table	*VALID*
3	0.892	0.361	r count > r table	*VALID*
4	0.823	0.361	r count > r table	*VALID*

Source :Research Results, 2024

Table 3. Store Environment Reliability Test Results (X1)

Reliability Statistics	
Cronbach's Alpha	N of Items
,790	4

Source :Research Results, 2024

Based on tables 2 and 3 above, it can be seen that the 4 statements representing the store environment variable are valid. This is proven by all statement items in the validity test having positive values and r count > r table and Cronbach's Alpha value in the reliability test being greater than 0.60 (0.790 > 0.60) which shows that the data is reliable.

b. Validity and Reliability Test Results on Product Innovation Variables (X2)

Table 4. Product Innovation Validity Test Results (X2)

Statement Items	r count	r table	Criteria	Conclusion
1	0.627	0.361	r count > r table	*VALID*
2	0.823	0.361	r count > r table	*VALID*
3	0.773	0.361	r count > r table	*VALID*
4	0.810	0.361	r count > r table	*VALID*

Source :Research Results, 2024

Table 5. Product Innovation Reliability Test Results (X2)

Reliability Statistics	
Cronbach's Alpha	N of Items
,736	4

Source :Research Results, 2024

Based on tables 4 and 5 above, it can be seen that the 4 statements representing the store environment variable are valid. This is proven by all statement items in the validity test

having positive values and r count > r table and Cronbach's Alpha value in the reliability test being greater than 0.60 (0.736 > 0.60) which shows that the data is reliable.

a. Validity and Reliability Test Results on Service Quality Variables (X3)

Table 6. Service Quality Validity Test Results (X3)

Statement Items	r count	r table	Criteria	Conclusion
1	0.761	0.361	r count > r table	*VALID*
2	0.860	0.361	r count > r table	*VALID*
3	0.911	0.361	r count > r table	*VALID*
4	0.804	0.361	r count > r table	*VALID*

Source :Research Results, 2024

Table 7. Service Quality Reliability Test Results (X3)

Reliability Statistics	
Cronbach's Alpha	N of Items
,852	4

Source :Research Results, 2024

Based on tables 6 and 7 above, it can be seen that the 4 statements representing the store environment variable are valid. This is proven by all statement items in the validity test having positive values and r count > r table and Cronbach's Alpha value in the reliability test being greater than 0.60 (0.852 > 0.60) which shows that the data is reliable.

b. Validity and Reliability Test Results on Purchasing Decision Variables (Y)

Table 8. Purchasing Decision Validity Test Results (Y)

Statement Items	r count	r table	Criteria	Conclusion
1	0.727	0.361	r count > r table	*VALID*
2	0.640	0.361	r count > r table	*VALID*
3	0.622	0.361	r count > r table	*VALID*
4	0.746	0.361	r count > r table	*VALID*

Source :Research Results, 2024

Table 9. Purchasing Decision Reliability Test Results (Y)

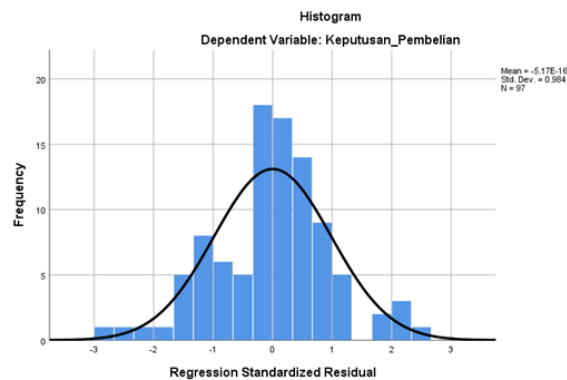| Reliability Statistics	
Cronbach's Alpha	N of Items
,618	4

Source :Research Results, 2024

Based on tables 8 and 9 above, it can be seen that the 4 statements representing the store environment variable are valid. This is proven by all the statement items in the validity test having positive values and r calculated > r table and the Cronbach's Alpha value in the reliability test being greater than 0.60 (0.618> 0.60) which shows that the data is reliable.

