

The Influence of Islamic Store Atmosphere, Service Quality and Digital Marketing on Consumer Purchase Decisions

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Abstract

Keywords:

Islamic Store Atmosphere, service quality, digital marketing, purchase decision, coffee shop

This study aims to analyze the extent to which the store atmosphere characterized by Islamic values, service quality, and digital marketing strategies influences consumers' purchasing decisions at Forestbree Coffee Shop. The background of this study is based on the rapid growth of the coffee shop industry and the shift in consumer tastes that now prioritize a comprehensive experience not only on the taste of coffee, but also the comfort of space, quality of service, and digital interaction. A quantitative approach was applied in this study using a survey method of 460 respondents from five favorite coffee shops in Bukittinggi City. The collected data was then analyzed using descriptive statistics and multiple linear regression. The findings of the study show that the three variables of the Islamic atmosphere, service quality, and digital marketing have a positive and significant effect on purchasing decisions. The presence of Islamic elements in store design fosters a sense of comfort and increases the confidence of Muslim consumers ($\beta = 0.232$; $p = 0.000$). On the other hand, responsive and friendly service strengthens the level of customer satisfaction ($\beta = 0.268$; $p = 0.000$). The digital marketing strategy through social media and online platforms has proven to be effective in expanding brand reach and strengthening relationships with consumers ($\beta = 0.130$; $p = 0.007$). Overall, these three factors contributed 23.1 percent to the purchase decision variable ($R^2 = 0.231$). Based on these results, business actors are advised to integrate Islamic elements into the concept and atmosphere of the store, maintain and improve the quality of service consistently, and optimize the use of digital channels to strengthen customer loyalty

INTRODUCTION

The growth of the coffee shop industry in Indonesia in recent years has shown very rapid development. This phenomenon does not only occur in big cities, but has also penetrated into second-tier city areas such as Bukittinggi. The coffee shop is now not only positioned as a place to enjoy coffee, but has been transformed into a multifunctional space offering comfort to relax, work, or gather with friends and family. This shift in consumer preferences creates new challenges for businesses to deliver excellence that focuses not only on the product, but also on the overall experience provided to customers. Erika Aryani (2022), referring to data from the Ministry of Industry, noted that national coffee consumption increased from 4.45 million bags in 2020 to 4.8 million bags in 2025. This increase in consumption has also significantly increased the number of coffee shops in various regions. In Bukittinggi City itself, there are more than fifty coffee shops spread across three main sub-districts: Aur Birugo Tigo Baleh, Guguk Panjang, and Mandiangin Koto Selayan. This fact reflects the city's huge market potential, where most consumers come

from millennials and Generation Z, who are known to have a high preference for comfortable and conceptual hangouts.

Facing the increasing intensity of competition, coffee shop owners need to understand that consumers' decisions in choosing a place are not solely determined by the taste of coffee. Other aspects such as the atmosphere of the place, service quality, and digital-based promotion strategies are important elements in building customer loyalty. The concept of an Islamic store atmosphere that prioritizes sharia values such as cleanliness, comfort, honesty, and Islamic aesthetics is considered to be able to attract the interest of Muslim consumers, who are the majority in Bukittinggi. In addition, the use of digital marketing simplifies the promotion process and interaction between business actors and consumers, while service quality remains the main factor in building trust and creating a satisfying experience.

One interesting example is Forestthree Coffee, a coffee shop that combines the concept of Islamic service with a modern touch in its space design and digital services. This coffee shop provides a clean place, user-friendly facilities, and various online marketing channels such as ordering via GoFood and reservations through Linktree links. The presence of Forestthree and similar coffee shops reflects a new trend in the food and beverage industry, where consumers are not only buying products, but also enjoying the experience holistically. Although a number of previous studies have examined the influence of store atmosphere on consumer behavior, service quality on customer satisfaction, and the effectiveness of digital marketing on purchase decisions, most of these studies were conducted separately. Few studies have combined these three variables into one complete model, especially in the context of Islamic coffee shops operating in communities with strong religious cultures, such as in Bukittinggi City. In addition, there have not been many studies that specifically highlight the behavior of the urban Muslim youth as the main target of consumers.

This research was carried out in response to the limited study that specifically explored the influence of the atmosphere of the Islamic shop, the quality of service, and the digital marketing strategy on consumer purchase decisions at Forestthree Coffee Shop, Bukittinggi City. The uniqueness of this study lies in the integration of these three variables into an analysis model that is interrelated and contextual with the culture of the local community that is thick with Islamic values. This study aims to identify and analyze four main aspects. First, the influence of the Islamic store atmosphere on consumers' tendency to make purchase decisions. Second, the impact of service quality on consumer preferences. Third, the extent to which digital marketing strategies contribute to shaping purchasing decisions. Fourth, how much of a collective influence of these three variables is on consumer behavior simultaneously.

