

**THE INFLUENCE OF ISLAMIC SERVICE QUALITY,
PRODUCT QUALITY, AND STORE ATMOSPHERE ON
PURCHASE DECISIONS: THE MEDIATING ROLE OF
BRAND IMAGE IN HALAL CAFÉ CONSUMERS**

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ABSTRACT

This study examines the influence of Islamic service quality, product quality, and store atmosphere on purchase decisions, with brand image serving as a mediating variable. The research focuses on customers of Teras Angkringan Benkemebul, a halal café in Central Java, Indonesia. Employing a quantitative approach, data were collected from 96 respondents using purposive sampling. Structural equation modeling (SEM) was utilized to test the hypothesized relationships. The findings indicate that only product quality has a direct significant effect on purchase decisions. Store atmosphere significantly influences brand image, which in turn mediates the effects of both product quality and store atmosphere on purchase decisions. However, Islamic service quality shows no direct or mediated influence. This study contributes to the literature on consumer behavior in halal markets and offers strategic insights for brand positioning in small food and beverage enterprises.

Keywords: Islamic Service Quality; Product Quality; Store Atmosphere; Brand Image; Purchase Decision.

INTRODUCTION

The rapid development of the food and beverage industry in emerging markets, particularly in Southeast Asia, has fostered intense competition among small- and medium-sized culinary enterprises (Prabowo & Hasanah, 2022). This evolution is driven by shifting consumer lifestyles, increased awareness of halal practices, and rising expectations for experiential consumption beyond the core product (Tanjung, 2020). Consequently, consumer purchase decisions are now influenced by a more comprehensive set of factors, including the ambiance of the service environment, product quality, and the alignment of service delivery with religious values.

In response to this phenomenon, many halal cafés in Indonesia have integrated Islamic values into their service models. Islamic service quality refers to the provision of services that adhere to Islamic ethical principles, encompassing honesty, transparency, responsibility, and customer respect (Sawitri Rahayu et al., 2022). However, while the integration of religious values is theoretically expected to enhance brand perception and consumer loyalty, empirical findings remain inconclusive. Some studies suggest that Islamic service quality significantly affects purchase intentions (Sari & Suryaningsih, 2020; Nuryani, 2021), while others found no such relationship (Shoifuro & Canggih, 2020).

In addition to service quality, product quality is considered a critical determinant of consumer choice. A product that meets or exceeds consumer expectations in taste, presentation, and consistency contributes not only to customer satisfaction but also to brand reputation (Zaki et al., 2023). Meanwhile, *store atmosphere*—comprising spatial layout, lighting, music, and other sensory cues—has been found to influence consumers' emotional states and their subsequent decision-making processes (Riskiyah et al., 2020; Tinting et al., 2023). In competitive contexts, a unique store atmosphere can serve as a strategic differentiator (Rorong et al., 2023).

Central to these behavioral drivers is the role of **brand image**, which serves as a psychological filter through which consumers interpret their experiences with a café or restaurant. A strong brand image fosters trust and perceived value, thereby increasing the likelihood of repeat purchases (Felita, 2021; Mahira et al., 2022). Prior studies suggest that brand image may mediate the relationship between service attributes and purchasing behavior (Wono & Nainggolan, 2023; Belinda, 2019). Yet, limited research has examined how these mediating mechanisms operate in halal-oriented microbusiness settings.

This study addresses this research gap by investigating the influence of Islamic service quality, product quality, and store atmosphere on purchase decisions, with brand image as a mediating variable. The context of the research is

Café Teras Angkringan Benkemebul, a small-scale halal café in Semarang, Central Java, Indonesia. This research contributes to the literature by extending the Theory of Planned Behavior (Ajzen, 1991) to incorporate Islamic service quality within a brand image mediation framework. Practically, it offers strategic implications for halal cafés and SMEs aiming to strengthen consumer loyalty and brand differentiation in competitive environments.