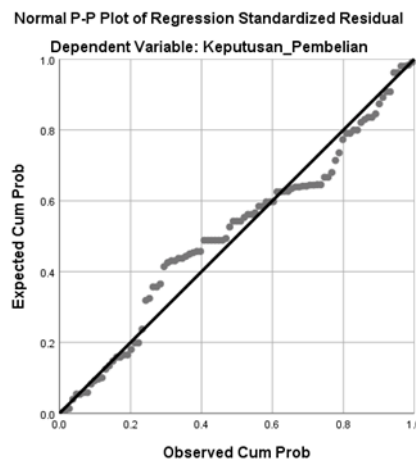**Classic Assumption Test (Normality Test, Multicollinearity Test, Heteroscedasticity Test)**

Normality test

The results of the normality test can be seen from the following figure and table:

Figure 1. Normal Curve Histogram (Histogram)

Based on Figure 1 above, it can be seen that the data forms a symmetrical curve with an average value (inverted U). This shows that the data obtained is normally distributed.

Figure 2. Normality Test Results (Normal Probability Plot)

Based on Figure 2 above, it can be seen that the test results of the p-plot graph show the points spread around the diagonal line. This shows that the data from the regression model tested is normally distributed. These results are reinforced by the Kolmogorov-Smirnov test results below:

Table 10. Kolmogorov-Smirnov Test Results

One-Sample Kolmogorov-Smirnov Test		
		Unstandardized Residuals
N		97
Normal Parameters, b	Mean	.0000000
	Std. Deviation	3.02617854
Most Extreme Differences	Absolute	.125
	Positive	,095
	Negative	-.125

Statistical Tests			.125
Asymp. Sig. (2-tailed)			.001c
Monte Carlo Sig. (2-tailed)	Sig.		.084d
	99% Confidence Interval	Lower Bound	,077
		Upper Bound	,091
a. Test distribution is Normal.			
b. Calculated from data.			
c. Lilliefors Significance Correction.			
d. Based on 10000 sampled tables with starting seed 2000000.			

Source :Research Results, 2024

Based on table 10 above, it can be seen that the Kolmogorov-Smirnov test using Monte Carlo produces a value of 0.84, which means that the data in the regression model tested is normally distributed. This is because 0.84 > 0.5 so the data is normally distributed.

Multicollinearity Test

The results of the multicollinearity test can be seen from the following table:

Table 11. Multicollinearity Test Results

Coefficientsa								
Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.	Collinearity Statistics	
		B	Std. Error	Beta			Tolerance	VIF
1	(Constant)	7,909	2,580		3,066	,003		
	Store_Environment	,400	.102	,399	3,934	,000	,629	1,590
	Product_Innovation	,273	.122	,200	2,227	.028	,802	1,246
	Service quality	,202	.102	,185	2,171	,001	,734	1,361
a. Dependent Variable: Purchase_Decision								

Source :Research Results, 2024

Based on table 11 above, it can be seen in the Collinearity Statistics column, it is known that the tolerance value for the store environment (X1), product innovation (X2) and service quality (X3) variables is 0.629; 0.802 and 0.734 > 0.10. Meanwhile, the VIF values for the store environment (X1), product innovation (X2) and service quality (X3) variables are 1.590 respectively; 1.246 and 1.361 < 10.00. Therefore, referring to the basis for decision making in the multicollinearity test, it can be concluded that there are no symptoms of multicollinearity in the regression model being tested.

Heteroscedasticity Test

The results of the heteroscedasticity test can be seen from the following table:

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	3,013	1,708		1,764	,081
	Store_Environment	-.038	,067	-.073	-.565	,573
	Product_Innovation	,055	,081	,078	,680	,499
	Service quality	-.055	,068	-.098	-.815	,417

Coefficientsa

a. Dependent Variable: ABS_RES

Table 12. Heteroscedasticity Test Results

Source :Research Results, 2024

Based on table 12 above, It can be seen that the significance value in the Sig column. for the store environment variable (X1) is 0.573; The significance value for the product innovation variable (X2) is 0.499 and the significance value for the service quality variable (X3) is 0.417. The significance value of the three variables above is greater than 0.05. Therefore, referring to the basis for decision making in the Glejser test, it can be concluded that there are no symptoms of heteroscedasticity in the regression model tested.

Multiple Linear Regression Analysis

The results of the multiple linear regression analysis test can be seen from the following table:

Table 13. ResultsMultiple Linear Regression Analysis Test

Coefficientsa

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	7,909	2,580		3,066	,003
	Store_Environment	,400	.102	,399	3,934	,000
	Product_Innovation	,273	.122	,200	2,227	.028
	Service quality	,202	.102	,185	2,171	,001

a. Dependent Variable: Purchase_Decision

Source :Research Results, 2024

Based on table 13 above, pThe linear regression equation obtained from the multiple linear regression analysis test is as follows:

$$y = 7,909 + 0,400x_1 + 0,273x_2 + 0,202x_3 + e$$

The explanation of the results of multiple linear analysis is:

1. If the independent variables, namely store environment, product innovation and service quality have a value of 0 (there are no independent variables), then the purchasing decision value is 7,909 units or constant (fixed).

