

## The Impact of Service Quality and Restaurant Ambience on Offline Purchase Choices at the Bintaro Branch of Kabobs Premium Kebab Restaurant in South Tangerang

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### ABSTRACT

This study investigates how restaurant atmosphere and service quality affect offline purchasing decisions at Kabobs Premium Kebab, Bintaro Branch. Using a quantitative approach, data were collected via questionnaires from 97 respondents, selected using the Slovin formula. Analysis was conducted using SPSS 26, including validity, reliability, regression, and hypothesis testing. Results show service quality significantly influences purchasing decisions ( $Y = 17.775 + 0.469X_1$ ,  $R^2 = 28.2\%$ ,  $p < 0.05$ ). Restaurant atmosphere also has a significant impact ( $Y = 9.293 + 0.680X_2$ ,  $R^2 = 42.8\%$ ,  $p < 0.05$ ). Combined, both variables influence purchasing decisions ( $Y = 7.281 + 0.197X_1 + 0.544X_2$ ,  $R^2 = 46\%$ ,  $p < 0.05$ ). According to the study's findings, consumer decisions are significantly influenced by atmosphere and service quality.

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## INTRODUCTION

Competition in the restaurant industry is getting bigger and growing rapidly with a rapidly changing context. Restaurants with "high service quality" are growing rapidly Asia-Pacific. As stated in The Future of food 2025 by Luxury group by marriot international, the Asia Pacific region accounted for 37.8 percent of the global culinary tourism market in 2023. Its strategic location and easy access to South Tangerang make this city very suitable for developing culinary tourism. Based on data from the South Tangerang City Cooperatives and SMEs Office in 2022, the culinary sector is the most dominant in the MSME structure in this city. Of the total 149,644 MSME units, as many as 55,334 units or around 37% of which Pondok Aren around 21,789 units became the number 3 highest Culinary MSME concentration area in South Tangerang.

Kabobs Premium Kebab strives to participate in this culinary industry. The main dish of this stall is kebabs. Kebabs are a typical Middle Eastern meal consisting of delicious beef, fresh vegetables, and a special sauce specially prepared inside a tortilla layer. Turkish kebabs applied in Indonesia use similar ingredients and almost similar flavors to the original, processed with large meat that is grilled, then cut and sliced thinly so that the aroma of spices on the meat is more appetizing. Creating consumer satisfaction is the first step for companies to establish good relationships with their consumers. Satisfied consumers tend to make fewer complaints and are more likely to Return

The increasingly fierce competition in South Tangerang, especially in Bintaro South Tangerang, where the number of restaurants is increasing, makes Kabobs Premium Kebab need to make changes. It is known that the number of visitors to Kabobs fluctuates every month and As can be seen, the number of visitors continues to drop, suggesting that fewer prospective visitors decide to buy food at Kabobs Premium Kebab.

Based on the data seen, there are significant fluctuations between several months.

