The role of brand image as an intervening variable to increase purchase decisions

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Abstract

Intensifying competition in Indonesia's food & beverage industry forces brands to differentiate. This study analyses whether brand image mediates the influence of store atmosphere and celebrity endorsement on purchase decisions in coffee shops. Data from 144 customers were gathered through purposive sampling and analysed with SPSS 23, employing validity, reliability, classical assumption, and Sobel tests. Results confirm that store atmosphere and celebrity endorsement positively affect both brand image and purchase decisions. Brand image is also proven to fully mediate the relationship between store atmosphere and purchase decisions, resolving inconsistencies in previous studies and providing practical guidance for coffee-chain marketers.

Keywords: Brand Image, Celebrity Endorsement, Purchase Decision, Store Atmosphere

Introduction

The development of technology has now changed many things including human behaviour patterns (Amelia et al., 2023). Individuals who tend to take advantage of existing technology and convenience have resulted in humans becoming more creative and innovative. Technological developments also have a high impact on the business sector, where today's business sector is increasingly developing and innovating (Sucahoyo et al., 2021). Innovation is a must in the business world because it is a strategy in maintaining and competing with competitors (Muhajir et al., 2024). Developments in the business sector that are always innovating, one of which is in the food and beverage sector. A business that can be said to be promising and the main needs of every individual, so that individuals will continue to look for it to be able to fulfil their needs (Sucahoyo et al., 2021). The development of the food and beverage industry business sector has made people tempted to get involved in the food and beverage business, especially in Indonesia, which has a large population where the level of consumption of its people is also high. Winata et al. (2023) With so many involved in the food and beverage business, the growth of the food and beverage business is increasing. Based on the data from the food and beverage industry growth trend in Indonesia from 2011 to 2024 above, it can be seen that the growth of the food and beverage industry had decreased dramatically during the Covid-19 pandemic, namely in 2019-2020, but after that it was able to bounce back until the 3rd quarter of 2024.

The food and beverage business sector that is being loved by business people, especially young business people, is the coffee shop business. This is because the coffee shop business currently has a wide target market not only for coffee lovers but various groups (Dian Sudiantini et al., 2023). The coffeeshop business currently does not only sell coffee drinks, but has a varied menu of food and non-coffee drinks. Putri et al. (2024) even to be able to

meet the needs of consumers, many coffeeshop business actors are creative and innovative where in the coffeeshop business they apply a product mix strategy so that consumers can meet their needs by only going to one place, for example several coffeeshops simultaneously provide barber services, motorbike/car washing, self laundry and so on. The change that occurred is known as the third place, where the coffeeshop becomes the third place after home and office (Rizqiyah, 2024).

This phenomenon is not just a trend but has become a lifestyle and necessity for the younger generation, especially in the Yogyakarta area, which is known as a student city with many students from various regions. The emergence of this phenomenon is also an opportunity for small and large businesses in the Special Region of Yogyakarta to penetrate the coffee shop business with a unique concept. The number of new coffee shops in the Special Region of Yogyakarta reaches around 3,700 outlets, which makes the level of business competition in the coffee shop industry increase (Pada, Shop, & Kota 2024).

One of the local coffeeshop brands in Indonesia that already has several branches, one of which is in the Yogyakarta area is Fore Coffee, this local coffee brand was established in August 2018, Fore Coffee claims that the company uses quality tools and also uses the best coffee beans from Indonesia which have strict supervision from the beginning by coffee farmers to the coffee roasting process, this is done by Fore Coffee to provide the best quality coffee to consumers (Raziq, 2023). Fore Coffee comes with an innovative idea that has a futuristic, environmentally friendly and quality concept. Most of the materials for serving Fore Coffee products use environmentally friendly materials because this company participates in protecting the environment in accordance with the concepts it adheres to, namely FOREnvirontment and FOREcosystem (Fore, 2018).
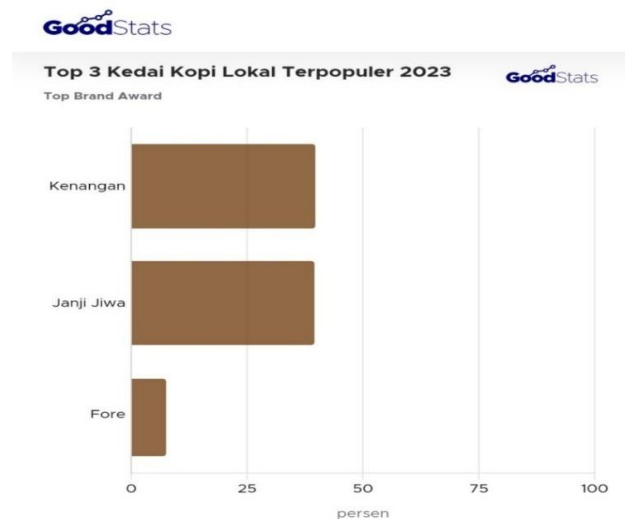

