

EXAMINING THE INFLUENCE OF STORE LAYOUT ON CUSTOMER DECISIONS IN THE CAFÉ INDUSTRY

Eisya Sabilatul Fitroh^{1*}, Zahra Allya Dika², Alya Fitria Sari³, Ela Nurlaela⁴

^{1,2,3,4}Universitas Yatsi Madani, Indonesia

Corresponding Author:

esabilatul@gmail.com

Abstract

This study analyzes the influence of business space layout on customer decisions at Café Kosan Mantan, Tangerang City, which is one of the popular hangout destinations in the urban area. Using an explanatory survey quantitative approach, primary data was collected from customer respondents through a Likert scale-based questionnaire that had undergone validity and reliability tests, then analyzed by multiple linear regression using SPSS software. The results of the analysis show that there is a significant influence of the ergonomic arrangement of the space such as ease of access, movement paths, arrangement of furniture, and the interaction of physical elements on the decision of customers to visit, buy again, and give recommendations to others. The characteristics of respondents were dominated by young students with the frequency of regular visits for hangout, relaxation, or study activities, which further emphasized the crucial role of spatial layout in shaping urban consumer behavior and loyalty amid fierce competition in the café industry. This study recommends the optimization of business space design in a sustainable manner to strengthen customer retention, accompanied by follow-up study suggestions that integrate supporting variables such as digital factors and additional services cape.

Keywords: Layout, Business Space, Customer Decision

1. Introduction

The café industry in Indonesia has experienced significant growth in recent years, driven by the changing lifestyles of urban people who are increasingly integrating hanging out activities as part of their daily routines. Cafes have also been considered by the community as the main center for social interaction, where visitors can gather or hang out, write or simply read, as well as fill their free time (Sukarno et al., 2024). In various major cities in Indonesia, including Tangerang City, consumers no longer solely choose locations based on price aspects or menu variations, but also consider the spatial experience offered, ranging from interior comfort, space configuration, to customer movement patterns. Conceptually, the layout of the business space includes facility arrangements, accessibility of customer movement routes, position of service areas, and interaction between physical elements in the business. Optimally designed layouts not only improve the comfort and efficiency of the customer's movement, but also shape a perception of value and a positive experience, which in turn influences the decision of visits, repeat purchases, as well as recommendations to others. The physical environment of the business or services cape is one of the aspects that plays an important role in shaping consumer perception of coffee shops (Syaifulloh & Sari., 2025). According to (Octavini, Nurhasanah, and Syafei., 2022), effective layout has an effect on consumer purchasing decisions, although in their study it needs to be analyzed along with other variables such as location and product completeness, so as to provide empirical evidence that the spatial dimension of the business plays an important role in consumer behavior.

Today, cafes are often associated with a pleasant and warm atmosphere, equipped with pampering facilities such as Wi-Fi, television, fans, air conditioning, and others (Rizqiawan et al., 2024). In fact, many cafes now feature unique interior designs with unusual combinations of functions, such as a dedicated library area or reading room. Finally, this makes people feel at home and happy to spend time at the café (Surdarto et al., 2017). Other findings also explain that the influence of grid line layout in retail on customer satisfaction through space efficiency and shopping convenience, can influence repeat visit decisions (Supariyani et al., 2022).

In this contest, the design of the café space plays a vital role in building comfort and attractiveness for consumers. An effective layout can lead to a positive experience, which in turn influences customer preferences and decisions. To maintain loyalty, café owners must continue to provide products and services that meet customer expectations, including a focus on space design. In addition, the availability of adequate facilities and equipment also supports the attractiveness for consumers and comfort for staff. According to (Clarissa et al., 2025) in his research it is explained that the simultaneous effects of layout and interior design on customer satisfaction of artistic thematic cafes can influence customer decisions through emotional experiences.