Table 1. Offline Sales of Kabobs Premium Kebabs in 2022-2023

Kuartal	Table penjualan tahun 2022				target	persentase Target
	Bulan	penjualan Offline 2022	jumlahTransaksi Offline	Harga ltransaksi		
Q1	Januari	Rp 41.667.000	934	Rp 44.611	55.000.000	76%
	Februari	Rp 21.444.000	512	Rp 41.883	60.000.000	36%
	maret	Rp 31.031.000	730	Rp 42.508	57.500.000	54%
Q2	april	Rp 27.274.000	618	Rp 44.133	50.000.000	55%
	mai	Rp 59.918.000	1264	Rp 47.403	60.000.000	100%
	juni	Rp 45.940.750	1085	Rp 42.342	55.000.000	84%
Q3	juli	Rp 39.913.500	648	Rp 61.595	55.000.000	73%
	agust	Rp 27.628.000	537	Rp 51.449	60.000.000	46%
	sep	Rp 24.518.000	571	Rp 42.939	50.000.000	49%
Q4	okto	Rp 25.115.000	558	Rp 45.000	55.000.000	46%
	nov	Rp 27.168.000	704	Rp 38.591	55.000.000	49%
	des	Rp 45.207.000	1102	Rp 41.023	60.000.000	75%
Kuartal	Table penjualan tahun 2023				target	persentase Target
	Bulan	penjualan Offline 2023	jumlahTransaksi Offline	Harga ltransaksi		
Q1	Januari	Rp 26.796.000	587	Rp 45.649	55.000.000	49%
	Februari	Rp 27.716.000	616	Rp 44.994	60.000.000	46%
	Maret	Rp 28.371.000	630	Rp 45.033	57.500.000	49%
Q2	April	Rp 52.492.000	1167	Rp 44.980	50.000.000	105%
	Mai	Rp 36.719.000	816	Rp 44.999	60.000.000	61%
	Juni	Rp 55.556.000	1235	Rp 44.985	55.000.000	101%
Q3	Juli	Rp 40.236.000	894	Rp 45.007	55.000.000	73%
	Agustus	Rp 24.195.000	538	Rp 44.972	60.000.000	40%
	September	Rp 29.572.000	665	Rp 44.469	50.000.000	59%

Source : Toko kabobs Premium Kebab Cabang Bintaro

Based on the sales table above, there has been a significant decline in offline sales in several months, such as February Q1 2022 (IDR 21,444,000) with a transaction volume of 512 and September Q3 2022 (IDR 24,518,000) with a total of 571 transactions, and in 2023 in February Q1 2023 (27,716,000) with 616 transactions and August Q3 2023 (24,195,000) with 538 transactions. This decline was influenced by consumer decisions about purchases. The aforementioned evidence indicates that restaurant ambiance and service quality also have an impact on customers' decisions to buy. Initial findings from Rossalina's earlier study (2024) indicate that customer satisfaction and purchase decisions are positively and significantly impacted by service quality. The environment has also been shown to have a positive and significant impact on decisions about what to buy and consumer satisfaction.

Compared to previous years, the achievement of 2023 Q3 (June-September) shows a fairly sharp downward trend, with the number of offline consumers continuing to decline. This condition has continued until the last five months (June - October) 2024 which:

Table 2. Konsumen offline Kabob Premium Kebab cabang Bintaro Tangerang Selatan 5 bulan terakhir (juni - oktober 2024)

No	Per Know (2024) Target Percentage	Number Offline Consumers	Price / Transaction
1	June (2024) 610	Rp.43.928	49%
2	July (2024) 845	Rp.32.800	46%
3	August (2024) 725	Rp.34.641	37%
4	September (2024) 505	Rp.47.911	48%
5	October(2024) 548	Rp.44.741	45%
Total	3233		

In recent months, the Kabobs Premium Kebab Restaurant in the South Tangerang branch has faced serious challenges is measured by the quantity of offline customer visits. Based on internal data for the period June to October 2024, there is a significant downward trend, both in terms of the number of consumers and the achievement of monthly sales targets. This decline began in July 2024, although the quantity of visits had increased (845 consumers), but the average transaction price decreased drastically to IDR 32,800, the lowest figure in the last five months. This indicates that even if visitors come, they do not make large purchases in bulk, or that there is a massive discount strategy that sacrifices profit margins.

In August 2024, where the number of consumers dropped to 725 people, and the target achievement was only 37%, which is the lowest figure during the observation period. This decline indicates a serious decline in consumer interest

in restaurants. This situation continued into September 2024, with the number of visits only 505 people, a decrease of more than 300 people compared to July, and only reached 48% of the target, even though the price per transaction reached the highest figure (IDR 47,911). October 2024 also showed results that were not much different, with the target being achieved by only 45%, and the number of consumers only reaching 548 people. Overall, the total number of offline consumers during the five months only amounted to 3,233 people.

A gradual decline in consumers and consistent target achievement below 50% indicates that restaurants are facing a significant offline sales performance crisis. This raises big questions about the factors that cause consumers to decline, whether in terms of service quality, restaurant atmosphere, or competitiveness against similar competitors. Research by Aditya and Akbar (2023) shows that the quality of service and store atmosphere significantly affect consumers' purchasing decisions in April Eyewear in Jakarta. The findings of this study support the idea that a customer's opinion of their shopping experience directly affects their decision to buy especially in the context of offline purchases.