Figure 1. Top 3 Most Popular Local Coffee Shops 2023
Source : GoodStats (2023)

Many strategies have been carried out by Fore Coffee to gain brand image and also increase sales since the company's inception, for example, by opening branches spread throughout Indonesia and also expanding abroad, namely Singapore. Until now, Fore Coffee has 200 branches spread across 45 cities in Indonesia and Singapore. Additionally, another strategy is to partner with prominent brands such as Walt Disney, Citilink, Bobobox, Oma Elly, and LANEIGE. Fore Coffee also collaborates with several public figures from various

backgrounds to campaign for its brand. The public figures are Cathy Sharon, Kristo Immanuel, Dion Wiyoko, Ayu Gani, Jenahara, Jerhemy, Shayla Philipa, and Yuda Bustara (Fore, 2018).

Although Fore Coffee has implemented numerous strategies, it appears that the Company has not achieved the same level of profitability as its competitors. This can be seen from Figure 1. Based on this data, it can be seen that the level of popularity of Fore Coffee is still relatively low when compared to the Kopi Kenangan and Janji Jiwa brands. Fore Coffee in 2023 sales increased by 7.50%, with this figure it can be seen that the comparison is very far when compared to Fore Coffee's two competing brands, namely Kopi Kenangan and Janji Jiwa. Thus, Fore Coffee's marketing management must create strategies that can attract consumer interest. Recorded sales of Fore Coffee in 2023 reached 18 million cups and are targeted to increase by 65% or around 30 million cups in 2024 cups (Usman & Hidayat, 2024). To be able to increase sales, of course, companies must be able to influence consumers to make purchasing decisions on the products they sell. Purchasing decisions are actions taken by consumers to be able to buy a product. This action goes through stage by stage carried out by consumers until finally consumers can make choices that feel right and are able to meet their needs (Ponto, Kalangi, & Aseloei, 2023). Every company has a certain strategy in order to attract consumers to make purchasing decisions for the products it sells, this strategy must be carefully thought out and prepared so that the strategy is able to attract many consumers to make purchases on the company's products (Rosmayanti, 2023). One of the strategies that can be carried out by companies to attract consumers to make purchase decisions so as to increase sales is by creating a good brand image (Herawati & Putra, 2023).

Brand Image is a view of a brand where a brand is seen as good or not in the minds of its consumers (Manik & Siregar, 2022). This brand image is carried out by the company in order to create a good perception in the minds of consumers about a brand, besides that the creation of a brand image can be a differentiator from other competing brands so that it has its own brand image in the minds of consumers and makes consumers always remember the brand when purchasing a product (Rosmayanti, 2023). Most people, when determining the purchase of a product, often look at the brand image of the product; therefore, the formation of a good brand image is very important for companies to be able to attract consumers to make product purchase decisions so as to increase sales (Fauzi et al., 2023). Many studies have been conducted to determine the increase in purchase decisions, for example, research conducted by Santosa (2019) states that store atmosphere has no significant effect on purchase decisions, but these results contradict research conducted by Tantowi and Pratomo (2020) where the results of their research state that store atmosphere has a significant positive effect on purchase decisions. Therefore, due to differences in research results, this study will overcome this gap by adding an intervening variable, namely brand image and also this study will use the theory of Planned Behaviour to support the variables used. In addition, this study also raises an issue that is currently viral or trending, namely coffee shops becoming a lifestyle and third place after home and office.

Store atmosphere is a physical characteristic displayed by a store in the form of layout, colour, aroma, lighting, and sound that can visually communicate to consumers so that it provides influence, emotional responses of consumers to be able to make purchasing

decisions on products sold (Teviana, 2022). Before making a purchase decision, every consumer has reasons that encourage them to make this decision (Raniya et al., 2023). The reasons that encourage consumers to make purchase decisions depend on the views and references they have, one of which is an attractive store atmosphere, which makes consumers curious and decide to make purchases at the store (Harahap et al., 2024).