A study by (Sari and Wulandari., 2023) in the Abstract Journal highlights the role of spatial layout in the café industry, where functional and aesthetic design contributes to competitive differentiation. This research is supported by an analysis (Widodo et al., 2023) in the Retail Journal, which found that the configuration of the business space influences customer movement patterns and satisfaction, which ultimately impacts loyalty. Meanwhile, a study by (Putra et al., 2023) in the EBISMEN Journal shows that in the context of small businesses such as cafes, optimal layouts can improve movement efficiency and sensory experience, thus facilitating revisit decisions. Research by (Maheswara and Sari., 2023) in the Maeswara Journal adds a conceptual dimension by explaining that spatial layout includes facility arrangements, accessibility, and interaction of physical elements, which are empirically proven to influence consumer behavior in retail environments. Finally, a study by Rahman and Suryadi (2023) in the Wawasan Journal confirms that in café competition in big cities such as Tangerang, a comfortable and functional spatial experience is a key factor in differentiation, which has a direct effect on customer decisions. Meanwhile, if the spatial layout is not appropriate, it can reduce comfort and limit visitor activities, thus potentially reducing the level of satisfaction (Safitri & Suhardi., 2020).

This study takes the case of Café Kosan Mantan a café that has become one of the popular hangout spots in Tangerang to empirically analyze the extent to which the layout of the business space contributes to customers' decisions in choosing, revisiting, and recommending the café to others.

2. Theoretical Background

2.1 Servicescape Theory

Servicescape theory, introduced by Bitner (1992), explains that the physical environment in which services are delivered significantly influences customer behavior and perceptions. The servicescape encompasses three main dimensions: ambient conditions (temperature, lighting, music, scent), spatial layout and functionality (arrangement of furniture, equipment, and ease of movement), and signs, symbols, and artifacts (decorations, signage, and aesthetic elements). In the café industry, spatial layout plays a critical role in shaping customer experiences, as visitors not only consume

products but also engage with the physical environment during their stay. According to Bitner (1992), the physical environment affects both cognitive responses (beliefs about the service quality), emotional responses (feelings of pleasure and arousal), and physiological responses (physical comfort), which collectively influence approach-avoidance behaviors such as visiting, staying, and recommending the establishment. Cafés that successfully design their spatial layout to create positive emotional and cognitive responses are more likely to attract repeat customers and generate favorable word-of-mouth recommendations. This theory provides the foundation for understanding how spatial arrangement in cafés influences customer decisions through experiential and perceptual mechanisms.

2.2 Store Atmosphere and Spatial Layout Theory

Store atmosphere theory, developed by Kotler (1973), emphasizes that the physical environment serves as a strategic tool for differentiation and consumer attraction in competitive retail and service industries. The atmosphere is created through a combination of visual elements (colors, lighting, space configuration), auditory elements (music, ambient sounds), olfactory elements (scents), and tactile elements (textures, material quality). In the context of cafés, spatial layout represents a crucial component of the overall store atmosphere, as it determines how customers navigate the space, interact with various service areas, and experience comfort during their visit. Turley and Milliman (2000) expanded this concept by identifying five atmospheric dimensions: external variables (storefront, signage), general interior variables (flooring, lighting, color), layout and design variables (space allocation, furniture arrangement), point-of-purchase variables (menu displays, promotional materials), and human variables (staff presence, customer density). The spatial layout dimension directly affects customer movement patterns, perceived crowding, and the ability to find seating, which in turn influences satisfaction and revisit intentions. Cafés with well-designed spatial layouts can reduce customer confusion, enhance the perception of service quality, and create a pleasant atmosphere that encourages longer stays and higher spending (Wakefield & Blodgett, 1996).