Consumer purchasing decisions in the halal food and beverage sector are influenced by multiple interrelated factors, including service quality, product performance, store ambiance, and brand perception. Islamic service quality, defined as the delivery of services rooted in Islamic ethical and moral values (Sawitri Rahayu et al., 2022), has been shown to enhance customer trust and satisfaction in some contexts (Sari & Suryaningsih, 2020), though other studies reported non-significant results (Shoifuro & Canggih, 2020). Product quality remains a critical determinant, with previous research confirming its direct impact on purchase decisions and indirect effect via brand image (Zaki et al., 2023; Murningtyas & Samboro, 2024). Likewise, store atmosphere, through sensory stimuli such as design and layout, can shape consumers' emotional responses and strengthen brand associations (Riskiyah et al., 2020; Pratama, 2021). Brand image, in turn, acts as a mediating construct that encapsulates consumers' cumulative perceptions and evaluations of a brand (Felita, 2021; Wono & Nainggolan, 2023). Drawing upon the Theory of Planned Behavior (Ajzen, 1991), which posits that attitudes, subjective norms, and perceived behavioral control influence behavioral intentions, this study integrates brand image as a cognitive-affective mediator that links external stimuli (service, product, and environment) to purchasing behavior. Accordingly, the study tests both the direct and indirect effects of Islamic service quality, product quality, and store atmosphere on purchase decisions, with brand image as an intervening variable.

METHODS

This study adopts a quantitative research design to empirically examine the structural relationships among Islamic service quality, product quality, store atmosphere, brand image, and purchase decision. The target population includes customers of Café Teras Angkringan Benkemebul, a halal-certified café located in Semarang, Central Java, Indonesia. Due to the unknown population size, a non-probability purposive sampling technique was employed to select 96 respondents based on specific criteria, namely: individuals who had made a purchase at the café at least twice and were aware of the café's Islamic branding. Data collection was conducted using a structured questionnaire composed of multi-item Likert-scale questions, adapted from prior validated instruments including SERVQUAL dimensions, Aaker's brand image framework, and behavioral intention constructs rooted in the Theory of Planned Behavior (Ajzen, 1991).

Prior to hypothesis testing, a series of statistical validation procedures were conducted. Validity was assessed using Pearson's correlation coefficients, with all items exceeding the minimum threshold of 0.361. Reliability was confirmed via Cronbach's Alpha, with all constructs demonstrating acceptable internal consistency ($\alpha > 0.80$). Classical assumption tests, including normality (Kolmogorov-Smirnov), multicollinearity (VIF < 10), and heteroscedasticity (Park test), were all satisfactorily passed. Path analysis was applied using SPSS to evaluate both direct and indirect effects between constructs, supported by the Sobel test to assess mediation significance. Although Structural Equation Modeling (SEM) tools such as AMOS or SmartPLS are often preferred for complex mediation models, SPSS-based path analysis provided sufficient explanatory power given the sample size and the study's confirmatory orientation.

RESULT AND DISCUSSION

Descriptive Statistics and Measurement Model

Before hypothesis testing, preliminary analyses were conducted to evaluate the reliability and validity of the measurement instruments. The constructs assessed included Islamic Service Quality (X1), Product Quality (X2), Store Atmosphere (X3), Brand Image (Z), and Purchase Decision (Y), each measured using multiple Likert-scale items.

Validity was assessed using Pearson's correlation coefficient with a minimum threshold of 0.361 ($df = n-2$, where $n = 30$). As shown in Table 1, all item-total correlation values exceeded the threshold, confirming strong item validity.

Table 1. Validity Test Results

Variable	r-count	r-table	Validity
Islamic Service Quality (X1)	> 0.361	0.361	Valid
Product Quality (X2)	> 0.361	0.361	Valid
Store Atmosphere (X3)	> 0.361	0.361	Valid
Brand Image (Z)	> 0.361	0.361	Valid
Purchase Decision (Y)	> 0.361	0.361	Valid

Source: data processed, 2024

To evaluate item validity, Pearson correlation analysis was used. All items exceeded the critical value of 0.361, confirming their construct validity. Reliability was assessed using Cronbach's Alpha, yielding values of 0.825 for Islamic Service Quality, 0.859 for Product Quality, 0.816 for Store Atmosphere, 0.935 for Brand Image, and 0.826 for Purchase Decision. These results demonstrate strong internal consistency across all constructs, with $\alpha > 0.80$ indicating excellent reliability.

Reliability was examined using Cronbach's Alpha. All constructs achieved values above 0.80, indicating strong internal consistency. Results are presented in Table 2.