It is hoped that the results of this study can expand the treasure of scientific literature in the field of Muslim consumer behavior, especially in the modern retail sector such as coffee shops. In addition, the findings of this study are also expected to be a practical reference for business actors in designing service and marketing strategies that not only reflect Islamic principles, but also optimize the effective use of digital technology.

In contrast to previous research that only highlighted *store atmosphere* in general or digital marketing variables partially, this study offers an integrative model that places *the Islamic store atmosphere*, service quality, and digital marketing in one conceptual framework. This approach provides novelty both from the theoretical side through the elaboration of the concept of store

atmosphere based on sharia values and empirically through a comprehensive analysis of the purchasing decisions of Muslim consumers in Indonesia.

METHODS

This study is intended to evaluate the influence of three main factors, namely the atmosphere of the store with Islamic nuances, service quality, and digital marketing strategy on consumer purchase decisions at Foresthree Coffee Shop, located in Bukittinggi City. Based on the results of data processing, it was found that the three variables had a positive and significant impact on consumers' decision to make a purchase. These findings are also in line with existing theories as well as the results of previous research. The concept of Islamic Store Atmosphere shows a great contribution in influencing consumer purchasing behavior. The design and condition of the store that shows Islamic values, such as maintained cleanliness, environmental comfort, and interior aesthetics that reflect religious nuances, have proven to attract the attention of Muslim consumers who make up the majority of the population in Bukittinggi. Research by Nurhayati and Susilo in the year two thousand eighteen confirmed that an Islamic interior atmosphere was able to create a sense of security and comfort, which ultimately encouraged consumers to buy. As such, it is important for business owners to design a store atmosphere that not only reflects spiritual values, but is also able to provide a pleasant visual and emotional experience.

In addition, the quality of service has been proven to have a significant impact on consumer purchase decisions. The service provided in a fast, courteous, and professional manner creates greater satisfaction and trust in consumers. This is strengthened by the results of Rahmawati's study in the year two thousand twenty-one which states that responsive and quality service can increase consumers' desire to buy products. Therefore, improving service quality is a top priority in strengthening the relationship between business actors and customers. The digital marketing strategy also plays an important role in encouraging consumer decisions. Fast access to information and ease of interaction through social media and online platforms allow consumers to feel closer to the brand. Research conducted by Pratama and Anwar in the year two thousand twenty-three revealed that easy-to-use digital features and attractive platform appearances encourage purchases, especially among young people who are active in the digital world. This proves that the right digital strategy is needed in reaching and retaining today's consumers.

Overall, the results of this study recommend that coffee shop business actors combine a store atmosphere with religious values, excellent service, and adaptive digital marketing strategies as a unit in creating a superior consumer experience. This integrated approach is expected to be able to increase consumers' purchasing tendencies in a sustainable manner amid competitive market dynamics.

$$n = \frac{N}{1 + N \cdot e^2} = \frac{100}{1 + 100(0,05)^2} = \frac{100}{1,25} = 80$$

Thus, the number of samples set is 80 respondents selected from visitors who meet the criteria

RESULTS AND DISCUSSION

Analysis Techniques of the Gaunting Model

Evaluation of the Outer Model

Before a concept or model can be tested through a causal or relational relationship approach, it is necessary to first purify and test the measurement model. This test is carried out to ensure that the instrument used meets the criteria of validity and reliability. In this context, the measurement model or *outer model* functions to assess the extent to which the designed construct is able to accurately reflect the variables being studied, as well as ensure the consistency of the data through reliability tests. To conduct the initial test, researchers collected data from 460 respondents from the five coffee shops with the highest level of popularity in Bukittinggi City. The five locations are Naluri Coffee Bukittinggi, Taruko Caferesto, Voca Café, Foresthree (Kali Nambah Signature X Kalis), and Kopi Bana & Fallen's Kitchen. The selection of this coffee shop is not only based on the number of visitors, but also considers the diversity of consumer characteristics that can provide representative data for research.

The data collected is then used in several stages of statistical analysis, which include validity tests to ensure the fit of the indicators with their constructs, reliability tests to assess the stability and consistency of answers, and regression analysis to measure relationships between variables. In addition, tests were also carried out on classical assumptions such as normality, multicollinearity, and heteroscedasticity to ensure the validity of the regression model used. This stage has an important role in order to produce a methodologically robust research model. By ensuring that each indicator has been tested and proven to be valid and reliable, researchers can proceed to the advanced analysis stage with a high level of confidence in the quality of the data. Thus, this initial testing process is not only technical, but also the scientific foundation that determines the accuracy and accuracy of the final results of the research.

