



The Influence of Celebrity Endorsement and Store Atmosphere on Buying Interest in Suka Salad X Vitus Coffee Sidoarjo

Almirah Balqist^{1*}, Achmad Zaini²

^{1,2}Politeknik Negeri Malang, Indonesia

E-mail: ¹⁾ amiramiraab@gmail.com

ARTICLE INFO

Article History

Received : 08.09.2025
Revised : 28.09.2025
Accepted : 03.10.2025

Article Type :
Research Article



ABSTRACT

The increasing number of small businesses results in tight competition, requiring business people to find effective strategies to survive. For a café, a supportive store atmosphere and promotional activities like celebrity endorsements are influential factors in attracting consumers and driving purchases. This study aims to analyze the effect of celebrity endorsement and store atmosphere on consumer buying interest at Suka Salad x Vitus Coffee Sidoarjo. This quantitative research collected data through questionnaires distributed to 99 consumers who made direct purchases at Suka Salad X Vitus Coffee Sidoarjo between May and July 2024, using a non-probability sampling technique with a purposive sampling approach. The results indicate that celebrity endorsement has a positive partial effect on buying interest, and store atmosphere has a positive partial effect on buying interest. Collectively, these variables have a significant simultaneous effect, explaining 54.9% of the variance in buying interest. It is concluded that celebrity endorsement and store atmosphere partially and significantly influence buying interest. Therefore, Suka Salad X Vitus Coffee Sidoarjo should maintain and develop both aspects to increase buying interest, retain existing consumers, and attract new ones.

Keywords: Buying Interest, Celebrity Endorsement, Suka Salad X Vitus Coffee Sidoarjo, Store Atmosphere

1. INTRODUCTION

The Indonesian commercial landscape is undergoing a period of significant expansion, evidenced by a proliferation of enterprises across all scales. This broad-based growth is particularly observable within the food sector, commonly referred to as the culinary industry. This domain represents not merely a sphere of gastronomy but a substantial reservoir of commercial opportunity (Wiyata et al., 2025). Indonesia's culinary industry has undergone rapid development in recent years, evidenced by the widespread emergence of food service businesses across the country. This growth is quantified by official figures, such as the 2019 data from the Central Statistics Agency (BPS) cited by Databoks, which identified around 7,060 cafes and restaurants in East Java Province.

Head of BPPD Sidoarjo also said that the trend in the number of restaurants in Sidoarjo in the past four years continues to increase. Starting in 2020, there are 632 restaurants standing. In 2021, it rose to 733 restaurants. Subsequent data indicates continued growth, with the number reaching 1,039 in 2022 and 1,235 in 2023. This persistent expansion in quantity and quality is driven by the essential role of food and drink. Today's culinary industry includes diverse formats such as cafes, restaurants, and coffee shops. The rise of cafes, in particular, features distinct themes and purposes from concepts offering musical ambiance and competitive pricing to menus that fuse traditional and modern elements. The very proliferation of these establishments demonstrates substantial market demand, confirming a high level of public interest in the cafe phenomenon.

As the number of small businesses rises, competition tightens, requiring entrepreneurs to formulate apt tactics to ensure their viability. Such an environment renders adaptation to situational developments

absolutely necessary. For cafés, interior design serves as a significant support for success, obliging owners to consistently align with contemporary trends to compete effectively and survive amidst surrounding conditions. The atmosphere of the café can be an influential factor for consumers in visiting and then buying at the café. In addition to a good café atmosphere, promotional activities are also needed by business actors to increase people’s buying interest. The phenomenon of Instagram celebrities is something that is rife today in the use of endorsements. Through Instagram, companies can involve celebrity endorsements to support the advertising process. This is also done by Suka Salad x Vitus Coffee in running its business. Suka Salad x Vitus Coffee is one of the culinary businesses that focuses on salad, coffee, and food products. Suka Salad x Vitus Coffee was founded by Septi Purwita in July 2020 and is located in Spande, Kec. Candi, Kab. Sidoarjo, Jawa Timur with an average customer base of 7,809 consumers per 3 month. Starting from the desire to improve a healthy lifestyle and his love for the culinary field, Septi Purwita innovated and tried various healthy food products and turned it into a business. However, considering that this innovation is relatively new, Septi Purwita developed this business by combining the salad business with the café business that is in demand in Sidoarjo. To run his business, Suka Salad x Vitus Coffee collaborates with several Food Vlogers and Celebrities such as @exploresidoarjo, @surabaya_foodies, @banggasidoarjo, and @aslisuroboyo which can be found on Instagram and Tiktok to do promotions (endorsements) in the hope of increasing brand awareness and buying interest of the community, especially the people of Sidoarjo.