Table 2. Reliability Test (Cronbach's Alpha)

Variable	Cronbach's Alpha
Islamic Service Quality (X1)	0.825
Product Quality (X2)	0.859
Store Atmosphere (X3)	0.816
Brand Image (Z)	0.935
Purchase Decision (Y)	0.826

Source: data processed, 2024

To satisfy the assumptions of classical linear regression, three diagnostic tests were conducted:

1. Normality, assessed using the Kolmogorov–Smirnov test, yielded a significance value of 0.112 (> 0.05), indicating normal distribution.
2. Multicollinearity was checked using Tolerance and VIF values, both of which fell within acceptable ranges (Tolerance > 0.1 ; VIF < 10).
3. Heteroscedasticity, using the Park test, showed p-values greater than 0.05 for all predictors, confirming homoscedasticity.

These results indicate that the data meet the fundamental assumptions for regression and path analysis, validating the suitability of the dataset for further structural modeling. The Kolmogorov–Smirnov test for normality yielded a significance level of 0.112, which is greater than the 0.05 threshold, indicating that the data distribution does not deviate from normality. Multicollinearity diagnostics showed tolerance values above 0.1 and Variance Inflation Factor (VIF) scores below 10 for all predictors, indicating the absence of multicollinearity. The Park test was applied to assess heteroscedasticity, and all variables recorded significance levels above 0.05, confirming homoscedasticity of residuals. These tests collectively affirm the reliability and robustness of the measurement model, providing a sound basis for subsequent structural path analysis.

Structural Path Analysis Results

To evaluate the structural relationships between the independent variables (Islamic Service Quality, Product Quality, Store Atmosphere), the mediating variable (Brand Image), and the dependent variable (Purchase Decision), a series of regression analyses were conducted. The results are presented below, divided into direct effects, simultaneous effects, and model fit indicators.

Direct Effects on Purchase Decision

The results of the partial t-tests (t-test) for model 1 predicting Purchase Decision (Y) are shown in Table 3. Among the independent variables, only Product Quality (X2) and Brand Image (Z) showed statistically significant effects.

Table 3. Regression Results – Model 1 (Dependent Variable: Purchase Decision)

Predictor	t-count	p-value	Significance
Islamic Service Quality (X1)	1.650	0.102	Not significant
Product Quality (X2)	3.991	0.000	Significant positive effect
Store Atmosphere (X3)	1.137	0.259	Not significant
Brand Image (Z)	5.539	0.000	Significant positive effect

Source: Primary Data Processed, 2024

These results suggest that Product Quality and Brand Image are strong predictors of Purchase Decision, while Islamic Service Quality and Store Atmosphere have no significant direct effect.

Direct Effects on Brand Image

The second regression model was used to assess the influence of the independent variables on the mediating variable, Brand Image (Z). As shown in Table 4, only Store Atmosphere (X3) had a significant direct effect on Brand Image.

Table 4. Regression Results – Model 2 (Dependent Variable: Brand Image)

Predictor	t-count	p-value	Significance
Islamic Service Quality (X1)	0.583	0.561	Not significant
Product Quality (X2)	1.283	0.203	Not significant
Store Atmosphere (X3)	6.549	0.000	Significant positive effect

Source: Primary Data Processed, 2024

This finding highlights the role of store environment design in shaping brand perception, consistent with prior research (Pratama, 2021; Felita, 2021).

Simultaneous Effects (F-Test)

Simultaneous F-tests were conducted to determine whether the group of predictors jointly influence the dependent variables. The results, shown in Table 5, indicate that all models are statistically significant.

Table 5. Simultaneous F-Test Results

Model	F-count	F-table	p-value	Significance
Model 1: X1, X2, X3, Z → Y	115.264	2.703	0.000	Significant
Model 2: X1, X2, X3 → Z	80.614	2.703	0.000	Significant

Source: Primary Data Processed, 2024

These results confirm that the predictor variables have a significant joint influence on both Purchase Decision and Brand Image.

Coefficient of Determination (R^2)

The coefficient of determination (R^2) was computed to assess the predictive power of the regression models. As shown in **Table 6**, the models account for a high proportion of the variance in their respective dependent variables.

Table 6. Model Fit – Coefficient of Determination (R^2)

Model	R	R^2	Interpretation
Model 1 (to Y)	0.889	0.790	79% of variance in Purchase Decision explained
Model 2 (to Z)	0.851	0.715	71.5% of variance in Brand Image explained

Source: Primary Data Processed, 2024

The high R^2 values suggest a strong model fit, supporting the reliability of the regression models in explaining consumer behavior in the halal café context.