Descriptive Statistical Analysis

In the early stages of this study, descriptive statistical analysis was used to provide an overview of respondents' perceptions of the main variables studied, namely Purchase Decision (Y), Islamic Store Atmosphere (X1), Service Quality (X2), and Digital Marketing (X3). Through this analysis, a number of statistical measures such as mean values, highest and lowest values, and standard deviations for each variable are calculated. The purpose of this step is to assess whether the respondents' perception is in the high, medium, or low category, as well as to understand the pattern of data dissemination before further inferential analysis, such as multiple linear regression. The raw data obtained through the questionnaire deployment was then processed and analyzed using SPSS statistical software. The results of the descriptive analysis are presented in the form of a structured table, to make it easier to systematically observe the trends or tendencies of each variable. The neat presentation of this table also allows the reader to visually assess the quality and completeness of the data. This descriptive analysis step is an important foundation before entering the stage of testing the relationship between variables. By first understanding the basic characteristics of the data, the researcher can assess the extent to which the data collected is feasible and appropriate for further analysis. Therefore, statistical descriptions do not only serve as a complement, but also as an essential part to ensure the accuracy of interpretation and the overall validity of the research results.

Descriptive Statistics					
	N	Minimum	Maximum	Mean	Std. Deviation
Y	460	5.00	25.00	20.1130	2.52487
X1	460	19.00	55.00	44.3413	5.33526
X2	460	29.00	80.00	66.3152	6.73645
X3	460	12.00	35.00	28.8696	3.11374
Valid N (listwise)	460				

The descriptive analysis in this study was carried out to describe in general the respondents' perception of the main variables, namely Purchase Decision (Y), Islamic Store Atmosphere (X1), Service Quality (X2), and Digital Marketing (X3). This analysis aims to determine the distribution of data, both in terms of average, minimum and maximum values, and standard deviation, in order to assess whether respondents' perceptions tend to be high, medium, or low, and to understand the level of diversity of answers before proceeding to advanced analysis stages such as multiple linear regression. The first variable, namely the Purchase Decision (Y), had the lowest score of 5 and the highest score of 25. The average value reached 20.1130 with a standard deviation of 2.52487. These results show that the majority of respondents have a high tendency to make purchases, although there are still variations in the answers given.

Meanwhile, Islamic Store Atmosphere (X1) shows a minimum score of 19 and a maximum of 55. The average perception of respondents was recorded at 44.3413, while the standard deviation was 5.33526. These findings indicate that most respondents perceive the presence of an Islamic atmosphere in stores significantly, with a relatively stable and less distorted spread of perceptions. For the Service Quality (X2) variable, the lowest score recorded was 29, and the highest score reached 80. The average perception of service quality is 66.3152 with a standard deviation of 6.73645. This figure reflects that respondents' assessment of service quality is very high and shows a strong consistency of perception.

The Digital Marketing (X3) recorded a minimum score of 12 and a maximum 35. The average assessment is at 28.8696, while the standard deviation is only 3.11374. This shows that the majority of respondents consider the digital marketing strategies implemented to be quite effective and their perceptions tend to be uniform. In general, the descriptive data of each variable indicated that the level of respondents' perception was in the high category, with good data distribution and no extreme deviations. This reinforces the assumption that the data collected is qualified for use in inferential analysis, as well as being a solid foundation for building valid and reliable regression models. Multiple Linear Regression Analysis.

Variables Entered/Removed ^a			
Mo	Variables Entered	Variables Removed	Method
1	X3.1, X2.1, X1.1 ^b	.	Enter
a. Dependent Variable: Y1.1			
b. All requested variables entered.			

The table "Variables Entered/Removed" provides an overview of the variables included in the regression model and the analysis method used in this study. In the model built, all independent variables, namely *Islamic Store Atmosphere*, *Service Quality*, and *Digital Marketing*, are fully involved in accordance with the initial design. Meanwhile, the dependent variable analyzed is *the Purchase Decision*.

The absence of a variable removed from the model is indicated by an empty "Variables Removed" column. This indicates that the three independent variables are considered relevant, valid, and have a potential contribution in influencing the dependent variable. Thus, all variables are included in their entirety in the regression analysis process, without the need for elimination. The use of all these variables shows that the regression model built has been thoroughly designed from the initial stage, and the results are in accordance with the theoretical assumptions and feasibility test results of the previous model. The integrity of the model structure also strengthens the internal validity of the research, as it reflects the consistency between the theoretical concepts and the empirical data obtained.

Model Summary				
Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.480 ^a	.231	.226	.58669
a. Predictors: (Constant), X3.1, X2.1, X1.1				

The model summary table provides information about the value of the determination coefficient, namely the contribution of the variables *Islamic Store Atmosphere*, *Service Quality* and *Digital Marketing* of 0.231 with a significant value stimulant (together) and has an influence on the *Purchase Decision* variable.

ANOVA ^a						
Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	47.033	3	15.678	45.548	.000 ^b
	Residual	156.958	456	.344		
	Total	203.991	459			
a. Dependent Variable: Y1.1						
b. Predictors: (Constant), X3.1, X2.1, X1.1						

The ANOVA table in the analysis output displays the results of the F test which is used to assess the influence of Islamic Store Atmosphere, Service Quality, and Digital Marketing simultaneously on the Purchase Decision variables. Based on the results of data processing through SPSS software, it is known that the significance value is 0.000. Because this number is smaller than the set significance level, which is 0.05, the hypothesis in this study is accepted based on the provisions of the F test. This means that, together, the three independent variables have a significant influence on the purchase decisions made by consumers. This shows that consumer decisions are not only influenced by one aspect, but are the result of a combination of several important elements, such as the comfort of the Islamic atmosphere in the store, the quality of services provided, and the effectiveness of the digital marketing strategy used.