Celebrity endorsement is a celebrity who has popularity chosen by a company to be able to promote its brand or product with the aim of widely introducing the brand (Ganisasmara & Mani, 2020). Support from this celebrity endorsement can influence consumers to make product purchase decisions on the brand being promoted (Ganisasmara & Mani, 2020). In addition, a consumer when making a purchase decision must consider whether the product they choose is in accordance with the desired expectations or not, therefore the help of celebrity endorsement is considered capable of convincing consumers based on honest reviews from the celebrity about the product being advertised (Hardianawati et al., 2022). This study aims to explain the relationship between store atmosphere and celebrity endorsement on purchasing decisions, thus becoming the basis for the research hypothesis:

H1: Store Atmosphere Affects Purchasing Decisions
H2: Celebrity Endorsement Affects Purchasing Decisions

The use of store atmosphere and celebrity endorsement is not only a strategy in making purchasing decisions but also a strategy in creating a good brand image in the minds of consumers, consistency in creating a good store atmosphere, which consumers can accept can be a qualified strategy to give a beautiful impression in the minds of consumers about a brand so that it can strengthen the company's brand image (Soefhwan & Kurniawati, 2022). Success in creating a store atmosphere so that consumers fall in love with the brand is a good achievement to improve a good brand image in the minds of consumers (Benamen et al., 2024). Apart from creating a good store atmosphere as one of the strategies in creating a company's brand image, the use of celebrity endorsement can also be used to strengthen a company's brand image. Celebrity endorsement plays an important role in the management of a brand so that the brand has a different image from competing brands. This difference aims to make consumers easily remember the brand compared to other brands. (Rahmawati & Erawati, 2022).

The role of celebrity endorsement in promoting a brand or product, such as providing personal testimonials regarding the quality and benefits of the advertised product, can be used as a strategy to strengthen brand image. By communicating positive product messages to the public at large, the public has the assumption that the brand is a good brand because it has positive values that have been felt by the celebrity (Rahmawati & Erawati, 2022). Based on this understanding, this study aims to determine the research hypothesis that explores the relationship between store atmosphere and celebrity endorsement on brand image:

H3: Store Atmosphere Affects Brand Image
H4: Celebrity Endorsement Affects Brand Image

Brand image has huge implications for the achievements expected by the company, therefore success in creating a good brand image is a dream or manifestation that business people expect (Imtiaz et al., 2021). After a company's brand image has successfully taken

hold in the minds of consumers, consumers will discover whether the product delivers what they expect. If the product meets consumer expectations, trust will build the brand image (Imtiaz et al., 2021). By providing the suitability expected by consumers regarding a product or brand, this triggers consumers to make purchase decisions on these products and brands (Maharani & Achmad, 2024).

In making a purchase decision, consumers tend to look at the brand image, where they will make a judgment about which brand to choose or buy, because this is related to the emotional feelings felt by the customer (Maharani & Achmad, 2024). When choosing a product, consumers have the assumption that their choice is the right choice because the product is from a brand that has a good image (Rosmayanti, 2023). Based on this understanding, this study develops a research hypothesis that investigates the impact of brand image on purchasing decisions. This leads to the development of a research hypothesis:

H5: Brand Image Affects Purchasing Decision

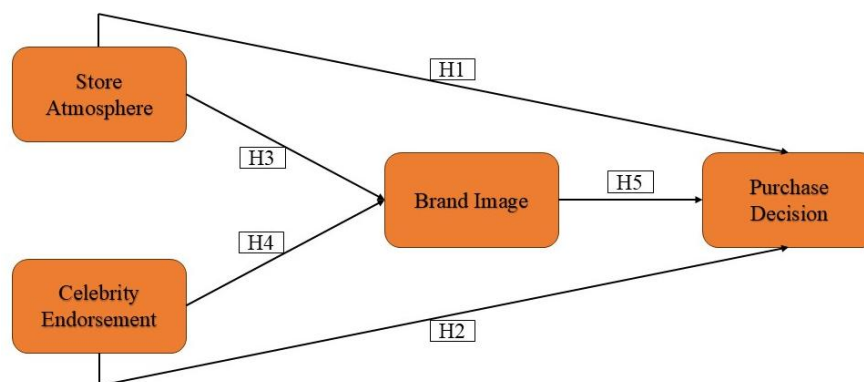The hypothesis development above builds a conceptual framework as shown in Figure 2.