Mediation Effects (Sobel Test)

To examine whether Brand Image mediates the relationship between the predictor variables (Islamic Service Quality, Product Quality, and Store Atmosphere) and Purchase Decision, the Sobel test was conducted using standard error and path coefficient calculations. This mediation analysis helps validate whether the effect of each independent variable on the purchase decision is transmitted through brand perception—a key psychological mechanism in consumer behavior (Aaker, 1991; Ajzen, 1991).

Table 7. Summary of Mediation Results

Pathway	Sobel statistic	t- Mediation Result
Islamic Service Quality → Brand Image → Y	0.3500	Not Significant
Product Quality → Brand Image → Y	8.1889	Significant
Store Atmosphere → Brand Image → Y	5.9361	Significant

Source: Primary Data Processed, 2024

These findings underscore the central role of Brand Image as a cognitive-affective bridge between operational attributes and consumer behavior, reinforcing its position in the extended Theory of Planned Behavior model (Ajzen, 1991) and in brand equity literature (Aaker, 1991).

Islamic Service Quality → Brand Image → Purchase Decision

The indirect effect of Islamic Service Quality on Purchase Decision through Brand Image was tested using Sobel's formula. The calculated t-statistic was 0.3500, which is below the critical value of 1.98498 ($p > 0.05$), indicating no significant mediation.

This finding suggests that even though Islamic principles are operationalized in service practices, they do not significantly shape brand perception or influence purchasing behavior indirectly. This is consistent with Shoifuro and Canggih (2020), who found no significant effect of Islamic service quality on travel decisions in Islamic tourism. The result also signals a potential misalignment between service values and consumer awareness or expectation.

Product Quality → Brand Image → Purchase Decision

The mediation test for Product Quality yielded a t-statistic of 8.1889, which exceeds the critical threshold of 1.98498 ($p < 0.05$), demonstrating a significant mediation effect. This indicates that Brand Image partially mediates the relationship between Product Quality and Purchase Decision.

This result confirms previous research by Wono and Nainggolan (2023) and Siska (2023), who showed that product quality enhances consumer evaluations and subsequently brand trust, which encourages stronger purchase intention. In the context of the halal café, consistent quality and sensory satisfaction appear to build favorable brand associations, thus increasing the likelihood of repeat purchases.

Store Atmosphere → Brand Image → Purchase Decision

Similarly, the mediation test for Store Atmosphere produced a t-statistic of 5.9361, also above the significance threshold ($p < 0.05$), confirming a significant mediation effect through Brand Image.

This aligns with the findings of Belinda (2019) and Felita (2021), which emphasized the role of environmental aesthetics and sensory design in shaping brand affect and influencing consumer decisions. In this study, while Store Atmosphere does not directly influence Purchase Decision, it contributes to a favorable Brand Image, which in turn plays a critical role in consumer choice.

Discussion of Findings

The findings of this study provide nuanced insights into the determinants of consumer purchase decisions in the context of halal cafés. Among the three independent variables analyzed, Product Quality emerged as the most consistent predictor, exerting both direct and indirect (through Brand Image) influences on Purchase Decision. This confirms the primacy of product satisfaction in food service industries, where taste, presentation, and consistency remain critical in shaping consumer loyalty. These results are aligned with the studies of Zaki et al. (2023), Siska (2023), and Murningtyas & Samboro (2024), who assert that superior product quality contributes not only to immediate satisfaction but also to favorable brand associations and long-term consumer retention.

In contrast, Islamic Service Quality did not exhibit a significant effect, either directly on Purchase Decision or indirectly through Brand Image. This may reflect a disconnect between internal service values and consumer perception, particularly when those values are not actively communicated or differentiated in the market. Although the café adheres to sharia-compliant values, consumers may not explicitly associate these attributes with enhanced brand value or decision-making salience. Similar observations were noted by Shoifuro and Canggih (2020), suggesting that religiously framed service dimensions require stronger communication strategies to influence consumer cognition and behavior effectively.

Interestingly, Store Atmosphere did not influence Purchase Decision directly, but significantly affected Brand Image, which subsequently mediated the impact on Purchase Decision. This supports the theoretical framework proposed by Belinda (2019), Pratama (2021), and Wono & Nainggolan (2023), who emphasized that store design, ambiance, and sensory experiences create lasting impressions that reinforce or weaken brand identity. The indirect effect highlights the emotional and aesthetic components of consumer behavior—dimensions that are often underestimated in micro-enterprise contexts but are essential in developing experiential value and competitive differentiation.