Figure 1. Endorser used by Suka Salad x Vitus Coffee

Source : Instagram (2024)

Every business has its own promotional techniques that allow for many differences in their use. Some are superior in sales by using paid advertising through social media advertising and some are also with endorsement techniques. Both promotional techniques are often used today by many businesses because they are considered proven to help increase sales. To capture consumer attention effectively, advertisers frequently employ endorsement. Defined as a public affirmation of approval, endorsement also pertains to products featured and favored in promotional content. The individuals providing this support, known as endorsers, act as ambassadors who advocate for the product. As a creative advertising tactic, endorsement operates by forging an associative link between the endorser and the product, which shapes public perception and fosters brand credibility. The fundamental aim of this strategy is to implant a concept in the consumer's mind and prompt action, illustrated by the practice of food vloggers reviewing local cafes and restaurants. These reviews can be in the form of assessments of products, services, prices, and even the atmosphere of the shop to encourage consumers to visit the shop. Instagram is one application that is commonly used as an endorsement media.

Contemporary business strategy has evolved beyond a singular focus on profitability, increasingly adopting a customer-oriented active marketing approach. This shift necessitates an understanding of consumer "wants and needs." For culinary consumers, primary decision factors now extend beyond price, quality, and service to include atmospheric appeal. A comfortable, home-like ambiance has become a significant consideration in selecting a dining venue, with many patrons frequenting cafes specifically for this experiential quality over dining at home. Store identity is thus effectively communicated through interior decoration and overall atmosphere. While not a direct signal of product quality like formal advertising, a

store's ambiance acts as a form of tacit communication, subtly signaling the perceived social class of its offerings.

The proliferation of cafes in Sidoarjo has intensified competition, compelling establishments to cultivate increasingly creative and distinctive store atmospheres. This reflects a broader paradigm shift, wherein cafes no longer merely vend food and beverages but now prioritize the sale of experiential value, aligning with contemporary consumer behavior that treats cafe visitation as a lifestyle (Ajiwibawani & Edwar, 2015; Baker et al., 2002). A manifestation of this trend is the practice of visiting cafes primarily to photograph products or architectural concepts for social media dissemination. Consequently, entrepreneurs are motivated to develop critical and creative thematic concepts, utilizing store atmosphere as a strategic tool. This involves the intentional design of environmental elements such as architecture, lighting, layout, scent, color, and sound to evoke specific emotional responses and influence purchasing decisions. As Kotler & Armstrong (2018) note, atmosphere serves as a crucial asset in retail settings. Physical space, as a facilitator of human activity, must provide comfort to stimulate consumer interest. Suka Salad x Vitus Coffee exemplifies this strategy; its three-story structure in a strategic location allows it to craft unique atmospheric experiences on each floor, thereby optimizing customer engagement.



Figure 2. Suka Salad x Vitus Coffee store atmosphere

Source: Suka Salad x Vitus Coffee (2024)

Buying interest constitutes a consumer's intention to purchase a product or service, arising from an internal and external stimulus following an evaluative process. This interest is a critical component within the broader construct of consumer attitude toward consumption. The emergence of purchase interest generates considerable cognitive motivation, establishing a dominant pattern of mental activity. Consequently, when the consumer must fulfill a need, this cognitive pattern becomes actualized into specific purchasing behavior (Khotimah & Febriansyah, 2018). Buying interest is an outcome of perceptual learning and cognitive appraisal. A positive perception does not automatically compel a purchase; rather, it requires stimulation to create the pressure necessary for transactional action. The resulting purchase interest establishes a robust motivational imprint on the consumer's cognition, which materializes as buying behavior when fulfilling a need. For coffee shops, this interest is strategically cultivated through core retail elements: attractive products, prime location, affordable pricing, promotional offers, ambient store design, and quality service. Consequently, active promotion combined with a pleasant store atmosphere can effectively shape a customer's in-store emotional state, directly affecting their purchase interest.

The aforementioned background has prompted the researcher to further examine the effect of implemented E-marketing (in the form of endorsements) and store atmosphere at Suka Salad x Vitus Coffee on customer buying interest. Based on the problem formulation, the objectives of this study are threefold: to analyze the effect of celebrity endorsement on buying interest, to assess the influence of store atmosphere on buying interest, and to evaluate the simultaneous effect of both factors on buying interest among customers of Suka Salad x Vitus Coffee in Sidoarjo.

2. LITERATURE REVIEW

2.1. Relationship of Celebrity Endorsement to Purchase Interest

To strengthen an opinion in research, a theory is needed that supports and strengthens the opinion that has been explained. From the relationship of these opinions will later support or reject the results of existing research. The first theory is price. According to Shimp et al. (2013) in Apriilya & Ernawati (2023), endorsement is advertising support that supports a product and advertises the use of a source as a figure that attracts attention. In addition, endorsement can also be interpreted as a product that appears in advertisements and is liked by consumers. Endorsers are known as advertising supporters or advertising stars who promote their products. In deciding on the use of a product, of course, consumers will first look for the usefulness of the product. Therefore, it is expected that followers of celebrity endorsers are interested and visit stores that sell products marketed by celebrities. Kotler & Keller (2009) stated that buying interest means the emergence of consumer behavior in response to an object by showing a desire to buy. The possibility of consumers to buy can also depend on the price of a product, whether consumers think the product at that price is worth buying or not, and whether it is within their capabilities. Through the description above, it can be concluded that endorsements can influence consumers to make purchases. So that endorsement as an independent variable (X) is thought to have a positive effect on buying interest as a bound variable (Y).