Furthermore, the results of this simultaneous test also emphasized the importance of a marketing approach that is comprehensive and in line with the values embraced by consumers. In the context of the Bukittinggi community where the majority is Muslim, religious values have proven to be an important consideration in consumption behavior. Therefore, the integration of spiritual values, service quality, and strategic use of digital channels is a key element in shaping and driving consumer purchasing decisions in a sustainable manner.

Coefficients ^a						
Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	1.424	.240		5.938	.000
	X1.1	.165	.033	.232	5.050	.000
	X2.1	.329	.055	.268	5.942	.000
	X3.1	.146	.054	.130	2.700	.007
a. Dependent Variable: Y1.1						

The *Coefficients table* in multiple linear regression analysis was used to evaluate the extent of the influence of the independent variables, namely Islamic Store Atmosphere (X1), Service Quality (X2), and Digital Marketing (X3), on the bound variable, namely Purchase Decision (Y). The information displayed includes the value of the regression coefficient as well as the significance value of each variable, which is the basis for determining whether the influence is statistically significant. In addition to revealing the strength and direction of influence of each variable, this table is also the basis for the preparation of regression models that represent the functional relationships between the research variables. Based on the results of the analysis, the regression equation is obtained as follows:

$$Y = 1,424 + 0,165X_1 + 0,329X_2 + 0,146X_3$$

This equation shows that a one-unit increase in Islamic Store Atmosphere, Service Quality, and Digital Marketing will lead to an increase in purchase decisions of 0.165; 0.329; and 0.146, respectively, assuming the other variables remain. Furthermore, the results of the significance test showed that *the p* value for Islamic Store Atmosphere (X1) and Service Quality (X2) was 0.000, while for Digital Marketing (X3) it was 0.007. Since all significance values are below the 0.05 threshold, it can be concluded that all independent variables statistically have a

significant effect on consumer purchasing decisions. Especially for Digital Marketing (X3), its significance value was recorded at 0.007 accompanied by a *calculated t* value of 2,700 which is greater than *the table t* of 2,262, reinforcing the evidence that digital marketing strategies make a significant contribution to purchasing decisions.

These findings underscore the importance of well-designed digital marketing strategies, including the use of social media, online platforms, and online ordering systems, as a means of direct communication between business actors and consumers. In an increasingly digitized business world, this strategy not only helps to reach consumers more widely, but also builds a strong attachment with them, thus driving more effective purchasing decision-making.

Measurement Model Analysis

Validity test

The research instrument is considered eligible for use in hypothesis testing if the Corrected Item Total Correlation value of each item exceeds 0.30. This value is an indicator that an item or question item has a strong enough correlation with the total score of the variable in question. This means that if the correlation value is above the threshold, then the item is considered valid because it is able to represent the construct to be measured. In other words, any question in the questionnaire that meets these criteria can be trusted in measuring a particular aspect of a variable, so that it can be included in the next statistical analysis. High item validity indicates that respondents understand the intent of the question and that their answers are consistent with the dimensions of the variables being measured.

This assessment is an important step in the initial process of instrument validation, as it guarantees that the data collected truly reflects the theoretical construct to be tested. Therefore, only question items that meet this minimum correlation value are worth keeping, while items with values below 0.30 should be re-evaluated or eliminated so as not to degrade the overall quality of the analysis results.

		Correlations			
		Y1.1	X1.1	X2.1	X3.1
Y1.1	Pearson Correlation	1	.361**	.383**	.338**
	Sig. (2-tailed)		.000	.000	.000
	N	460	460	460	460
X1.1	Pearson Correlation	.361**	1	.270**	.436**
	Sig. (2-tailed)	.000		.000	.000
	N	460	460	460	460
X2.1	Pearson Correlation	.383**	.270**	1	.399**
	Sig. (2-tailed)	.000	.000		.000
	N	460	460	460	460
X3.1	Pearson Correlation	.338**	.436**	.399**	1
	Sig. (2-tailed)	.000	.000	.000	
	N	460	460	460	460
**. Correlation is significant at the 0.01 level (2-tailed).					