This significant decline phenomenon is an important background for researchers to delve deeper into the causes of the weakening of the offline sales performance of Kabobs Premium Kebab restaurants, especially in the context of consumer purchase decisions that are allegedly influenced by the quality of service and restaurant atmosphere. According to Tjiptono (2016), service quality is A state in which things, people, procedures, and the environment are changing is appropriate even exceeds what is expected by consumers. In other words, service quality is described by satisfying customer needs and desires and also the meticulousness of its distribution to be in line with customer expectations. According to Kotler (2014), a restaurant atmosphere is a planned environment that can entice customers to make a purchase and is consistent with the target market. The restaurant's ambience affects the customer's emotional state, which either triggers or impacts the purchase.

## LITERATURE REVIEW

### *Quality of Service*

When a consumer chooses goods or services to buy, of course, there are many factors that are considered, one of which is the quality of service. According to Tjiptono (2016), service quality is is appropriate even exceeds what is expected by consumers. In other words, service quality is described by satisfying customer needs and desires and also the meticulousness of its distribution to be in line with customer expectations. According to Zeithaml (in Markovic and Jankovic, 2017), Perception of service quality is the judgment or evaluation of customers regarding the overall quality of the service. Service quality perception is the process of comparing what consumers actually experience with what they anticipate from a service. If the perceived and actual services are the same, the quality of the service is seen favorably. If perceived service quality exceeds expectations, it is deemed perfect.

### ***Atmosphere Restoran***

Restaurant One strategy to draw in clients is to create a welcoming environment. The physical design of any store determines how easy or difficult it is for customers to navigate. A planned setting that appeals to its target demographic and can entice customers to make a purchase is known as a restaurant atmosphere. The restaurant's ambience affects the customer's emotional state, which either triggers or impacts the purchase (Kotler 2014). The atmosphere of the restaurant is a physical characteristic of the store that is used to build the impression of attracting customers (Widyanto 2014:2). Meanwhile, according to (Utami 1010: 52), Customers' perceptions of the store are influenced by its overall character, which includes its architecture, layout, markings, elongation, color, lighting, temperature, music, and aroma. So it can be concluded that restaurant atmosphere is the atmosphere or state of a store that can attract customers to make purchase decisions that have characteristics such as music, store colors, aromas that can support a comfortable store atmosphere.

### ***Purchase Decision***

Kotler and Keller (2016:194) claim that consumer behavior includes how consumers select, acquire, and utilize products, services, or concepts. This behavior starts when consumers identify issues or needs that are prompted by internal or external stimuli to fulfill demands and desires. Meanwhile, according to (Rossanty et al., 2018:14) a purchase decision is the process of making a decision about a product to buy after considering various brands and alternative information.

### ***Previous Research***

Research conducted by Jean Oktavia and Fauziah Septiani (2024) entitled "Promotion and Service Quality's Effect on Purchase Decisions Calvin Klein Pondok Indah Mall Jakarta Outlets" The results found that promotion ( $X_1$ ) and service quality ( $X_2$ ) had a positive and significant effect on purchasing decisions (Y) simultaneously, with a contribution of 48.1% to the Y variable.

Furthermore, research by Sunanto & Widodo Asmoro (2021) entitled "The Influence of Promotion and Service Quality on Purchase Decisions at Giant Ekstra CBD Bintaro" Results of the hypothesis test (F test)