2.2. Store Atmosphere's Relationship to Buying Interest

Subsequent to the discussion on price, the examination proceeds to the impact of product variations on buying interest. Concurrently, scholarly attention underscores the significance of store atmosphere. Defined by Riskiyah et al. (2020), as the physical manifestation aimed at generating a positive customer impression, the concept of atmosphere was first formally articulated by Kotler (1973), cited in Rayuwati et al. (2022) as the strategic design of retail spaces to evoke particular emotions. A well-executed store atmosphere is instrumental in triggering positive affective states, shaping behavioral intentions, and enhancing satisfaction and loyalty. Supporting this, Ryu (2007), cited in Rayuwati et al. (2022) posits that environmental and service elements, alongside fundamental food quality, critically affect the consumer's decision to engage in further purchasing. In a related definition, Suwarno (2020), frames buying interest as a consumer's mental declaration of intent to purchase a particular brand, constituting a desire to buy rooted in experiences of choosing, using, or liking a product. Drawing from the foregoing discussion, it follows that store atmosphere can generate a favorable impression that stimulates purchasing. Therefore, store atmosphere is posited as the independent variable (X) with a positive hypothesized effect on the dependent variable (Y), buying interest.

2.3. The Relationship of Celebrity Endorsement and Store Atmosphere to Buying Interest

The construct of buying interest is defined in complementary ways. Operationally, Assael (2001) in Mubarok (2016) describes it as a consumer's tendency to buy a brand, gauged by purchase likelihood. Cognitively, Lestari (2022) adds that it stems from learning and perception-shaping thought processes. In parallel, celebrity endorsement is defined as a celebrity's act of supporting a product to gain audience attention (Dinggon et al., 2015). The physical environment also plays a crucial role. Sugiarto (2014) notes that appealing buildings and thoughtful layout encourage patrons to linger and return. Collectively, these factors influence purchase behavior. Maurencia et al. (2021) found endorsement boosts buying interest, while Rayuwati et al. (2022) established a significant positive relationship between store atmosphere and purchasing decisions.

2.4. Conceptual Research

The research framework incorporates celebrity endorsement (X1) and store atmosphere (X2) as independent variables, with buying interest (Y) as the dependent variable. These variables will be analyzed to determine the effect of X1 and X2 on Y. The accompanying conceptual framework in figure 3 depicts the proposed relationships between the variables.

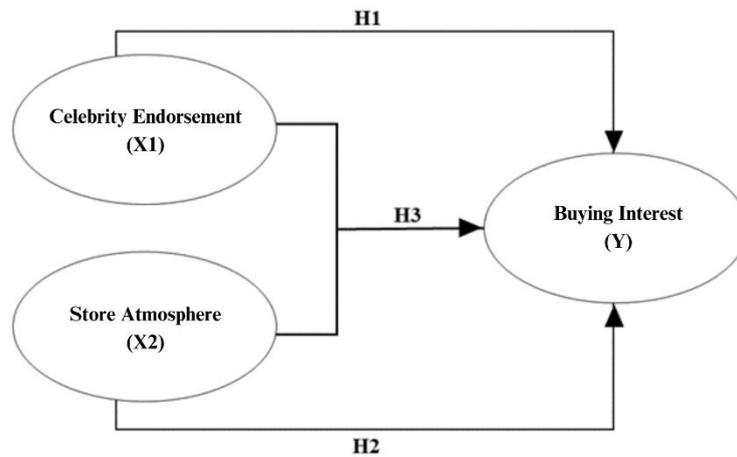


Figure 3. Conceptual Research

2.5. Hypothesis

Hypotheses can be used to surmise how influential the study is and these hypotheses are provisional answers. Based on figure 1 of the research conceptual above, the hypothesis in this study is as follows:

H1: Celebrity endorsement have a partial significant effect towards buying interest Suka Salad X Vitus Coffee Sidoarjo.

H2: Store atmosphere partially has a significant effect on buying interest in Suka Salad X Vitus Coffee Sidoarjo.

H3: Celebrity endorsement and store atmosphere simultaneously affect the buying interest of Suka Salad X Vitus Coffee Sidoarjo.

3. RESEARCH METHODS

3.1. Types of Research

This study utilizes a quantitative research method with an explanatory perspective. The aim of this perspective is to analyze and clarify the cause-and-effect relationships as well as the impact of the independent variables on the dependent variable.

3.2. Population and Sample

This research defines its population as the 7,809 customers who conducted on-site transactions at Suka Salad x Vitus Coffee Sidoarjo across the three-month period of December 2023 through February 2024. A minimum sample of 99 respondents was calculated using the Slovin formula, setting a 10% error tolerance. The study adopted a non-probability, purposive sampling technique. Participant eligibility was contingent upon having completed a direct purchase at the establishment between May and July 2024.

3.3. Types of Data

The study draws on primary and secondary data. Primary data collection involved distributing questionnaires and conducting an interview with the café manager. Secondary data were sourced from existing literature, academic journals, digital content, and the café's official social media channels.