2. If the independent variable store environment increases by 1 unit, then purchasing decisions increase by 0.400 units, while the other variables experience a constant (fixed).

3. If the independent variable product innovation increases by 1 unit, then the purchasing decision increases by 0.273 units, while the other variables experience a constant (remained).

4. If the independent variable service quality increases by 1 unit, then purchasing decisions increase by 0.202 units, while the other variables experience a constant (fixed).

Hypothesis test

The hypothesis formulated with a confidence level of 95% or $\alpha = 0.05$ is:

H1: Store environment has a significant positive effect on consumer purchasing decisions.

H2: Product innovation has a significant positive effect on consumer purchasing decisions.

H3: Service quality has a significant positive effect on consumer purchasing decisions.

H4: Store environment, product innovation, and service quality simultaneously have a positive and significant effect on consumer purchasing decisions.

Spatial Hypothesis Testing (t-test)

The results of partial or individual hypothesis testing can be seen from the following table:

Table 14.Partial Hypothesis Testing Results (t-test)

Coefficientsa						
		Unstandardized Coefficients		Standardized Coefficients		
Model		B	Std. Error	Beta	t	Sig.
1	(Constant)	7,909	2,580		3,066	,003
	Store_Environment	,400	.102	,399	3,934	,000
	Product_Innovation	,273	.122	,200	2,227	.028
	Service quality	,202	.102	,185	2,171	,001
a. Dependent Variable: Purchase_Decision						

Source :Research Results, 2024

Based on table 14 above, it can be seen that the t count and partial significance value (Sig.) of each variable are as follows:

1. The results of partial hypothesis testing for the store environment variable showed that the calculated t value (3.934) > t table (1.985) with a significance level of 0.000 < 0.05. This shows that H1 is accepted, where the store environment has a positive and significant effect on consumer purchasing decisions at Ming Kopi Medan Coffee Shop.

2. The results of partial hypothesis testing for the product innovation variable showed that the calculated t value (2.227) > t table (1.985) with a significance level of 0.028 < 0.05. This shows that H2 is accepted, where product innovation has a positive and significant effect on consumer purchasing decisions at Ming Kopi Medan Coffee Shop.

3. The results of partial hypothesis testing for the service quality variable showed that the calculated t value (2.171) > t table (1.985) with a significance level of 0.001 < 0.05. This

shows that H3 is accepted, where service quality has a positive and significant effect on consumer purchasing decisions at Ming Kopi Medan Coffee Shop.

Simultaneous Hypothesis Testing (F Test)

The results of simultaneous or joint hypothesis testing can be seen from the following table:

Table 15.Simultaneous Hypothesis Testing Results (F Test)

ANOVAa						
Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	582,938	3	194,313	20,555	,000b
	Residual	879.145	93	9,453		
	Total	1462.082	96			
a. Dependent Variable: Purchase_Decision						
b. Predictors: (Constant), Service_Quality, Product_Innovation, Store_Environment						

Source :Research Results, 2024

Based on table 15 above, pThe result of simultaneous hypothesis testing obtained is the calculated F value (20.555) > F table (2.70) with a significance level of 0.000 < 0.05 so it can be concluded that H4 is accepted where store environment, product innovation and service quality have a positive and significant effect on Ming Kopi Medan Coffee Shop consumer purchasing decisions.

Coefficient of Determination Test (R2)

The results of the coefficient of determination test can be seen from the following table:

Table 16.Coefficient of Determination Test Results (R2)

Model Summary				
Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.631a	,399	,379	3,075
a. Predictors: (Constant), Service_Quality, Product_Innovation, Store_Environment				

Source :Research Results, 2024

Based on table 16 above, it can be seen that the coefficient of determination (R2) obtained from the R Square column is 0.399, which means that the store environment, product innovation and service quality can explain purchasing decisions by 39.9% and the remaining 60.1%. others are influenced by other variables outside of this research such as price, location, product quality, product diversity, customer satisfaction, product image, taste, and so on.

DISCUSSION

The results of partial hypothesis testing for the store environment variable showed that the calculated t value (3.934) > t table (1.985) with a significance level of 0.000 < 0.05. This shows that H1 is accepted, where the store environment has a positive and significant effect on consumer purchasing decisions at Ming Kopi Medan Coffee Shop. If the store environment in

the store is better prepared by the owner and employees, such as food hygiene, environmental cleanliness, better lighting, and the distance between tables and chairs is increased, then there will be an increase in purchasing decisions in the store. The results of this research are in line with previous research(Widyarti et al., 2021) which states that the store environment partially and simultaneously influences purchasing decisions.