2.3 Consumer Decision-Making Theory

Consumer decision-making theory explains the process through which individuals evaluate, select, and purchase products or services based on various internal and external factors. The Engel-Kollat-Blackwell (EKB) model, developed by Engel, Kollat, and Blackwell (1968), describes a five-stage decision-making process: problem recognition, information search, alternative evaluation, purchase decision, and post-purchase behavior. In the café context, spatial layout influences decision-making at multiple stages, particularly during information search (when customers seek cues about the café's quality and atmosphere through visual inspection), alternative evaluation (when spatial comfort and functionality become comparison criteria among competing cafés), and purchase decision (when positive spatial experiences increase the likelihood of choosing a particular café). The physical environment serves as a heuristic cue that simplifies decision-making by signaling service quality, value proposition, and overall brand positioning. Furthermore, post-purchase behavior, including satisfaction, loyalty, and recommendation intentions, is strongly influenced by the experiential quality derived from spatial layout (Baker et al., 2002). When customers perceive the spatial layout as comfortable, functional, and aesthetically pleasing, they are more likely to develop

positive attitudes toward the café and engage in repeat visits and positive word-of-mouth communication. This theory explains the cognitive and behavioral mechanisms through which spatial layout translates into customer decisions.

2.4 Spatial Configuration and Customer Movement

Spatial configuration theory examines how physical space arrangement influences human behavior and movement patterns within built environments. According to space syntax theory (Hillier & Hanson, 1984), the configuration of space affects how people perceive, navigate, and utilize the environment through visual accessibility and movement flow. In café settings, spatial configuration encompasses seating arrangement patterns (individual tables, communal tables, lounge seating, bar counters), circulation paths (main aisles, secondary corridors, emergency exits), and functional zoning (ordering counters, food preparation areas, service stations, washrooms). Effective spatial configuration facilitates smooth customer flow, minimizes congestion points, and ensures that all areas of the café are accessible and visible to customers (Zimring & Reizenstein, 1980). Poor spatial configuration, conversely, creates bottlenecks, increases perceived crowding, and reduces customer comfort, potentially leading to avoidance behavior and negative evaluations. Research in retail environments demonstrates that spatial configuration significantly affects customer decision-making by influencing search efficiency, product exposure, and overall shopping experience (Vrechopoulos et al., 2004). In cafés, spatial configuration determines whether customers can easily find seating, access amenities, and experience a sense of privacy and comfort, all of which contribute to the decision to visit, stay, and return. This theoretical perspective underscores the importance of intentional spatial planning in optimizing customer experience and behavioral outcomes.

2.5 Previous Research on Spatial Layout and Customer Decisions

Previous studies on the influence of spatial layout on customer decisions in the café and retail industry have produced consistent findings that support the theoretical framework of this study. Sukarno et al. (2024) found that spatial layout significantly affects customer satisfaction and revisit intentions in cafés, with comfort and accessibility emerging as key determinants. Syaifulloh and Sari (2025) demonstrated that the physical environment, including spatial layout, plays a crucial role in shaping consumer perception of coffee shops, influencing both initial attraction and long-term loyalty. Octavini, Nurhasanah, and Syafei (2022) provided empirical evidence that effective layout affects consumer purchasing decisions, although it requires analysis alongside other variables such as location and product completeness to fully explain consumer behavior. Rizqiawan et al. (2024) found that comfort-enhancing facilities, including spatial features such as Wi-Fi areas, varied seating options, and climate control, contribute significantly to the sense of "being at home" and willingness to spend extended time at cafés. Supariyani et al. (2022) highlighted the influence of grid line layout on customer satisfaction through space efficiency and shopping convenience, which in turn affects repeat visit decisions. Clarissa et al. (2025) explained that the simultaneous effects of layout and interior design on customer satisfaction of artistic thematic cafés can influence customer decisions through emotional experiences. Sari and Wulandari (2023) emphasized the role of spatial layout in café differentiation, where functional and aesthetic design contributes to competitive advantage. Widodo et al. (2023) found that the configuration of business space influences customer movement patterns and satisfaction, ultimately impacting

loyalty. Putra et al. (2023) demonstrated that in small business contexts such as cafés, optimal layouts improve movement efficiency and sensory experience, facilitating revisit decisions. Rahman and Suryadi (2023) confirmed that in café competition in big cities, a comfortable and functional spatial experience is a key factor in differentiation with direct effects on customer decisions. Safitri and Suhardi (2020) noted that inappropriate spatial layout can reduce comfort and limit visitor activities, potentially reducing satisfaction levels. These studies collectively demonstrate that spatial layout serves as a critical determinant of customer decisions across various service contexts, providing empirical support for the hypothesized relationship examined in this study.