The results displayed in the Correlations table show that the significance value or Sig 2

tailed for the three independent variables, namely Islamic Store Atmosphere X1, Service Quality X2, and Digital Marketing X3 is worth 0.000 each. Since all of these values are below the significance threshold of 0.05, it can be concluded that there is a statistically significant relationship between each independent variable and the dependent variable, namely Purchase Decision Y. In addition, the Pearson correlation coefficient of the three variables indicates a positive relationship direction. This means that the higher the consumer's perception of the Islamic atmosphere in the store, the quality of service received, and the digital marketing strategy implemented, the greater their tendency to make a purchase decision. This positive correlation direction reinforces the belief that the variables tested are not only theoretically relevant, but also have empirical support in the context of this study. With the fulfillment of the two main indicators, namely the significance level below 0.05 and the direction of the positive correlation, all independent variables are declared valid for use in the next regression analysis. This finding is an important starting point because it proves that the measurement instrument has been able to accurately reflect the relationships between variables. Therefore, this correlation analysis provides a solid foundation for the next stage in testing the direct influence and relative contribution of each variable on consumer purchasing decisions.

Reliability Test

Reliability tests are used to find out the extent to which a questionnaire can be trusted in measuring indicators of a variable. In Sugiyono's opinion, an instrument is considered reliable if it is able to provide consistent and stable results every time it is used to measure the same object under comparable conditions. This means that the instrument is trustworthy because the measurement results do not undergo significant changes, even if they are used at different times or respondents as long as the situation remains similar. The reliability assessment criteria are as follows: if Cronbach's Alpha value is more than 0.900, the instrument is declared reliable. Conversely, if Cronbach's Alpha value is below 0.900 then the instrument is considered less reliable or unreliable.

Case Processing Summary			
		N	%
Cases	Valid	460	100.0
	Excluded ^a	0	.0
	Total	460	100.0
a. Listwise deletion based on all variables in the procedure.			

Reliability Statistics	
Cronbach's Alpha	N of Items
.964	38

Item-Total Statistics

	Scale Mean if Item Deleted	Scale Variance Item Deleted	if	Corrected Item-Total Correlation	Cronbach's Alpha if Item Deleted
Y1.1	151.92	230.566		.545	.964
Y1.2	151.97	229.833		.520	.964
Y1.3	151.90	229.553		.583	.963
Y1.4	151.54	235.098		.578	.963
Y1.5	151.58	232.253		.662	.963
X1.2	151.82	230.750		.576	.963
X1.3	151.61	233.789		.655	.963
X1.4	151.93	228.246		.538	.964
X1.5	151.63	232.444		.641	.963
X1.6	151.58	234.505		.656	.963
X1.7	151.67	231.702		.700	.962
X1.8	151.60	233.509		.702	.962
X1.9	151.60	233.651		.719	.962
X1.10	151.55	234.008		.643	.963
X1.11	151.62	233.690		.629	.963
X2.1	151.60	232.149		.730	.962
X2.2	151.61	231.559		.736	.962
X2.3	151.58	233.751		.700	.963
X2.4	151.60	233.298		.642	.963
X2.5	151.58	233.966		.665	.963
X2.6	151.55	234.370		.647	.963
X2.7	151.71	232.307		.632	.963
X2.8	151.61	233.480		.678	.963
X2.9	151.58	232.876		.689	.963
X2.10	151.55	234.331		.648	.963
X2.11	151.56	234.460		.627	.963
X2.12	151.57	234.638		.640	.963
X2.13	151.64	233.805		.620	.963
X2.14	151.64	232.323		.675	.963
X2.15	151.67	231.713		.694	.962
X2.16	151.63	232.591		.682	.963
X3.1	151.58	234.275		.635	.963
X3.2	151.56	234.242		.640	.963
X3.3	151.58	233.778		.640	.963
X3.4	151.63	232.591		.682	.963
X3.5	151.58	234.275		.635	.963
X3.6	151.56	234.242		.640	.963

X3.7	151.58	233.778	.640	.963
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Based on the output table above, it is known *that Cronbach's Alpha* > 0.900 with a gain of 0.964, so it can be said that the instrument is said to be reliable.

Correlation Test (Regression)

To find out if there is a relationship between two variables in a research model, correlation testing is carried out by looking at the value of the correlation coefficient and its significance. The relationship is declared significant if the significance value (Sig.) is below 0.05. Thus, if the Sig. value is less than 0.05, then it can be concluded that the two variables have a statistically significant relationship. On the other hand, if the value of Sig. is greater than 0.05, then there is no meaningful relationship between the two variables.

This test is important to ensure that the correlation between variables actually occurs, before proceeding to advanced analysis stages such as regression or other structural models. In addition to determining the strength and direction of the relationship, the correlation test also serves as a first step in verifying whether the empirical data support the theoretical relationship that has been formulated beforehand. With the results of significant correlation tests, the researcher obtained justification that the variables used in the research model are worthy of further analysis, so that the conclusions produced become more valid and accountable.

		Correlations			
		Y1.1	X1.1	X2.1	X3.1
Y1.1	Pearson Correlation	1	.361**	.383**	.338**
	Sig. (2-tailed)		.000	.000	.000
	N	460	460	460	460
X1.1	Pearson Correlation	.361**	1	.270**	.436**
	Sig. (2-tailed)	.000		.000	.000
	N	460	460	460	460
X2.1	Pearson Correlation	.383**	.270**	1	.399**
	Sig. (2-tailed)	.000	.000		.000
	N	460	460	460	460
X3.1	Pearson Correlation	.338**	.436**	.399**	1
	Sig. (2-tailed)	.000	.000	.000	
	N	460	460	460	460
**. Correlation is significant at the 0.01 level (2-tailed).					