3.4. Variable Definition and Measurement

The independent variables in this study consist of celebrity endorsement (X1) and store atmosphere (X2), while the dependent variable is buying interest (Y). The operational definitions and indicators for each variable are developed based on established theoretical frameworks proposed by Ferdinand (2005). Measurement of all variables is conducted using a five-point Likert scale, ranging from 1 (Strongly Disagree) to 5 (Strongly Agree).

3.5. Data Collection Methods

Data collection was carried out using several methods, including the distribution of questionnaires in both online and printed formats, interviews with the café manager, direct observation at the research location, and documentation obtained from relevant records and archives.

3.6. Data Analysis Methods

The data were analyzed in SPSS through sequential steps. The instrument's validity ($r\text{-count} > r\text{-table}$) and reliability (Cronbach's Alpha > 0.6) were first tested. Next, classical assumptions including normality, heteroscedasticity, and multicollinearity were checked to ensure regression model suitability. Analysis proceeded with multiple linear regression ($Y = a + b_1X_1 + b_2X_2 + e$) to determine variable relationships. The Adjusted R^2 measured the variance in the dependent variable explained by the model. Hypotheses were tested partially via t-tests and simultaneously via an F-test to determine the individual and collective effects of the independent variables on buying interest.

4. RESULTS AND DISCUSSION

4.1. Research Results

4.1.1. Respondent Characteristics

The demographic profile of the respondents is summarized in the table 1 and described below.

Table 1. Respondent Characteristics

No.	Demographic	Category	Frequency	Percentage (%)
1	Gender	Male	39	39%
		Female	60	61%
		Total	99	100%
2	Age	17-21 years	34	34%
		22-26 years	48	48%
		27-31 years	4	4%
		>31 years	13	13%
		Total	99	100%
3	Occupation	Student	42	42%
		Employee	35	35%
		Entrepreneur	11	11%
		Civil Servant	4	4%
		Housewife	3	3%
		Other	4	4%
		Total	99	100%
4	Monthly Income	< Rp 1,000,000	36	36%
		Rp 1-4 million	42	42%
		Rp 4-8 million	14	14%
		> Rp 8 million	7	7%
		Total	99	100%
5	Domicile	Sidoarjo	68	69%
		Surabaya	24	24%
		Mojokerto	2	2%
		Other	5	5%
		Total	99	100%

Source: Primary Data Processed (2024)

The respondent characteristics indicate that the majority of consumers of Suka Salad x Vitus Coffee Sidoarjo are female, accounting for 61% of the total respondents. This finding suggests that female consumers constitute the dominant market segment for the café. In terms of age, most respondents were within the 22–26-year age group (48%), followed by those aged 17–21 years (34%), indicating that the café primarily attracts

young adults. Regarding occupation, students represented the largest proportion of respondents (42%), followed by employees (35%). This distribution aligns with the dominant age group and reflects the café's appeal to young, urban consumers, particularly those engaged in education or early career employment. In terms of monthly income, the largest segment of respondents reported earnings between Rp 1–4 million (42%), while 36% earned less than Rp 1 million per month. This income profile is consistent with the prevalence of students and young employees among the respondents. Based on domicile, the majority of respondents resided in Sidoarjo (69%), which confirms the local orientation of the research. A smaller proportion of respondents came from Surabaya (24%), indicating that the café also attracts consumers from nearby urban areas.

4.1.2. Validity Test

The results of the validity test are summarized in table 2.

Table 2. Validity Test Results

Variable	Item	r-Count	r-Table	Sig. ($\alpha = 0.05$)	Description
Celebrity Endorsement (X1)	X1.1	0.811	0.166	0.000	Valid
	X1.2	0.808	0.166	0.000	Valid
	X1.3	0.782	0.166	0.000	Valid
	X1.4	0.782	0.166	0.000	Valid
	X1.5	0.828	0.166	0.000	Valid
	X1.6	0.760	0.166	0.000	Valid
Store Atmosphere (X2)	X2.1	0.614	0.166	0.000	Valid
	X2.2	0.696	0.166	0.000	Valid
	X2.3	0.646	0.166	0.000	Valid
	X2.4	0.713	0.166	0.000	Valid
	X2.5	0.805	0.166	0.000	Valid
	X2.6	0.806	0.166	0.000	Valid
	X2.7	0.856	0.166	0.000	Valid
	X2.8	0.882	0.166	0.000	Valid
	X2.9	0.832	0.166	0.000	Valid
	X2.10	0.839	0.166	0.000	Valid
	X2.11	0.560	0.166	0.000	Valid
	X2.12	0.835	0.166	0.000	Valid
	X2.13	0.809	0.166	0.000	Valid
	X2.14	0.724	0.166	0.000	Valid
	X2.15	0.733	0.166	0.000	Valid
	X2.16	0.805	0.166	0.000	Valid
Buying Interest (Y)	Y1.1	0.849	0.166	0.000	Valid
	Y1.2	0.736	0.166	0.000	Valid
	Y1.3	0.880	0.166	0.000	Valid
	Y1.4	0.836	0.166	0.000	Valid
	Y1.5	0.795	0.166	0.000	Valid
	Y1.6	0.664	0.166	0.000	Valid
	Y1.7	0.718	0.166	0.000	Valid
	Y1.8	0.686	0.166	0.000	Valid

Source: Primary Data Processed (2024)

The validity test results show that all question items for the variables Celebrity Endorsement (X1), Store Atmosphere (X2), and Buying Interest (Y) have an r-count > r-table (0.166) and a significance value of $0.000 < 0.05$. Therefore, the entire research instrument is declared valid and suitable for use in data collection.