2.6 Hypothesis Development

Store layout, encompassing the arrangement of physical space, furniture, accessibility, movement paths, and interaction of physical elements, is hypothesized to influence customer decisions regarding visiting, revisiting, and recommending the café. Grounded in servicescape theory (Bitner, 1992), store atmosphere theory (Kotler, 1973), and consumer decision-making theory (Engel et al., 1968), the hypothesis posits that well-designed spatial layouts create positive cognitive, emotional, and physiological responses that lead to approach behaviors, including purchase decisions, repeat visits, and positive word-of-mouth recommendations. Consistent with empirical findings from previous studies (Sukarno et al., 2024; Octavini et al., 2022; Sari & Wulandari, 2023; Widodo et al., 2023; Putra et al., 2023; Rahman & Suryadi, 2023), this study expects to find a significant positive influence of store layout on customer decisions at Café Kosan Mantan in Tangerang City.

H1: Store layout influences customer decisions in the café industry.

3. Methods

3.1 Research Design

This study employs a quantitative approach using descriptive and verificative methods to examine the effect of store layout on customer decisions in the café industry. The verificative method is used to analyze the causal relationship between spatial layout and customer behavioral outcomes through multiple linear regression analysis. The quantitative approach is considered appropriate because the study aims to empirically test the proposed hypothesis using statistical analysis of numerical data derived from questionnaire responses. The explanatory research design enables the examination of causal relationships between the independent variable (Store Layout) and the dependent variable (Customer Decisions).

3.2 Population And Sample

The population of this study consists of customers who have visited Café Kosan Mantan in Tangerang City. The total population is estimated at 300 customers based on the café's visitor records and operational data. Using the Slovin formula with a margin of error of 10% ($e = 0.1$), the sample size was calculated as follows:

$$n = N / (1 + N \times e^2)$$

$$n = 300 / (1 + 300 \times 0.1^2)$$

$$n = 300 / (1 + 300 \times 0.01)$$

$$n = 300 / (1 + 3)$$

$$n = 300 / 4$$

$$n = 75 \text{ respondents}$$

The sampling technique employed in this study is non-probability sampling with purposive criteria. Respondents were selected based on specific characteristics relevant to the research objectives, including: (1) customers who have visited Café Kosan Mantan at least once; (2) customers aged 17 years and above; (3) customers with varying visit frequencies and purposes (hangout, study, relaxation, work); and (4) customers willing to participate in the survey. The selection of 75 respondents is considered sufficient to represent the café customer population and enable statistical analysis.

3.3 Data Collection Techniques

Primary data were collected through questionnaire distribution to customers of Café Kosan Mantan in Tangerang City. The questionnaire was designed based on the operational definitions of the research variables and employed a Likert scale ranging from 1 to 5, where 1 indicated "strongly disagree" and 5 indicated "strongly agree." The data collection procedure involved several sequential steps: (1) identification of potential respondents meeting the predetermined purposive sampling criteria; (2) distribution of questionnaires to respondents either directly at the café location or through online platforms; (3) collection and validation of respondent responses; and (4) documentation of all collected data systematically organized for statistical analysis. According to Larasati et al. (2024), online surveys are implemented to facilitate access to respondents. In addition, the researchers combined questionnaire distribution with direct observation at the café premises, as well as informal interviews with several selected respondents to strengthen the validity of the information in the field. Using this approach can help transform individual qualitative perceptions into quantitative data that can be tested for validity and reliability before further analysis. The primary data sources employed in this research are considered reliable as they represent direct responses from actual customers with real experience visiting the café.

3.4 Operational Definition Of Variables

The operational definitions of the variables examined in this study are presented in Table 1.