The previous table shows that the significance value or Sig. 2 tailed from the three independent variables, namely Islamic Store Atmosphere (X1), Service Quality (X2), and Digital Marketing (X3) to the dependent variable of Purchasing Decision (Y) is all below the threshold of 0.05. These findings suggest that each of the independent variables has a statistically significant relationship to consumer purchasing decisions. Based on these results, it can be concluded that the more positive the consumer's perception of the store atmosphere with Islamic nuances, the better the assessment of the quality of the services provided, and the more effective the digital

marketing strategy implemented, the higher the likelihood of consumers to make purchases. These three variables make a significant positive contribution to the formation of purchasing decisions. In addition, these results underline that the success of a business does not only depend on the quality of the products offered. The element of religious value in the store atmosphere, the quality of interaction between business actors and customers, and the use of digital technology in marketing strategies, are important elements in attracting attention and building customer loyalty. Therefore, the integration of Islamic values, superior service, and adaptive digital marketing is the key to business success in facing the dynamics of today's consumer behavior.

Classic Assumption Test

Normality Test

Normality testing is an important step in regression analysis that aims to ensure that the residual data of the analyzed variables have a distribution pattern that is close to normal. This is crucial because one of the main assumptions in classical regression states that the residual must be normally distributed in order for the results of the estimates obtained to be valid and can be interpreted accurately. The assessment of residual normality is usually based on the significance value of the normality test used. If the significance value is more than 0.05, then the residual is considered to be a normal spread. However, if the value is less than or equal to 0.05, then it can be concluded that the residual distribution is abnormal. There are several methods to perform this test, including Kolmogorov-Smirnov which is more appropriate for large sample sizes, and Shapiro-Wilk for small to medium samples. A normal residual distribution indicates that the regression model has fulfilled one of the important assumptions in statistics, which in turn increases the credibility of the estimation results. Conversely, when residual data is not normally distributed, this can be an indication of problems in the model, such as the existence of extreme outliers or errors in determining the shape of the model.

Therefore, normality tests play an important role in ensuring the integrity of the regression model used. This test ensures that the data used in statistical inference meets scientific criteria, so that research findings are more accountable and generalizations are academically acceptable.

Tests of Normality						
	Kolmogorov-Smirnov^a			Shapiro-Wilk		
	Statisti			Statisti		
	c	df	Sig.	c	df	Sig.
Y1.	.367	460	.000	.723	460	.000
1						
X1.	.381	460	.000	.751	460	.000
1						
X2.	.392	460	.000	.655	460	.000
1						
X3.	.351	460	.000	.728	460	.000
1						
a. Lilliefors Significance Correction						

Based on the results of the analysis displayed in the table, it is known that all the variables analyzed, namely Purchase Decision (Y), Islamic Store Atmosphere (X1), Service Quality (X2), and Digital Marketing (X3) have a significance value of 0.000. Since these values are below the

significance limit of 0.05, it can be concluded that the resulting residual from the model does not follow a normal distribution pattern. The mismatch of the residual distribution with the assumption of normality in classical linear regression indicates an aberration in the pattern of data distribution. This can be due to the presence of outlying data, an asymmetrical distribution, or because the model used has not accurately represented the relationships between variables. Although linear regression can still be applied to large data, violations of the assumption of normality still need to be considered because they can affect the accuracy in the interpretation of regression coefficients and statistical test results.

Therefore, it is recommended to carry out additional measures such as data transformation or advanced analysis of residuals. This effort is important to ensure the reliability of the regression model used and to strengthen the overall validity of the research findings.

Heterokedasticity Test

The heteroscedasticity test was performed to detect the presence of residual variance disparity from one observation to another in a regression model. In classical linear regression, it is assumed that residual variance is constant or homogeneous across the entire data range. If the variance is different or changes, then this condition is referred to as heteroscedasticity. When the regression model contains heteroscedasticity, the estimation process becomes inefficient. Although the regression coefficient can still be calculated, the inaccuracy of the standard error that comes with it can cause the results of statistical tests such as the t-test and the F-test to be biased. As a result, the conclusions drawn from the model can be misleading or less scientifically reliable. Therefore, testing for the existence of heteroscedasticity is an important part of the regression model validation process. If there is an indication of heteroscedasticity, the researcher needs to consider corrective techniques such as logarithmic transformations, the application of robust regression, or the use of the Weighted Least Squares (WLS) approach. These steps are taken so that the model built not only meets statistical assumptions, but is also able to produce more accurate estimates and valid interpretations of the relationships between variables in the study.