4.1.3. Reliability Test

The results of the reliability test is shown in table 3 below.

Table 3. Reliability Test Result

Variable	Cronbach's Alpha	N of item	Description
Celebrity Endorsement	0.798	6	Reliable
Store Atmosphere	0.768	16	Reliable
Buying Interest	0.783	8	Reliable

Source : Data Processed (2024)

The results of the reliability test can be concluded as follows:

- 1) Celebrity endorsement as a variable (X1) has 6 questions (N of Items) with a Cronbach's Alpha value of 0.798. Therefore, it can be concluded that all question items for the Celebrity endorsement variable are reliable because $0.798 > 0.6$.
- 2) Store atmosphere (X2) has 16 questions (N of Items) with a Cronbach's Alpha value of 0.911. Therefore, it can be concluded that all question items for the Store atmosphere variable are reliable because $0.911 > 0.6$.
- 3) Buying interest as a variable (Y) has 8 questions (N of Items) with a Cronbach's Alpha value of 0.886. Therefore, it can be concluded that all question items for the Buying interest variable are reliable because $0.886 > 0.6$.

4.1.4. Classical Assumption Test

- 1) Normality Test

The result of the normality test can be seen in the following figure 4:

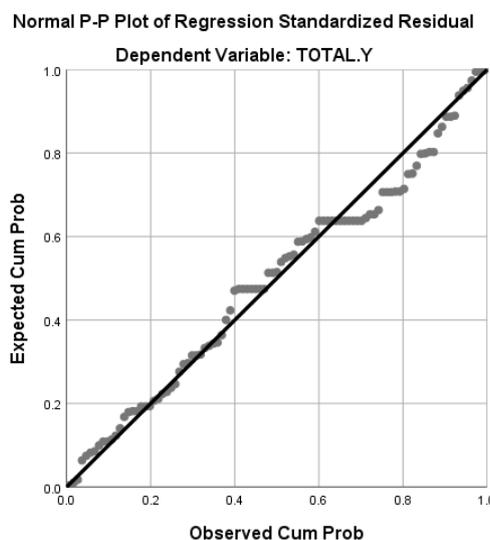


Figure 4. Normality Test Result

Source : Data Processed (2024)

According to the visual data shown, it is evident that the data points are dispersed across the diagonal line and adhere to its path, leading to the inference that the data follows a typical distribution pattern.

2) Heteroscedasticity Test

Result of heteroscedasticity test can be seen in the following picture:

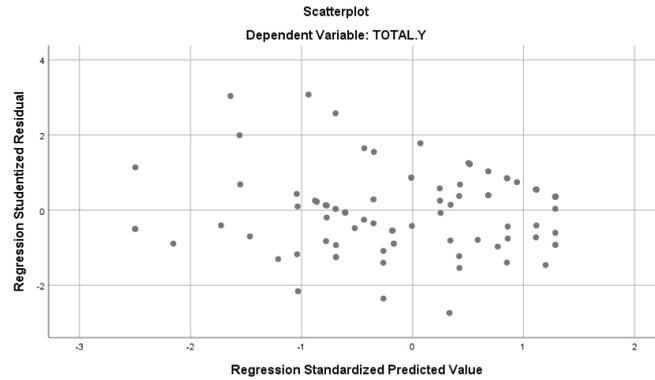


Figure 5. Heteroscedasticity Test Result
Source : Data Processed (2024)

As illustrated in Figure 5, the scatterplot exhibits a random distribution of points both above and below the horizontal line at zero. This pattern confirms that the model does not exhibit symptoms of heteroscedasticity.

3) Multicollinearity Test

The results of multicollinearity test can be seen in table 4.

Table 4. Multicollinearity Test Results

Variable	Collinearity Statistics		Result
	Tolerance	VIF	
Celebrity Endorsement (X1)	0.562	1.779	There is no multicollinearity
Store Atmosphere (X2)	0.562	1.779	There is no multicollinearity

Source: Data Processed (2024)

The diagnostic metrics confirm the model is free from multicollinearity. The calculated tolerance value of 0.562 surpasses the 0.10 threshold, while the corresponding VIF of 1.779 is well below the critical value of 10.00. These findings collectively indicate no substantial multicollinearity among the predictor variables.

4.1.5. Multiple Linear Regression

The following table 5 are the results of calculations on SPSS:

Table 5. Multiple Linear Regression Results

Model	Unstandardized Coefficients		Standardized Coefficient	t	Sig.	Collinearity Statistics	
	B	Std. Error	Beta			Tolerance	VIF
	(Constant)	5.491	2.642				2.078
Celebrity Endorsement	0.308	0.118	0.237	2.615	0.1	0.562	1.776
Store Atmosphere	0.302	0.048	0.569	6.296	0.00	0.562	1.776

Source: Data Processed (2024)

The multicollinearity test results indicate that the tolerance value of 0.889 exceeds the 0.10 threshold, and the Variance Inflation Factor (VIF) of 1.113 is below the 10.00 limit. This analysis confirms the absence of multicollinearity among the independent variables.