Figure 2. Conceptual Framework

Methods

This study uses quantitive methods by testing existing theories and testing them based on the hypotheses that have been determined in this study. This study uses primary data from distributing questionnaires online through social media to consumers who have purchased Fore Coffee products in the Special Region of Yogyakarta. The sampling technique is through a non-probability sampling method, namely purposive sampling, where those who fill in the sample are only based on criteria that have been determined by the researcher with certain considerations. Thus, those who fall into the purposive sampling criteria are people who live in the Special Region of Yogyakarta, have bought products from Fore Coffee, and are more than 17 years old. The population is not known with certainty, so the determination of the number of samples in this study uses the Hair et.al formula (Hair et al., 2021). The sample size provisions depend on the number of indicators, multiplied by 5 to 10. The sample size was determined by multiplying 18 indicators by 8, yielding 144 respondents. Based on the Hair et al formula, the calculation above the total sample used in this study was 144 respondents. Data collection was carried out using a questionnaire

distributed online in the form of google forms to respondents according to predetermined criteria. The measurement scale used in this study is a likert scale, so respondents only fil in values one to five. Data quality tes, namely the validity test and reliability test (Ghozali, 2018). Data analysis techniques, classical assumption test, multiple linear regression, hypothesis testing and sobel test accompanied by the sobel test with the help of SPSS ver 23 software to statistically analyze and test hypothesis models.

Table 1. Operational Definitions

Variable	Definitions	Indicators
Store Atmosphere (Sugiman & Mandasari, 2020; Winarsih, Mandey, & Wenas, 2022)	Store atmosphere is something related to the characteristics or atmosphere of the store such as the shape of the building, layout, lighting, aroma, music and so on so that it can give a good impression to consumers when visiting the store.	1. Layout 2. Sound 3. Smell/aroma 4. Texture 5. Building design
Celebrity Endorsement (Purnama, 2020; Wachyuni & Priyambodo, 2020; Herjanto et al., 2020).	Celebrity endorsement involves using a celebrity, public figure, or someone with high popularity as a promotional tool to support a brand, aiming to increase the brand's attractiveness and influence consumers' purchasing decisions, ultimately leading to increased sales.	1. Visibility 2. Credibility 3. Atractiveness 4. Power
Brand Image (Rahmawati & Widayanto, 2022; Herawati & Putra, 2023).	Brand image is the view of consumers about a brand where the brand will always be in the minds or memories of consumers.	1. Brand Indentity 2. Brand Personality 3. Brand Association 4. Brand Attitude & Behavior 5. Brand Benefit & Competence
Purchase Decision (Hanaysha, 2022; Ganisasmara & Mani, 2020)	A purchase decision can be interpreted as a process carried out by a person to choose goods or services offered by a particular brand compared to other competing brands.	1. Product Selection 2. Brand Choice 3. Purchase Time 4. Payment Method

Result and Discussions

The validity test in this study was carried out by comparing the r count value with r table. The analysis results are in the Item-Total Statistics column, if the r count value> r table then the instrument is valid, but if r count < r table then the instrument is invalid (Ghozali 2021). The following are the results of the validity test for each variable:

Table 2. Validity Test Results

Variables	Instrument	r-count	r-table	Note
Store Atmosphere (X1)	SA1	0,722	0,163	Valid
	SA2	0,793	0,163	Valid
	SA3	0,697	0,163	Valid
	SA4	0,598	0,163	Valid
	SA5	0,730	0,163	Valid
	SA6	0,705	0,163	Valid
	SA7	0,702	0,163	Valid
	SA8	0,698	0,163	Valid
	SA9	0,742	0,163	Valid
	SA10	0,807	0,163	Valid
Celebrity Endorsement (X2)	CE1	0,782	0,163	Valid
	CE2	0,696	0,163	Valid
	CE3	0,696	0,163	Valid
	CE4	0,771	0,163	Valid
	CE5	0,711	0,163	Valid
	CE6	0,703	0,163	Valid
	CE7	0,767	0,163	Valid
	CE8	0,763	0,163	Valid
Brand Image (Z)	BI1	0,793	0,163	Valid
	BI2	0,731	0,163	Valid
	BI3	0,744	0,163	Valid
	BI4	0,725	0,163	Valid
	BI5	0,765	0,163	Valid
	BI6	0,761	0,163	Valid
	BI7	0,797	0,163	Valid
	BI8	0,797	0,163	Valid
	BI9	0,851	0,163	Valid
	BI10	0,814	0,163	Valid
Purchase Decision (Y)	PI1	0,809	0,163	Valid
	PI2	0,794	0,163	Valid
	PI3	0,717	0,163	Valid
	PI4	0,710	0,163	Valid
	PI5	0,773	0,163	Valid
	PI6	0,706	0,163	Valid
	PI7	0,860	0,163	Valid
	PI8	0,850	0,163	Valid