Coefficients ^a						
Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	1.424	.240		5.938	.000
	X1.1	.165	.033	.232	5.050	.000
	X2.1	.329	.055	.268	5.942	.000
	X3.1	.146	.054	.130	2.700	.007
a. Dependent Variable: Y1.1						

Based on the outputs obtained, the significance value for the Islamic Store Atmosphere (X1) variable was 0.000, as well as for Service Quality (X2) of 0.000, and Digital Marketing (X3) was recorded at 0.007. Since all of these significance values are below 0.05, according to the Glejser test guidelines, it can be concluded that the regression model experiences symptoms of heteroscedasticity. That is, the residual variance in the model is uneven or inconstant. Therefore, further adjustments or improvements are needed to keep the model valid and the results of the

analysis reliable.

Multicollinearity Test

The multicollinearity test aims to detect whether there is a high correlation between independent variables in a regression model. Ideally, in a regression model, multicollinearity should not occur because it can cause the regression coefficient to become unstable and make it difficult in the interpretation process. If the variables are strongly correlated with each other, then the model is considered unfeasible. Therefore, this test is important to ensure that each independent variable contributes its own to the dependent variable without any overlap between variables.

Coefficients ^a								
Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.	Collinearity Statistics	
		B	Std. Error	Beta			Tolerance	VIF
1	(Constant)	1.424	.240		5.938	.000		
	X1.1	.165	.033	.232	5.050	.000	.799	1.251
	X2.1	.329	.055	.268	5.942	.000	.829	1.206
	X3.1	.146	.054	.130	2.700	.007	.725	1.380
a. Dependent Variable: Y1.1								

The results of the analysis obtained from the *Coefficients* table showed that the *tolerance* value for each independent variable, namely Islamic Store Atmosphere (X1) was 0.799, Service Quality (X2) was 0.829, and Digital Marketing (X3) was 0.725. All of these values are above the minimum recommended threshold, which is 0.10. This high *tolerance* value indicates that there is no serious collinearity between one independent variable and another, so that each variable has its uniqueness in explaining the dependent variable. In addition, the results of the calculation of the Variance Inflation Factor (VIF) also support the findings. VIF for Islamic Store Atmosphere was recorded at 1,251, Service Quality at 1,206, and Digital Marketing at 1,380. These three values are well below the commonly used maximum tolerance limit, which is 10. This means that there is no strong indication of the existence of multicollinearity that can affect the estimation of regression parameters. From these two indicators, both *tolerance* and VIF values, it can be concluded that this regression model is free from multicollinearity problems. This is important because the presence of multicollinearity can cause instability in the model, make parameter estimates inaccurate, and reduce confidence in the results of significant tests between variables.

The absence of this symptom of multicollinearity reinforces that each independent variable of Islamic Store Atmosphere, Service Quality, and Digital Marketing has an independent contribution in explaining the dependent variable, namely Consumer Purchase Decision. Thus, the model used in this study is considered stable, valid, and able to provide a comprehensive understanding of the factors that influence purchase decisions in the context of coffee shop marketing based on Islamic values in Bukittinggi City.

Discussion

The main purpose of this study is to assess how much the store atmosphere reflects Islamic values, the quality of services provided, and the application of digital marketing strategies on consumer purchase decisions at Foresthree Coffee Shop, Bukittinggi City. Based on the results of the analysis obtained, these three factors significantly and positively affect consumer decisions, in line with the theory and results of previous research. The store atmosphere that reflects Islamic values turns out to have a real contribution to consumers' tendency to make purchase decisions. The presence of religious elements in the store's layout, such as aspects of cleanliness, comfort, and interior design with Islamic nuances, is able to create a positive impression in the eyes of Muslim consumers who are the dominant group in Bukittinggi. This finding is reinforced by the research of Nurhayati and Susilo in the year 2018, which showed that a store atmosphere that prioritizes Islamic values can increase emotional comfort and encourage purchase decisions. Therefore, business actors need to present a religious atmosphere that is both visually and emotionally pleasing.

In addition, the quality of service has also proven to be an important factor in influencing purchase decisions. Consumers tend to feel satisfied and have high trust when they get friendly, fast, and professional service. This result is in line with Rahmawati's findings in the year two thousand and twenty-one, which stated that good service is able to increase consumer buying intention. Therefore, improving service standards is very important in building long-term loyalty.

In addition to these two factors, digital marketing strategies also play a significant role in shaping purchasing decisions. Easy access to information and communication that can be built through social media and online platforms create a stronger attachment between consumers and brands. Research by Pratama and Anwar in the year two thousand twenty-three stated that attractive interface design and easy navigation contribute to shaping purchase intentions, especially among the young generation who are active in the digital world. Therefore, the proper utilization of digital strategies has become very relevant in the context of modern marketing.

Overall, the findings of this study provide an overview that the integration of Islamic values in the store atmosphere, superior service quality, and the use of effective digital marketing strategies are approaches that need to be considered by coffee shop business actors, especially those operating in an environment that upholds religious values. These three factors together shape a positive consumer experience and increase the chances of sustainable purchasing decisions.