From the table above it can be explained as follows:

$$Y = a + b_1X_1 + b_2X_2 + e$$

$$Y = 5.491 + 0.308X_1 + 0.302X_2 + e$$

Description:

Y = Customer Satisfaction Variable

a = Constanta

b1 = Coefficient regression of Service Quality

b2 = Coefficient Regression of price

X1 = Service Quality Variable

X2 = Price Variable

e = error rate

The derived multiple linear regression equation yields a constant (a) of 5.491, representing the baseline predicted level of Buying Interest when both predictors equal zero. The positive regression coefficients confirm that both independent variables exert a positive influence. Specifically, the coefficient for Celebrity Endorsement (b1 = 0.065) indicates that a one-unit increase in this variable is associated with a 0.065-unit increase in Buying Interest, assuming Store Atmosphere remains constant. The coefficient for Store Atmosphere (b2 = 0.302) shows that for every one-unit increase in Store Atmosphere, Buying Interest increases by 0.302 units, holding Celebrity Endorsement constant. In summary, both Celebrity Endorsement and Store Atmosphere have a positive relationship with Buying Interest, meaning that improvements in either variable are associated with increased consumer purchasing interest.

4.1.6. Determinant Anaysis (Coefficient of Determination)

Table 6 the result from testing correlation and determination coefficients.

Table 6. Coefficient of Determination Results

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	0.747	0.558	0.549	3.17

Source: Data Processed (2024)

As presented in Table 6, the correlation coefficient (R) of 0.747 indicates a strong positive relationship between the independent and dependent variables. Furthermore, the Adjusted R² value of 0.549 demonstrates that the combined variables of celebrity endorsement and store atmosphere explain 54.9% of the variance in buying interest. Consequently, the remaining 45.1% of the variance is attributed to factors not examined in this model.

4.1.7. Hypothesis Test

1) T Test

Table 7. t Test Results

Model	Unstandardized Coefficients		Standardized Coefficient	t	Sig.	Collinearity Statistics	
	B	Std. Error	Beta			Tolerance	VIF
(Constant)	5.491	2.642		2.078	0.4		
Celebrity Endorsement	0.308	0.118	0.237	2.615	0.1	0.562	1.776
Store Atmosphere	0.302	0.048	0.569	6.296	0.00	0.562	1.776

Source: Data Processed (2024)

Based on the table 7 of t-test results above, the partial hypothesis of the variables X1 and X2 is as follows:

H1: Statistical results confirm a significant positive partial relationship between Celebrity Endorsement (X1) and Buying Interest (Y). The t-value of 2.615 surpasses the critical value of 1.984, and the associated probability value of 0.010 is less than the alpha level of 0.05. This leads to the rejection of the null hypothesis (H0) and acceptance of the alternative hypothesis (H1), substantiating that celebrity endorsement positively affects buying interest at Suka Salad x Vitus Coffee Sidoarjo.

H2: Statistical evaluation supports a significant positive partial relationship between Store Atmosphere (X2) and Buying Interest (Y). The obtained t-value of 6.296 is significantly greater than the critical value of 1.984,

with an accompanying p-value of 0.000, which is below the alpha level of 0.05. This leads to the rejection of H_0 and acceptance of H_2 , establishing store atmosphere as a positive and significant influencer of customer buying interest at the specified establishment.

2) F Test

Table 8. F Test Results

F count	F table	Sig.	Significance Level	Result
60.71	3.091191	0.000	0.05	Significant Influence

Source: Data Processed (2024)

Based on the table 8 of F test results above, it can be seen that:

H3: Simultaneous testing via the F-test reveals a statistically significant joint effect of Celebrity Endorsement (X_1) and Store Atmosphere (X_2) on Buying Interest (Y). The calculated F-value of 60.71 is substantially greater than the critical value of 3.09, with an associated probability of 0.000. This result leads to the rejection of H_0 and the acceptance of H_a , establishing that both independent variables together positively influence the dependent variable.

4.2. Discussions

4.2.1. The Influence of Celebrity Endorsement on Buying Decision

Hypothesis 1 (H_1) is supported, confirming that celebrity endorsement has a positive partial influence on buying interest. An improvement in celebrity endorsement strategies correlates with a rise in buying interest for the café. Statistical significance is established by a t-statistic of 2.615, which is greater than the t-critical value of 1.985. The results of this research are relevant to previous research conducted by Nurhayati & R.A Nurlinda (2022) whose analysis results say that the celebrity endorser variable partially has a positive effect on buying interest on Tokopedia. This can be proven by the highest mean in this variable, which is 4.25 on the rational indicator. Consumers feel that the endorser chosen by Suka Salad x Vitus Coffee Sidoarjo has high popularity so that the advertising video displayed can be conveyed well to consumers. Apart from that, the factor where the endorser has expertise in the relevant field makes them trust the opinion given by the endorser so that consumers have buying interest in Suka Salad x Vitus Coffee Sidoarjo. This is supported by the endorser's appearance and the endorser's delivery which is attractive and enjoyable so that consumers are attracted and interested in making direct purchases at the Suka Salad x Vitus Coffee Sidoarjo outlet. All these considerations make consumers feel interested and want to make purchases at Suka Salad x Vitus Coffee Sidoarjo. Therefore, celebrity endorsement which is influenced by these factors partially has a positive effect on consumer buying interest in making direct purchases at Suka Salad x Vitus Coffee Sidoarjo.