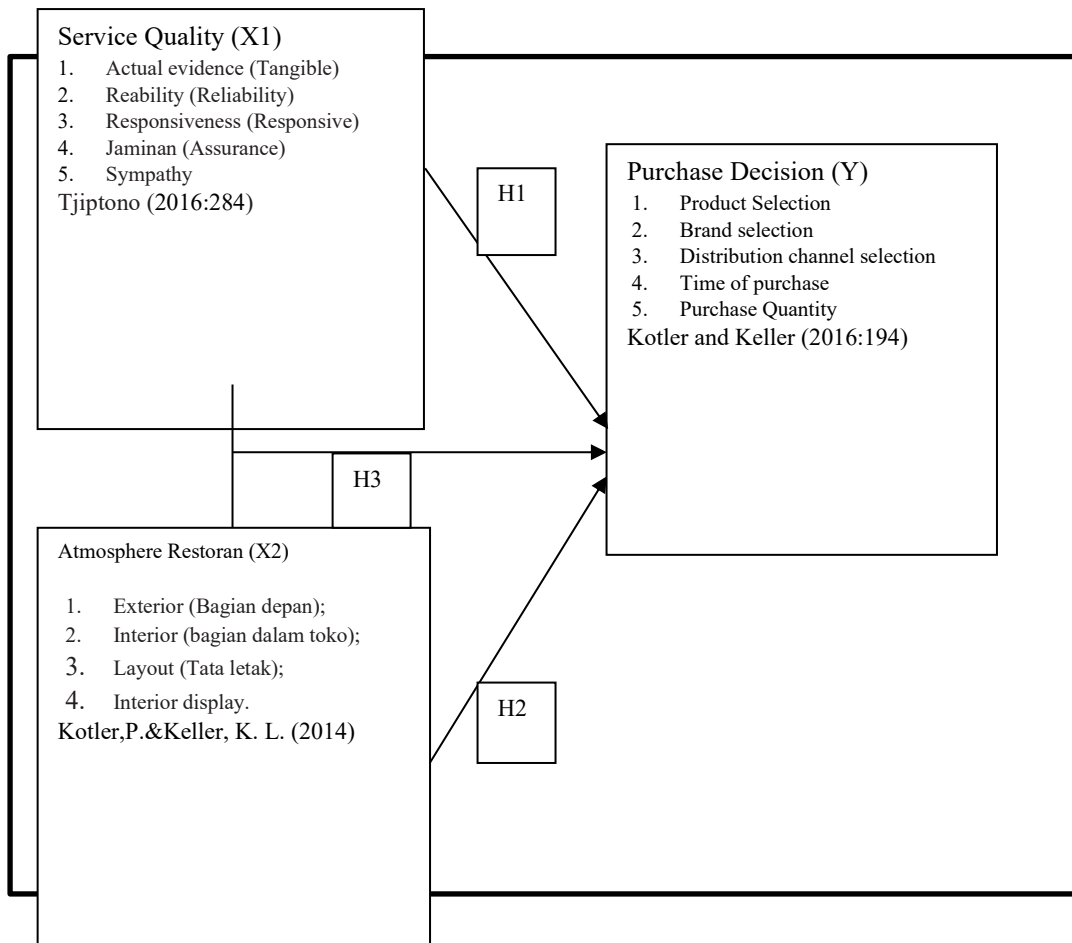
It shows that promotion ( $X_1$ ) Purchases are positively and significantly impacted by service quality ( $X_2$ ) decisions with a contribution of 85.4% of changes in purchase elucidated by independent factors (service quality and promotion).

And other research conducted by Veta Lidya Delimah Pasaribu (2020). With the title ""De'Cost Giant Restaurant Pamulang Square South Tangerang: The Impact of Store Atmosphere on purchasing Decisions" "Store atmosphere has a positive and significant impact on purchasing decisions, with an influence contribution of 23.7%.

### ***Framework***

According to Sugiyono (2017:60) provides a theoretical justification for the connection between the variables under investigation, which is composed of various theories described.

Based on the explanation above, the conceptual framework in this study can be seen as in the following figure:



**Figure 1. Conceptual Framework**

Hipotesis:

In this study, several hypotheses will be proven:

H1  $\neq$  0: At the Bintaro location of Kabobs Premium Kebab Restaurant, it is believed that offline purchase decisions are significantly influenced by the quality of service.