The results of this study show that *Islamic Store Atmosphere* has a positive and significant influence on *consumer purchase decisions*. These findings confirm that a store environment that reflects sharia values such as spatial separation between genders, visual politeness, appropriate use of music and scents, and maintained cleanliness can improve the psychological comfort and trust of Muslim consumers. These findings are in line with the results of research by Aziz and Nasir (2020) who found that spiritual experiences in Islamic retail play an important role in shaping consumer loyalty. However, this study expands on the findings by adding a more contextual dimension of Islamic atmosphere to modern Indonesian retail, showing that aesthetic and spiritual aspects can work synergistically in shaping a positive perception of stores.

In addition, the quality of service has been proven to have a significant influence on purchase decisions. These results support the findings of Parasuraman et al. (1988) and Ali et al. (2019) who affirm that reliability, empathy, and responsiveness are key dimensions in creating a satisfying customer experience. However, this study provides added value by highlighting how service in the context of Islamic retail is not only measured by efficiency, but also by *moral conduct* such as honesty, friendliness without exaggeration, and adherence to sharia ethics. Thus, the quality of service in an Islamic perspective is not only a functional aspect, but also a spiritual aspect that strengthens the value of consumer *trust* in a brand or store.

Furthermore, *digital marketing variables* have also been proven to have a positive effect on purchase decisions. These results are consistent with research by Rahman and Zailani (2021) which shows that digital marketing increases brand awareness and preference among millennial Muslim consumers. However, the findings of this study show the value of novelty by proving that *digital marketing* based on Islamic values such as content honesty, product conformity with sharia, and transparency of price information has a stronger effect on purchase decisions than conventional digital marketing. This shows a paradigm shift that the effectiveness of digital marketing does not only depend on technology, but also on the compatibility of the values carried with the religious identity of consumers.

When all three variables were tested simultaneously, the study found that *Islamic Store Atmosphere* had the largest contribution to purchasing decisions, followed by *digital marketing* and *service quality*. This pattern shows that sensory and emotional experiences based on Islamic values are still the dominant factor in shaping the purchasing decisions of Muslim consumers in Indonesia. These results are in contrast to the research of Kotler (1973) and Baker et al. (2002) which placed the quality of service as the most influential factor in the context of general retail. This difference reinforces the argument that Muslim consumer behavior has a stronger spiritual dimension than utilitarian rationality in the context of conventional purchases.

Theoretically, the results of this study confirm and expand the model of Islamic consumer behavior developed by Alserhan (2016) and Hasan (2020), where religious values not only play a role as a moderation variable, but become an intrinsic component of the entire decision-making process. Thus, this research provides a new conceptual contribution that *Islamic value embodiment*, namely the application of Islamic values in the atmosphere of stores, services, and digital communication, is the main determining factor for the success of Islamic retail strategies in the digital era.

From a practical perspective, these findings provide important implications for Islamic retail business actors to design marketing strategies that are integrative between the spiritual, service, and digitalization dimensions. The combination of a soothing store atmosphere, ethical service, and honest and sharia-compliant digital promotion can create *brand trust* and long-term loyalty. Thus, this study not only closes the empirical gaps found in the previous literature, but also strengthens the theoretical basis for the development of more comprehensive models of Muslim consumer behavior in the future.

CONCLUSION

This study shows that Islamic Store Atmosphere, service quality, and digital marketing strategy have a positive and significant influence on consumer purchase decisions at Forestthree

Coffee Shop, Bukittinggi City. The atmosphere of the store that prioritizes Islamic values has been proven to be able to create emotional comfort and build trust among customers. On the other hand, the service provided quickly, politely, and responsively also increases overall consumer satisfaction. Digital marketing strategies implemented through social media and online platforms also strengthen consumer interaction with brands through easy access to information and online engagement. These findings underscore the importance of integrating religious values, quality services, and the use of marketing technology in strengthening business competitiveness, especially in areas where the majority of the population is Muslim. The combination of these three elements not only increases the purchase potential, but also creates added value in the consumer experience.

Therefore, business actors in the coffee shop sector are advised to manage all of these aspects holistically in order to survive in a dynamic competitive climate. However, there are some limitations in this study. The scope of the study is only limited to the Bukittinggi City area, so the results cannot be generalized to other areas in Indonesia that have different demographic and cultural backgrounds. The characteristics of the respondents studied also do not fully represent the diversity of consumers at the national level. In addition, several other important variables such as price, product innovation, and brand image have not been included in the analysis model. As a follow-up, future research is recommended to be expanded to other regions with varied social contexts to test the consistency of findings. In addition, future studies should focus on the dynamics of consumer behavior among millennials and generation Z, who are known to be more active on social media and have a special preference for products with Islamic nuances. The addition of variables such as brand loyalty, influencer influence, and the role of social media in purchasing decisions is also expected to provide a deeper understanding of effective marketing strategies in the halal coffee shop industry in Indonesia.

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