4.2.2. The Influence of Store Atmosphere on Buying Decision

Testing of the second hypothesis (H_2) confirms that store atmosphere exerts a positive partial influence on buying interest. A more favorable store atmosphere is directly associated with higher levels of buying interest for the café. This effect is statistically significant, evidenced by a t-count of 6.296 against a t-table value of 1.985. The results of this research are relevant to previous research conducted by Rayuwati et al. (2022) where the results of the analysis say that the store atmosphere variable partially has a positive effect on buying interest at Toor Coffee. This can be proven by the highest mean in this variable, which is 4.51 on the rational indicator. Consumers feel that the store atmosphere built by Suka Salad x Vitus Coffee Sidoarjo, starting from the exterior, interior, layout to displays, is very attractive to consumers. Whether it is, the design of the outside of the outlet, such as a clean environment to a comfortable entrance, a spacious parking area, is carefully considered by Suka Salad x Vitus Coffee Sidoarjo to make consumers comfortable while in the Suka Salad x Vitus Coffee Sidoarjo environment. Suka Salad x Vitus Coffee Sidoarjo also builds a good atmosphere in the shop by choosing themes and interiors on each floor, arranging proper lighting, arranging the bar layout so as not to disturb customer activities, and facilities such as comfortable bathrooms and prayer rooms to attract consumers to have interested in making a purchase at Suka Salad x Vitus Coffee Sidoarjo. This is proven by the large number of consumers who agree that Suka Salad x Vitus Coffee Sidoarjo has a good store atmosphere so that consumers' buying interest increases due to the comfortable feeling of the store atmosphere built by Suka Salad x Vitus Coffee Sidoarjo. Therefore, the store atmosphere which is influenced by these factors

partially has a positive effect on consumer buying interest in making direct purchases at Suka Salad x Vitus Coffee Sidoarjo.

4.2.3. The Influence of Celebrity Endorsement and Store Atmosphere on Buying Decision

The results of the H3 test show that there is an influence between celebrity endorsement and store atmosphere on purchasing decisions for Suka Salad x Vitus Coffee. This is proven by the value of the celebrity endorsement variable (X1) and store atmosphere (X2) simultaneously has the value f count $60.71 > f$ table 3.091191259 . The results of this research provide empirical support for previous studies. They validate the conclusions of Maurencia et al. (2021) regarding the positive partial influence of celebrity endorsement, as well as those of Rayuwati et al. (2022) concerning the positive partial influence of store atmosphere. Progressing from these individual findings, this study reveals that the simultaneous influence of both variables is a significant driver of in-person consumer patronage at the Suka Salad x Vitus Coffee outlet. Endorsements made by endorsers who have relevant experience and unique delivery make consumers believe in the opinions that the endorser provides. On the other hand, a good store atmosphere can be influenced by factors such as attractive exterior and interior design, a layout that makes consumers comfortable, and the choice of interior point of interest displays. In this way, consumers will be motivated by feelings of interest and curiosity so that they have an interest in continuing the purchasing process. When celebrity endorsement and store atmosphere are combined, these two variables create a greater power of influence than if these variables stand alone. This combination strengthens buying interest because consumers not only have trust but are also motivated by strong reasons to immediately make purchases at Suka Salad x Vitus Coffee Sidoarjo.

5. CONCLUSIONS

Based on the findings, this study validates key marketing theories by confirming that celebrity endorsement (leveraging visibility, credibility, and attractiveness) and store atmosphere (through exterior, interior, layout, and display) significantly influence buying interest. This supports the idea that a strategic combination of external promotion and sensory environment enhances marketing effectiveness. Practically, celebrity endorsement and store atmosphere together explain 54.9% of buying interest, indicating their substantial role. To strengthen impact, the café should maintain collaborations with credible endorsers and enhance brand logo visibility. To improve consumer preference over competitors, developing a stronger unique value proposition is advised.

This research has several limitations, including a demographic focus on basic consumer traits, the examination of only two independent variables, and data collection limited to May–July 2024. These factors confine the scope of the findings. The results show that celebrity endorsement partially influences buying interest by 26.15%, while store atmosphere has a stronger partial effect of 62.94%. Together, both variables explain 54.9% of buying interest, highlighting their combined importance in driving consumer purchase decisions. Suggestions for Suka Salad x Vitus Coffee Sidoarjo include optimizing celebrity endorsement to raise awareness, consistently maintaining store cleanliness and atmosphere, and balancing both strategies to strengthen buying interest and grow the customer base. Future studies should consider additional variables, use advanced analytical methods, and explore different business contexts to further understand consumer buying behavior.