H2  $\neq$  0: At the Bintaro location of Kabobs Premium Kebab Restaurant, it is believed that the restaurant atmosphere significantly influenced offline purchase decisions.

## **METHODOLOGY**

Based on the methodological approach, this research is quantitative research, meaning it uses information in the form of numbers (numerical) to answer the formulation of research problems. The population of this study is buyers at Kabobs Premium Kebab Restaurant during the period from June to October 2024, while the sample used is respondents who have made transactions at Kabobs Premium Kebab Restaurant as many as 97 respondents. This result was obtained Using the Slovin approach, the sample size was determined.

**RESEARCH RESULT**

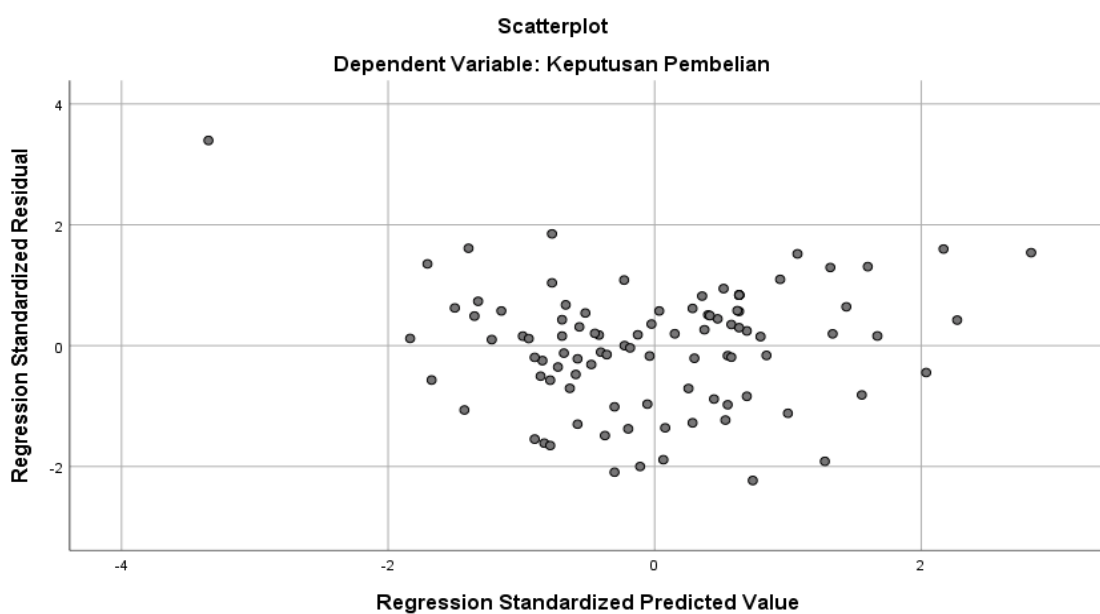
*Normality Test*

Table 3. Normality Test

Kolmogorov-Smirnov One-Sample Test		
		Unreliable Residual
N		97
Normal a, b parameters	Mean	.0000000
	Std. Deviation	3.65841992
Most Severe Disparities	Absolute	.086
	Positive	.065
	Negative	-.086
Test Results		.086
Sig. Asymp. (2-tailed)		.071c
A normal test distribution is found.		
b. Based on data calculations.		
b. Lilliefors Correction of Significance.		

After reviewing the results of The Sig. (2-tailed) value of 0.071, which is greater than 0.05, shows that the data has a normal distribution, according to the normality test using the Kolmogorov-Smirnov method in the preceding table.

*Heteroskedastisitas Test*



**Figure 2. Heteroskedastisitas Test**

The scatter plot chart above's heteroscedasticity test findings indicate that there is no discernible pattern, such as dots dispersed above and below the y-axis's zero, indicating that heteroscedasticity does not exist.