Table 3. Reliability Test Results

Variables	Coefficients Cronbach Alpha	Note
Store Atmosphere	0,897	Reliable
Celebrity Endorsement	0,879	Reliable
Brand Image	0,927	Reliable
Purchase Decision	0,907	Reliable

Based on the Table 2 and 3, the vakidity test results state that all isntruments have a value of r (count)>r table, so that all isntruments in this study are declared valid. Furthermore, based on the reliability test results from 144 respondents, it can be seen that the Cronbach Alpha values is >0,6 and it is stated that all instruments in this study are reliable.

Table 4 Results of Normality Test with Kolmogorov-Smirnov Equation 1

One-Sample Kolmogorov-Smirnov test			Unstandardized Residual
N			144
Normal Parameters[a,b]	Mean		.0000000
	Std. Deviation		3.07626743
Most Extreme Differences	Absolute		.082
	Positive		.082
	Negative		-.081
Test Statistic			.082
Asymp. Sig. (2-tailed)			.020[c]
Monte Carlo Sig. (2-tailed)	Sig.		.276[d]
	99% Confidence Interval	Lower Bound	.264
		Upper Bound	.287

Based on normality testing using Kolmogrov in Table 4, the results in the Monte Carlo Sig. (2-tailed) has a residual value of 0.276> 0.05. So, from the normality test in equation one, it is stated that the data is normally distributed.

Table 5 Results of Normality Test with Kolmogorov-Smirnov Equation 2

One-Sample Kolmogorov-Smirnov test			Unstandardized Residual
N			144
Normal Parameters[a,b]	Mean		.0000000
	Std. Deviation		2.07891454
Most Extreme Differences	Absolute		.081
	Positive		.050
	Negative		-.081
Test Statistic			.021[c]
Asymp. Sig. (2-tailed)			.280[d]
Monte Carlo Sig. (2-tailed)	Sig.		.276[d]
	99% Confidence Interval	Lower Bound	.269
		Upper Bound	.292

Based on normality testing using Kolmogorov in Table 5, the results in the Monte Carlo simulation. (2-tailed) has a residual value 0f 0.280>0.05. Normality testing in equation two states that data is normally distributed.

Table 6. Multicollinearity Test Results Equation 1

Model	Collinearity Statistics Tolerance	VIF
Store Atmosphere	.203	4.932
Celebrity Endorsement	.203	4.932

Based on Table 6 of the multicollineariry test results, it can be seen that the two independent variables have a tolerance value >0.10 and VIP < 10. Store atmosphere variable tolerance value 0.203>0.10 and VIP 4.932 < 10. Celebrity endorsement variable tolerance

value 0.203> 0.10 and VIP 4.932 < 10. So it can be concluded that in the multicollinearity test for equation one, there os no multicollinearity.

Table 7 Multicollinearity Test Results Equation 2

Model	Collinearity Statistics Tolerance	VIF
Store Atmosphere	.120	8.354
Celebrity Endorsement	.188	5.320
Brand Image	.146	6.868

Based on table 7 of the multicollinearity test results, it is known that tolerance > 0.10 and VIP < 10, so it is in accordance with the requirements for the absence of multicollinearity. So it is stated that in the multicollinearity test in equation two, there is no multicollinearity. Multiple linear regression analysis is carried out to determine how much influence between variables, namely the independent variable on the dependent variable (Ghozali 2018). Multiple linear tests were conducted in this study to determine how much influence the independent variables (Store Atmosphere, Celebrity Endorsement, and Brand Image) have on the dependent variable (Purchase Decision). Multiple linear tests were conducted in this study to determine how much influence the independent variables (Store Atmosphere, Celebrity Endorsement, and Brand Image) have on the dependent variable (Purchase Decision).