6. REFERENCES

- Ajiwibawani, M. P., & Edwar, M. (2015). Pengaruh Faktor Internal dan Eksternal Gaya Hidup Terhadap Keputusan Pembelian (Studi Pada Konsumen D'Godia Coffee Pazkul Sidoarjo). *Jurnal Pendidikan Tata Niaga (JPTN)*, 3(2), 1–10.
- Apriliya, N., & Ernawati, S. (2023). Pengaruh Kualitas Produk Dan Endorsment Terhadap Minat Beli Di Aroha Kopi. *Jurnal Cahaya Mandalika ISSN 2721-4796 (Online)*, 3(2), 86–97.
- Baker, J., Parasuraman, A., Grewal, D., & Voss, G. B. (2002). The Influence of Multiple Store Environment Cues on Perceived Merchandise Value and Patronage Intentions. *Journal of Marketing*, 66(2), 120–141. <https://doi.org/10.1509/jmkg.66.2.120.18470>

- Dinggon, M. R., Lumanauw, B., & Trang, I. (2015). Pengaruh bauran pemasaran, celebrity endorsment dan gaya hidup terhadap keputusan pembelian smartphone samsung galaxy pada mahasiswa Feb Unsrat Manado. *Jurnal EMBA: Jurnal Riset Ekonomi, Manajemen, Bisnis Dan Akuntansi*, 3(3), 1266–1395.
- Ferdinand, A. (2005). *Structural equation modeling dalam penelitian manajemen : aplikasi model-model rumit dalam penelitian untuk Tesis Magister & Disertasi Doktor*. BP Undip.
- Khotimah, K., & Febriansyah, F. (2018). Pengaruh kemudahan penggunaan, kepercayaan konsumen dan kreativitas iklan terhadap minat beli konsumen online-shop. *Jurnal Manajemen Strategi Dan Aplikasi Bisnis*, 1(1), 19–26. <https://doi.org/10.36407/jmsab.v1i1.16>
- Kotler, P., & Armstrong, G. (2018). *Principles of Marketing Global Edition* (17th ed.). Pearson Education.
- Kotler, P., & Keller, K. L. (2009). *Marketing Management*. Pearson Prentice Hall.
- Lestari, S. (2022). Digital Marketing Strategy For Msmes In The Vuca Era (Volatility, Uncertainty, Complexity, and Ambiguity): (Case Study of Snacks MSMEs “The Kriuk”). *Journal of Humanities, Social Sciences and Business (JHSSB)*, 2(1), 47–53. <https://doi.org/10.55047/jhssb.v2i1.370>
- Maurencia, E., Hery Winoto Tj, & Soegeng Wahyoedi. (2021). The Influence of Celebrity Endorsement, Product Quality and Price on Purchase Interest of Kanzler Single Sausage Products. *SIASAT*, 6(1), 59–72. <https://doi.org/10.33258/siasat.v6i1.90>
- Mubarok, D. A. A. (2016). Pengaruh Celebrity Endorsement terhadap Minat Beli Konsumen. *Jurnal Indonesia Membangun*, 15(3), 1–16.
- Nurhayati, L., & R.A Nurlinda. (2022). Pengaruh Celebrity Endorser dan Customer Online Review pada Minat Beli Melalui Customer Trust di Tokopedia. *Jurnal Multidisiplin Madani*, 2(10), 3697–3705. <https://doi.org/10.55927/mudima.v2i10.1507>
- Rayuwati, R., Yustisar, M., Gemasih, H., & Eliyin, E. (2022). The Influence of Price, Store Atmosphere and Food Product Quality on Buying Interest at Tootor Coffee Takengon. *International Journal of Science, Technology & Management*, 3(4), 1129–1143. <https://doi.org/10.46729/ijstm.v3i4.580>
- Riskiyah, N., Kunaifi, A., Matnin, M., & Asyari, Q. (2020). Store Atmosphere dalam Meningkatkan Keputusan Pembelian pada Restoran Kapal Jodoh Batu Marmar Pamekasan. *Al Iqtishod: Jurnal Pemikiran Dan Penelitian Ekonomi Islam*, 8(2), 54–62. <https://doi.org/10.37812/aliqtishod.v8i2.158>
- Sugiarto, B. U. (2014). Analisa pengaruh produk, kualitas pelayanan, harga, dan store atmosphere terhadap minat beli di dream of khayangan art resto surabaya. *Jurnal Strategi Pemasaran*, 2(1), 1–14.
- Suwarno, B. (2020). An empirical examination of price discount, bonus pack, and instore display on consumers’ purchase intention. *International Journal of Science and Business*, 4(2), 303–314. <https://doi.org/10.5281/zenodo.3661184>
- Wiyata, M. T., Wijaya, Z. R., & Somantri, B. (2025). Analisa Product Innovation dan Store Atmosphere terhadap Purchase Intention UMKM Kuliner Kota Sukabumi. *Transekonomika: Akuntansi, Bisnis Dan Keuangan*, 5(2), 660–671. <https://doi.org/10.55047/transekonomika.v5i2.896>