**Multicollinearity Test**

Table 3. Heteroscedasticity Test (Figure 2)

Coefficients <sup>a</sup>							
Model	Unstandardized Coefficients		Standardized Coefficients	t	Sig.	Collinearity Statistics	
	B	Std. Error	Beta			Tolerance	VIF
1 (Constant)	7.281	3.091		2.356	.021		
Service Quality (X1)	.197	.083	.222	2.371	.020	.652	1.533
Atmosphere Restoran (X2)	.544	.098	.523	5.578	.000	.652	1.533

*a. Purchase Decision as the Dependent Variable*

The tolerance values of X1 (0.652) and X2 (0.652) were found to be larger than 0.100, while the VIF values of X1 (1.533) and X2 (1.533) were found to be less than 10.00, indicating that there were no indications of multicollinearity, according to the results of the above table analysis.

**Simple The Linear Regression**

Table 4. Results of Simple the Linear Regression Test Service Quality Variable (X1) Against Purchase Decision (Y)

Coefficients <sup>a</sup>						
Model	Unstandardized Coefficients		Standardized Coefficients	t	Sig.	
	B	Std. Error	Beta			
1 (Constant)	17.775	2.815		6.315	.000	
Kualitas pelayanan	.469	.077	.531	6.107	.000	

*a. Dependent variable: Purchase decision*

*Source: SPSS 26 processed primary data (2024)*

It is possible to get a regression of  $Y = 17.775 + 0.469 X_1$  from the regression calculation analysis results in the preceding table. This is the conclusion that may be drawn from the equation above:

1. When the Service Quality variable ( $X_1$ ) is zero, a constant value of 17.775 indicates that the purchase decision ( $Y$ ) is 17.775 points.
2. A change of one unit in the Service Quality variable ( $X_1$ ) will result in a change of 0.469 points in the decision ( $Y$ ) if the constant stays the same and the Restaurant Atmosphere variable ( $X_2$ ) stays unchanged. This is indicated by the Service Quality regression coefficient ( $X_1$ ) of 0.469.

Table 5. Results of Simple Linear Regression Test of Restaurant Atmosphere Variables ( $X_2$ ) Against Purchase Decision ( $Y$ )

Coefficients <sup>a</sup>						
Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	9.293	3.044		3.053	.003
	Atmodphere	.680	.081	.654	8.435	.000

a. Dependent Variable: Purchase decision

Source: SPSS 26 processed primary data (2024)

The regression equation,  $Y = 9.293 + 0.680 X_2$ , is derived from the regression analysis computed in the previous table. The following will be inferred from this equation:

1. The constant 9.293 means that the purchasing decision ( $Y$ ) equals 9.293 points if the value of the Restaurant Atmosphere variable ( $X_2$ ) is equal to 0.
2. With a regression coefficient of 0.680 for the Restaurant Atmosphere ( $X_2$ ) variable, every unit increase in the Service Quality variable ( $X_1$ ) will result in a 0.680-point change in the purchase decision ( $Y$ ) if the constant stays the same and the Restaurant Atmosphere variable ( $X_2$ ) does not change.

### Regresi Linear Berganda

Table 6. shows the effects of restaurant atmosphere ( $X_2$ ) and service quality variables ( $X_1$ ) on purchase decisions ( $Y$ ) using simple linear regression testing

Coefficients <sup>a</sup>						
Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	7.281	3.091		2.356	.021
	Kualitas pelayanan	.197	.083	.222	2.371	.020

	Atmodphere	.544	.098	.523	5.578	.000
a. Dependent Variable: Purchase decision						

Source: Primary Data processed SPSS 26 (2024)

According to the above table's multiple linear regression analysis results, a regression of  $Y = 7.281 + 0.197 X1 + 0.544 X2$  was produced. We can infer the following inferences from this equation:

1. When the variables of restaurant atmosphere (X2) and service quality (X1) are both set to 0, the purchasing decision (Y) is worth 7,281 points, as indicated by a constant value of 7,281.
2. If the constant stays the same and the restaurant atmosphere variable (X2) does not change, then each unit change in the service quality variable (X1) will result in a 0.197-point change in the purchase decision (Y). This is indicated by the multiple linear regression coefficient of the service quality variable (X1), which is 0.197.
3. The restaurant atmosphere variable (X2) has a multiple regression coefficient of 0.544, which indicates that for every unit change in the restaurant atmosphere variable (X2), there will be a 0.544-point change in the Purchase Decision (Y) if the constant stays the same and the service quality variable (X1) stays unchanged.