Table 8 Multiple Linear Regression Test Results Equation 1

Model	Unstandardized Coefficients		Standardized Coefficients	t	Sig.
	B	Std. Error	Beta		
(Constant)	-0.239	1.426		-0.168	0.867
Store Atmosphere	0.765	0.077	0.706	9.892	0.000
Celebrity Endorsement	0.319	0.096	0.238	3.331	0.001

a. Dependent Variable: Brand Image

Based on table 8 of the linear regression test results of equation one, there are two independent variables, namely Store Atmosphere (SA) and Celebrity Endorsement (CE) with one dependent variable, namely Brand Image, can be analysed as follows:

1. b1 = 0.706, this means that every increase in Store Atmosphere will be followed by an increase in Brand Image. The better the Store Atmosphere, the better the Brand Image will be.
2. b2 = 0.238, this means that every increase in Celebrity Endorsement will be followed by an increase in Brand Image. The better the Celebrity Endorsement, the better the Brand Image.

Table 9. Multiple Linear Regression Test Results: Equation 2

Model	Unstandardized Coefficients		Standardized Coefficients	t	Sig.
	B	Std. Error	Beta		
(Constant)	-1.425	0.967		-1.473	0.143
Store Atmosphere	0.335	0.068	0.383	4.907	0.000
Celebrity Endorsement	0.257	0.068	0.237	3.809	0.000
Brand Image	0.292	0.057	0.361	5.104	0.000

a. Dependent Variable: Purchase Decision

Based on table 9 of the linear regression test results of equation two, there are three independent variables, namely Store Atmosphere (SA), Celebrity Endorsement (CE) and Brand Image (BI), with one dependent variable, namely Purchase Decision (PD), it can be analysed as follows:

1. b1 = 0.383, this means that every increase in Store Atmosphere will be followed by an increase in Purchase Decision. The better the Store Atmosphere, the more Purchase Decision will also be.
2. b2 = 0.237, this means that every increase in Celebrity Endorsement will be followed by an increase in Purchase Decision. The better the Celebrity Endorsement, the more Purchase Decision will also be.
3. b3 = 0.361, this means that every time there is an increase in Brand Image, it will be followed by an increase in Purchase Decision. The better the Brand Image, the more Purchase Decision will also be.

Table 10 Results of t Test (Partial) Equation 1

Model	Unstandardized Coefficients		Standardized Coefficients	t	Sig.
	B	Std. Error	Beta		
(Constant)	-0.239	1.426		-0.168	0.867
Store Atmosphere	0.765	0.077	0.706	9.892	0.000
Celebrity Endorsement	0.319	0.096	0.238	3.331	0.001

Based on the t test results in table 10, it is obtained t count 9.892> t Table 2.655 and a significant value of 0.000 <0.05 on the Store Atmospher variable. The results of this significance test indicate that tere is a positive and significant influence Store Atmosphere on Brand Image. That way, Ha3 is accepted. Next, obtained t count 3.331> t Table 2.655 and a significant value of 0.001 <0.05 on the Celebrity Endorsement variable. The results of this significance test indicate that there is a positive and significant influence between Celebrity Endorsement on Brand Image. That way, Ha4 is accepted.

Table 11 Results of t Test (Partial) Equation 2

Model	Unstandardized Coefficients		Standardized Coefficients	t	Sig.
	B	Std. Error	Beta		
(Constant)	-1.425	0.967		-1.473	0.143
Store Atmosphere	0.335	0.068	0.383	4.907	0.000
Celebrity Endorsement	0.257	0.068	0.237	3.809	0.000
Brand Image	0.292	0.057	0.361	5.104	0.000

Based on the results of the t test in the Table 11, it is obtained t count 4.907> t Table 2.655 and a significant value of 0.000<0.05 on the store atmosphere variable. The results of this significance test indicate that there is a positive and significant influence between store atmosphere on purchasing decisions. That way, Ha1 is accepted.

Then obtained t count 3.809> t Table 2.655 and a significant value of 0.000 <0.05 on the Celebrity Endorsement variable. The results of this significance test indicate that there is a positive and significant influence between Celebrity Endorsement on Purchasing Decisions.

That way, Ha2 is accepted.

Next, obtained t count 5.104> t Table 2.655 and a significant value of 0.000 <0.05 on the Brand Image variable. The results of this significance test indicate that there is a positive and significant influence between brand image on purchasing decisions. That way, Ha5 is accepted

Table 12 F. Test Results (Simultaneous) Equation 1

	ANOVAa					
	Model	Sum pf Squares	df	Mean Square	F	Sig.
1	Regression	7941.390	2	3970.695	413.715	.000b
	Residual	1353.269	141	9.598		
	Total	9294.660	143			

Source: Primary Data, processed 2025

Based on Table 12 of the F test results (simultaneous) equation one, it is known that F count is 413.715 and a significant value of 0.000. So it can be stated that the independent variables simultaneously (together), namely, Store Atmosphere and Celebrity Endorsement have a significant effect on Brand Image.