The results of partial hypothesis testing for the product innovation variable showed that the calculated t value (2.227) > t table (1.985) with a significance level of 0.028 < 0.05. This shows that H2 is accepted, where product innovation has a positive and significant effect on consumer purchasing decisions at Ming Kopi Medan Coffee Shop. If the shop provides product innovations such as products that have never been marketed, or adds decorations or other flavors to existing products, there will be an increase in purchasing decisions at the shop. The results of this research are in line with previous research(Crush et al., 2022)which states that product innovation has a significant partial and simultaneous effect on purchasing decisions.

The results of partial hypothesis testing for the service quality variable showed that the calculated t value (2.171) > t table (1.985) with a significance level of 0.001 < 0.05. This shows that H3 is accepted, where service quality has a positive and significant effect on consumer purchasing decisions at Ming Kopi Medan Coffee Shop. If the store provides better training to store employees and adds services such as providing discounts or discounts at certain times, there will be an increase in purchasing decisions at the store. The results of this research are in line with previous research(Mukti & Aprianti, 2021)which states that service quality has a positive and significant partial and simultaneous effect on purchasing decisions.

The results of simultaneous hypothesis testing obtained are the calculated F value (20.555) > F table (2.70) with a significance level of 0.000 < 0.05 so it can be concluded that H4 is accepted where store environment, product innovation and service quality have a positive and significant effect on Ming Kopi Medan Coffee Shop consumer purchasing decisions. The coefficient of determination (R2) obtained from the R Square value is 0.399, which means that the store environment, product innovation and service quality can explain 39.9% of purchasing decisions and the remaining 60.1% is influenced by other variables outside of the research. these include price, location, product quality, product diversity, customer satisfaction, product image, taste, and so on. The results of this research are in line with previous research(Waruwu & Purnomo, 2020)And(Hasbullah, 2022).

CONCLUSIONS AND SUGGESTIONS

The conclusions obtained from the store environment variables, product innovation and service quality on purchasing decisions from the research conducted are as follows:

1. *Store environment*partially has a positive and significant effect on consumers' purchasing decisions at Ming Kopi Medan Coffee Shop. The results of partial hypothesis testing for the store environment variable showed that the calculated t value (3.934) > t table (1.985) with a significance level of 0.000 < 0.05. This shows that H1 is accepted, where the store environment has a positive and significant effect on consumer purchasing decisions at Ming Kopi Medan Coffee Shop.

2. Product innovation partially has a positive and significant effect on consumer purchasing decisions at Ming Kopi Medan Coffee Shop. The results of partial hypothesis testing for the product innovation variable showed that the calculated t value (2.227) > t table (1.985) with a significance level of 0.028 < 0.05. This shows that H2 is accepted, where product innovation has a positive and significant effect on consumer purchasing decisions at Ming Kopi Medan Coffee Shop.

3. Service quality partially has a positive and significant effect on consumer purchasing decisions at Ming Kopi Medan Coffee Shop. The results of partial hypothesis testing for the service quality variable showed that the calculated t value (2.171) > t table (1.985) with a significance level of 0.001 < 0.05. This shows that H3 is accepted, where service quality has a positive and significant effect on consumer purchasing decisions at Ming Kopi Medan Coffee Shop.

4. *Store environment*, product innovation and service quality have a significant influence on consumer purchasing decisions at Ming Kopi Medan Coffee Shop. The results of simultaneous hypothesis testing obtained are the calculated F value (20.555) > F table (2.70) with a significance level of 0.000 < 0.05 so it can be concluded that H4 is accepted where store environment, product innovation and service quality have a positive and significant effect on Ming Kopi Medan Coffee Shop consumer purchasing decisions.

Based on the results of the research carried out, there are several suggestions put forward, namely as follows:

1. For Coffee Shop Ming Kopi Medan, in order to further improve the shop environment so that consumers can move freely in the shop, create a new product or add to the product in the product innovation carried out and provide improvements in service quality such as providing employees with training on how to provide good and appropriate service to consumers, providing discounts or discounts.

2. For future researchers, it is hoped that this research can help research related to purchasing decisions by using other variables to examine the factors that influence consumer purchasing decisions because the variables used in this research were only able to show an influence of 39.9% on decisions. purchase. Meanwhile, the other 60.1% is influenced by other variables outside of this research such as price, location, product quality, product diversity, customer satisfaction, product image, taste, and so on.

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