### ***Coefficient of Determination***

To determine the extent to which independent variables impact dependent variables, the determination coefficient was analyzed variables, both individually and combined. In this research, the focus of attention is how the quality of service (X1) and Restaurant Atmosphere (X2) affect purchasing decisions (Y).

Table 7. Model Summary

Summary of the Model				
Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.679 <sup>a</sup>	.460	.449	3.697
a. Predictors: (Constant), Atmodphere, Quality of service				

The variables of restaurant atmosphere (X2) and service quality (X1) had an impact on the purchase decision variable, according to the test findings in the above table, which showed a determination coefficient value of 0.460, or 46% (Y).

### ***T-test (partial)***

The t- The test seeks to determine how each independent variable affects the dependent variables. The significance level of five percent (0.05) was applied in this investigation.

Table 8. Partial T-test

Coefficients <sup>a</sup>						
Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	17.775	2.815		6.315	.000
	Kualitas pelayanan	.469	.077	.531	6.107	.000
a. Dependent Variable: Purchase decision						

Table 9. Test t) On the Atmosphere of the restaurant (X2) Against the purchase decision (Y)

Coefficients <sup>a</sup>						
Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	9.293	3.044		3.053	.003
	Atmosper Restoran	.680	.081	.654	8.435	.000
a. Dependent Variable: Decision to buy						

Considering the aforementioned t-test results:

1. The t-test findings demonstrate the impact of service quality. With a significant value of  $0.000 < 0.05$ , a tcal value  $(6, 107) > t_{table} (1,985)$  was found, indicating that the Quality of Service influenced the Purchase Decision to some extent.
2. The t-test results demonstrate the impact of the restaurant's ambiance. With a significant value of  $0.000 < 0.05$ , a tcal value  $(8,435) > t_{table} (1,985)$  is found, indicating that the promotion had a partial impact on the purchase decision.

***F test (simultaneous)***

The F test evaluates how all independent variables together affect dependent variables. In this research, the standard significance used was 5% (0.05) through the comparison of the F values of the calculation and the F table.

Table 10. F Test

ANOVAa						
Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	1096.679	2	548.339	40.116	.000b
	Residual	1284.867	94	13.669		
	Total	2381.546	96			
a. Dependent Variable: Purchase decision						
b. Predictors: (Constant), Restaurant Atmosphere, Quality of Service						

Based on the analysis of the data listed in the previous table, the f-calculation value of 40.116 was obtained. This number qualifies for simultaneous hypothesis testing, where f counts is greater than f in the table ( $40.116 > 3.09$ ). This finding is also supported by a p value that is smaller than the significance of 0.05, to be precise ( $0.000 < 0.05$ ). These results indicate that  $H_03$  is rejected and  $H_{a3}$  is approved. Therefore, it can be said that the restaurant atmosphere (X2) and service quality (X1) work together to significantly and favorably affect the purchase decision (Y) at Kabobs Premium Kebab Bintaro.

**DISCUSSION*****Service Quality's Impact on Purchase Decisions***

The results of the partial test showed that the quality of service had a significant influence on the purchase decision. This can be seen from the tcal value that reaches (6.107) which is greater than the ttable which is only (1.985) and a significant level of 0.000 which is much lower than 0.05. The results of this study are consistent with previous research. Research conducted by Sunanto and Widodo Asmoro (2021) found that promotion and service quality have a significant impact on purchase decisions with a contribution of 85.4%. These results confirm that these two variables have a crucial role in driving consumer decisions to make purchases.

***Impact of Service Quality on Purchase Choices***

The results of the partial test also showed that the restaurant's Atmosphere had a significant impact on the purchase decision, with a tcal value of 8,435 which

was higher than the ttable of 1,985. In addition, the significance level obtained is 0.000 far below 0.05.