The findings further support the role of Brand Image as a mediating mechanism, confirming its strategic function in translating operational excellence (product and environment) into behavioral outcomes. According to the Theory of Planned Behavior (Ajzen, 1991), attitudes formed through evaluative beliefs (such as brand impressions) influence behavioral intentions. In this case, the strong mediating effect of Brand Image underscores its value as a cognitive-affective filter that synthesizes consumer experience into action.

Taken together, these results suggest that while intrinsic product quality is foundational, symbolic and emotional dimensions embedded in brand image are critical enablers of consumer loyalty in halal café settings. The limited role of

Islamic service values in influencing behavior calls for further exploration, especially in contexts where religious branding is assumed to have intrinsic consumer appeal but may in fact require more visible positioning and storytelling to be effective.

The results of this study offer both theoretical and managerial implications for scholars and practitioners in the fields of marketing, Islamic economics, and halal business development. Theoretically, the study extends the application of the Theory of Planned Behavior (Ajzen, 1991) by empirically validating the role of Brand Image as a mediating construct that bridges the cognitive and affective aspects of consumer evaluation. While TPB traditionally emphasizes attitudes, norms, and perceived control as precursors to behavior, this research demonstrates that brand-based evaluations serve as an effective proxy for capturing consumer beliefs in halal service environments. Moreover, the non-significant effect of Islamic Service Quality invites future research to explore cultural congruence, religiosity levels, and message salience as moderating variables that may condition the impact of Islamic values in consumer decision-making.

From a managerial perspective, the findings underscore the strategic importance of investing in product consistency and environmental aesthetics for halal café operators and small businesses. Product Quality, when coupled with an engaging and comfortable store atmosphere, does not merely deliver satisfaction but also fosters positive brand associations, which are instrumental in influencing consumer purchase decisions. For managers, this implies that while Islamic principles may serve as internal value frameworks, they must be tangibly communicated and externally perceived to drive brand differentiation. Marketing strategies should emphasize both functional excellence (product) and experiential value (ambience), with targeted branding initiatives that reinforce trust, authenticity, and uniqueness in the minds of consumers.

Finally, for policymakers and halal certification bodies, the results indicate that compliance alone is not sufficient to generate consumer loyalty unless it is effectively translated into brand perception and emotional connection. Programs aimed at strengthening the halal ecosystem should include capacity building for micro and small enterprises in brand management, sensory marketing, and consumer psychology. In this way, halal businesses can move beyond mere compliance and toward competitive advantage in increasingly crowded markets.

CONCLUSION

This study examined the influence of Islamic Service Quality, Product Quality, and Store Atmosphere on Purchase Decision, with Brand Image acting as a mediating variable, using data collected from customers of a halal café in Semarang, Indonesia. The findings revealed that Product Quality has a strong and

significant direct effect on Purchase Decision and is partially mediated by Brand Image. Store Atmosphere, while not directly influencing Purchase Decision, exerts a significant indirect effect via Brand Image, reinforcing the notion that sensory and experiential factors shape consumer attitudes through brand evaluation. In contrast, Islamic Service Quality neither directly nor indirectly influenced Purchase Decision, suggesting a misalignment between internal value systems and perceived consumer utility.

The research contributes to the theoretical enrichment of the Theory of Planned Behavior, particularly by integrating Brand Image as a central cognitive-affective mediator in consumer behavior within Islamic service contexts. It also highlights the need to reassess assumptions about the automatic impact of religious service values on behavior, underscoring the importance of effective brand communication and consumer alignment. From a managerial standpoint, the findings underscore the importance of product excellence and brand-building efforts as strategic tools to enhance customer loyalty in the competitive halal café sector.

For future research, several avenues are recommended. First, extending the study to multiple café or restaurant settings across different regions would enhance the generalizability of the findings. Second, incorporating moderating variables such as consumer religiosity, cultural background, or prior brand familiarity could deepen understanding of how Islamic service dimensions interact with consumer expectations. Third, adopting a Structural Equation Modeling (SEM) approach using tools such as AMOS or SmartPLS in future studies could allow for more complex, multi-level analysis of mediation and moderation effects.

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