Table 13 F. Test Results (Simultaneous) Equation 2

Model	Sum of Squares	df	Mean Square	F	Sig.
Regression	5439.408	3	1813.136	410.723	.000b
Residual	618.030	140	4.414		
Total	6057.437	143			

Based on Table 13, the results of the F test (simultaneous) equation two, it is known that F count is worth 410.723 and a significant value of 0.000. So it can be stated that the independent variables simultaneously (together), namely, Store Atmosphere, Celebrity Endorsement, and Brand Image have a significant effect on Purchase Decision.

The results of the coefficient of determination (Adjusted R^2) equation one has a coefficient of determination value (Adjusted R^2) = 0.854. This states that the two independent variables (Store Atmosphere and Celebrity Endorsement) affect the dependent variable (Brand Image) by 85.4% of 100% with the remaining 14.6% being other factors or variables. The results of the coefficient of determination (Adjusted R^2) equation two has a coefficient of determination value (Adjusted R^2) = 0.898. This states that the three independent variables (Store Atmosphere, Celebrity Endorsement and Brand Image) affect the dependent variable (Purchase Decision) by 89.8% of 100% with the remaining 10.2% being other factors or variables.

The sobel test results for equation one, the value of A is 0.765 with SE A (Standard Error A) of 0.077. Then for the B value of 0.292 with SE B (Standard Error B) of 0.057. From these four values, calculations or calculations are carried out so as to produce a Sobel test statistic value of (4.553> 1.96) and a one-tailed probability value of (0.00000264 < 0.05) and a two-tailed probability value of (0.00000528 < 0.05). So that way it can be stated based on the decision-making requirements of the sobel test that the Brand Image variable is able to mediate between Store Atmosphere on Purchase Decision.

The sobel test results of equation two, the value of A is 0.319 with SE A (Standard Error A) of 0.096. Then for the B value of 0.292 with SE B (Standard Error B) of 0.057. From these

four values, calculations or calculations are carried out so as to produce a sobel test statistic value of (2.787> 1.96) and a one-tailed probability value of (0.00265341 < 0.05) and a two-tailed probability value of (0.00530682 < 0.05). So that way it can be stated based on the decision-making requirements of the sobel test that the Brand Image variable is able to mediate between Celebrity Endorsement on Purchase Decision.

Discussions

Based on the results of this study, it shows that the first hypothesis states that Store Atmosphere has a positive and significant effect on Purchase Decision Fore Coffee in Yogyakarta can be accepted. Creating a good store atmosphere so that it can be accepted by consumers and can provide comfort when in a store / coffee shop has a positive impact and can influence the purchase decision of consumers. The results of this study are in line with research conducted by Raniya et al. (2023), Amelia et al. (2023) and Satria et al. (2023) which states that Store Atmosphere has a significant effect on Purchase Decision.

Based on the results of this study, it shows that the second hypothesis states that Celebrity Endorsement has a positive and significant effect on Purchase Decision Fore Coffee in Yogyakarta can be accepted. The use of celebrity endorsement that is good and in accordance with the brand so that it can make consumers or social media users feel the message conveyed about Fore Coffee products has a positive impact and can influence the purchase decision of consumers.

The results of this study are in line with research conducted by Lukitaningsih et al. (2022), Ganisasmara et al. (2020) and Wachyuni et al. (2020) stating that there is a significant positive relationship between the independent variable Celebrity Endorsement on the dependent variable Purchase Decision.

Based on the results of this study, it shows that the third hypothesis states that Store Atmosphere has a positive and significant effect on Fore Coffee Brand Image in Yogyakarta can be accepted. Creating a good store atmosphere by paying attention to every element of the store atmosphere so that it can be accepted by consumers and consumers feel comfortable and happy when visiting a store/coffee shop, can have a positive impact on the company and also increase the perception of consumers regarding the good image of a brand.

The results of this study are in line with research conducted by Benamen et al. (2024), Sumolang et al. (2024) and Arif et al. (2024) state that the Café Atmosphere variable has a positive and significant influence on Brand Image. Based on the results of this study, it shows that the fourth hypothesis states that Celebrity Endorsement has a positive and significant effect on Fore Coffee's Brand Image in Yogyakarta can be accepted. The use of effective celebrity endorsement so that it is able to provide good and accurate information or messages about a brand and products to consumers, can make consumers know and trust the brand, this will have a positive impact on the company because it can increase the good perception of consumers of a company's brand image, so that the Fore Coffee brand image will be better and stronger in the eyes of consumers.