The results of this study are in line with previous research by Marina, Chalid Imran and W. Kristina Journal of Economix Volume 10 (2022) the effect of restaurant atmosphere on purchase decisions (a study on consumers of Warunk Ropang restaurants in Makassar City pioneer branch) obtained by store atmosphere (exterior, interior, store layout, interior display) has a positive and significant effect on purchase decisions. This means that the higher the price given to the consumer, the more the purchase decision made by the consumer at the Warunk Rupang Restaurant.

### *Promotion and Service Quality's Effect on Purchase Decisions*

The results of the simultaneous test showed that the quality of service and the restaurant's atmosphere simultaneously had a significant influence on the purchase decision. This is evidenced by the value of fcal which reached 40.116 which was greater than the ttable of 3.09, and a significant value of 0.001 far below 0.05. The results of this study are with research previously conducted by Rossalina Yulianty and Parlagutan Silitonga (2024) regarding the Influence of Service Quality and Atmosphere on Kampoeng Air Restaurant Purchase Decisions. From the results of this study, it was obtained that the quality of service has a positive and significant influence on purchase decisions. In addition, the atmosphere has also been proven to have a positive and significant influence on purchase decisions.

## **CONCLUSIONS AND RECOMMENDATIONS**

At the Bintaro location of Kabobs Premium Kebab, offline purchase decisions are positively and significantly impacted by the quality of service. The two variables have a substantial degree of association, as indicated by the correlation value of 0.531 in the regression equation  $Y = 17.775 + 0.469 X1$ . 0.282, or 28.2%, was the determination coefficient value, with other factors influencing the remainder. With a t calculation of  $> t$  table, which was  $6,107 > 1.985$ , the hypothesis test was reached. It was further supported by a p value of  $< sig, 0.05$  ( $0.000 < 0.05$ ).

The Atmosphere Restaurant significantly and favorably influences offline purchasing decisions at the Bintaro location of Kabobs Premium Kebab. The two variables have a strong degree of relationship, as indicated by the correlation value of 0.654 in the regression equation of  $Y = 9.293 + 0.680 X2$ . The determination coefficient came out to be 42.8%, or 0.428. The others, however, are affected by various elements. The t calculated  $> t$  of the table obtained the hypothesis test ( $8,435 > 1,985$ ), which was further supported by a p value of  $< sig, 0.05$  ( $0.000 < 0.05$ ).

At the Bintaro location of Kabobs Premium Kebab, the ambiance of the restaurant and the level of service both significantly influence offline purchase decisions. With a correlation value of 0.679, the regression equation  $Y = 7.281 + 0.197 X1 + 0.544 X2$  indicates a substantial degree of association between the three variables. The determination coefficient is 0.460, or 46%, with other factors influencing the remaining amount. The p value of  $< sig, 0.05$  ( $0.000 < 0.05$ )

further supported the hypothesis test's  $f$  value calculation  $> f$  of the table, which was  $40.116 > 3.09$ .

### **ADVANCED RESEARCH**

This advanced research explores the combined impact of service quality and restaurant atmosphere on offline purchase decisions at the Bintaro branch of Kabobs Premium Kebab, utilizing quantitative methods to analyze consumer behavior. The findings reveal that both service quality and atmosphere significantly and positively influence purchasing decisions, with correlation values of 0.531 and 0.654, respectively, and a combined model correlation of 0.679. Regression analysis demonstrates that service quality ( $X_1$ ) and atmosphere ( $X_2$ ) contribute to the purchasing decision ( $Y$ ) through the equation  $Y = 7.281 + 0.197X_1 + 0.544X_2$ , accounting for 46% of the variance ( $R^2 = 0.460$ ). Hypothesis testing using t-tests and F-tests confirms the significance of these effects ( $p < 0.05$ ), indicating that improvements in service and atmosphere are critical strategic factors for enhancing consumer decision-making. This study contributes to the literature on retail and hospitality marketing by emphasizing the integrated role of tangible and intangible service dimensions in shaping customer behavior in offline settings.

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