The results of this study are in line with the results of research conducted by Lukitaningsih et al. (2024), Jayanti (2024) and Idris et al. (2021) which states that Celebrirty Endorser has a positive and significant effect on Brand Image. Based on the results of this study, it shows that the fifth hypothesis states that Brand Image has a positive and

significant effect on Purchase Decision Fore Coffee in Yogyakarta can be accepted. This shows that the higher or better the Brand Image carried out by Fore Coffee in Yogyakarta, the higher or better the Purchase Decision will be for the products available at Fore Coffee Yogyakarta. The company's success in creating a good brand image that can be accepted and can give a good impression to consumers makes consumers always remember the brand, so that it has a positive impact and can influence the purchase decision of consumers.

The results of this study are in line with research that has been conducted by Fadhilah et al. (2024), Mukesh et al. (2021), and Rosmayanti (2023) which states that Brand Image affects Purchasing Decision. The sixth hypothesis in this study states that Store Atmosphere has a positive and significant effect on Purchase Decision which is mediated by Brand Image. This test is carried out using the sobel test analysis because there is a mediating role between the independent variable and the dependent variable.

Based on the results of the sobel test in this study, it can be stated that by adding the role of Brand Image as a mediation between the independent variable (Store Atmosphere) and the dependent variable (Purchase Decision) is able to overcome the GAP that occurred previously, namely the difference in research results regarding the effect of Store Atmosphere on Purchase Decision. The seventh hypothesis in this study states that Celebrity Endorsement has a positive and significant effect on Purchase Decision which is mediated by Brand Image. This test is carried out using the sobel test analysis because there is a mediating role between the independent variable and the dependent variable. The results of the sobel test equation two with the independent variable, namely, Celebrity Endorsement and the dependent variable in the form of Purchase Decision, while the intervening or mediating variable is Brand Image. So that way it can be stated based on the decision-making requirements of the sobel test that the Brand Image variable is able to mediate between Celebrity Endorsement on Purchase Decision. Results of the sobel test, it can be concluded that Brand Image is able to act as an intervening variable or mediating variable in the influence of Celebrity Endorsement on Purchase Decision.

Conclusion

Based on the results of the analysis and discussion, it shows that all hypotheses are accepted. Store Atmosphere has a positive and significant effect on Brand Image and Purchasing Decisions of Fore Coffee in Yogyakarta. Celebrity Endorsement also has a positive and significant effect on Brand Image and Purchasing Decisions of Fore Coffee in Yogyakarta. Brand Image has a positive and significant effect on Fore Coffee Purchasing Decisions in Yogyakarta. In the sobel test, Store Atmosphere affects Purchasing Decisions through Brand Image as a mediating variable, which the results of this study prove that it can overcome the GAP that previously occurred. Likewise, the Celebrity Endorsement variable has a positive and significant effect on Purchasing Decisions through Brand Image as a mediating variable.

This study provides managerial implications that are useful for business people, especially in the food and beverage sector. These findings state that store atmosphere and brand image have the greatest influence on purchase decisions. Therefore, what can be done by management, especially Fore Coffee management in Yogyakarta, to be able to increase purchase decisions, namely optimising each element of the store atmosphere that can provide comfort and a good & attractive experience to consumers when purchasing

products. The most important optimisation is especially in terms of the aroma that is smelled in the room where this can provide comfort to consumers to stop for a long time in the store and make product purchases. Apart from optimising in terms of store atmosphere, to be able to increase purchase decisions on marketed products, of course, you must be able to build and maintain a brand image in the eyes of consumers. A good brand image so that it can be accepted by consumers can be important in increasing purchase decisions, most consumers before making a purchase decision the first thing they see is about the brand, therefore the formation and improvement of a good brand image must always be reviewed and must make the latest innovations following current trends, so that the brand image that is built will be increasingly embedded in the minds of consumers. The limitations of this study only use variables that are considered appropriate to the object of research, the sample used is limited to Fore Coffee consumers in Yogyakarta and the research was conducted indirectly, namely distributing questionnaires via social media, so that interaction with respondents was not carried out optimally. So for future research, should explore other variables that are not in this study to find out other factors that influence purchase decisions, then it is hoped that future research can increase the number of samples and expand the research area so that the research results can be generalised and create a better level of data accuracy. In addition, it can also use different methods to see whether it has the same results or not.

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