Table 1. Operational Definition and Measurement of Variables

Variable	Definition	Measurement	Scale	References
Store Layout (X)	The arrangement and configuration of physical space, furniture, facilities, and movement paths within the café business premises	Indicators: ease of access, movement paths, furniture arrangement, seating comfort, spatial interaction, and overall spatial functionality	Likert (1–5)	Bitner (1992); Turley & Milliman (2000); Kotler (1973)
Customer Decision (Y)	Customer behavioral outcomes including decisions to visit, repurchase, and recommend the café to others	Indicators: visit intention, repeat purchase intention, recommendation intention, and overall preference	Likert (1–5)	Engel et al. (1968); Baker et al. (2002); Wakefield & Blodgett (1996)

Source: Developed for this research (2026)

Store Layout is defined as the arrangement and configuration of physical space, furniture, facilities, and movement paths within the café business premises. This variable encompasses the overall spatial organization that determines how customers navigate, interact with, and experience the physical environment of the café. Indicators of store layout include ease of access (how easily customers can enter and move within the space), movement paths (the clarity and efficiency of customer circulation routes), furniture arrangement (the placement and configuration of tables, chairs, and other seating options), seating comfort (the ergonomic and aesthetic quality of seating), spatial interaction (the relationship between different functional areas such as ordering counters, seating zones, and service areas), and overall spatial functionality (the extent to which the space supports customer activities and needs). Each indicator was measured using a five-point Likert scale, where higher scores indicate more positive perceptions of the store layout.

Customer Decision is defined as customer behavioral outcomes including decisions to visit, repurchase, and recommend the café to others. This variable reflects the behavioral consequences of the customer's evaluation of the café's spatial environment and overall experience. Indicators of customer decisions include visit intention (the likelihood of choosing the café for future visits), repeat purchase intention (the likelihood of returning for subsequent visits), recommendation intention (the likelihood of recommending the café to friends, family, or acquaintances), and overall preference (the general positive orientation toward the café). Each indicator was measured using a five-point Likert scale, where higher scores indicate stronger customer decisions in favor of the café.

3.5 Data Analysis Techniques

Data analysis in this study is conducted using multiple linear regression with the assistance of SPSS software. The analysis stages include:

- 1) **Descriptive Statistics:** Descriptive statistics are employed to describe the characteristics of the research data, including the frequency distribution of respondent demographics, as well as the mean, standard deviation, minimum, and maximum values for all variables examined in the study. This analysis provides an overview of respondent profiles and general patterns in customer perceptions of the café's spatial layout and their subsequent decisions.
- 2) **Validity and Reliability Testing:** Prior to hypothesis testing, validity and reliability tests are conducted to ensure that the questionnaire instrument measures what it is intended to measure and produces consistent results. Validity testing uses the Pearson correlation coefficient to assess the correlation between each item and the total score, where an item is considered valid if the correlation coefficient exceeds the critical value at a significance level of 5% ($r > r\text{-table}$). Reliability testing uses Cronbach's Alpha coefficient to assess internal consistency, where a coefficient greater than 0.70 indicates acceptable reliability.
- 3) **Classical Assumption Tests:** Prior to hypothesis testing, classical assumption tests are conducted to ensure that the regression model satisfies the required assumptions. The tests include:
 - a. **Normality Test:** Used to determine whether the residual data are normally distributed, assessed through the Kolmogorov-Smirnov test with a significance level of 5% ($p > 0.05$ indicates normal distribution).
 - b. **Multicollinearity Test:** Used to detect whether there is high correlation among independent variables, assessed through Tolerance and Variance Inflation Factor (VIF), where Tolerance > 0.10 and VIF < 10 indicate no multicollinearity.

- c. Heteroscedasticity Test: Used to determine whether the variance of residuals is constant across observations, assessed through the Glejser test or scatterplot analysis, where $p > 0.05$ indicates no heteroscedasticity.
- 4) Multiple Linear Regression Analysis: The regression model used in this study is formulated as follows:

$$Y = \alpha + \beta X + \varepsilon$$

Where:

Y = Customer Decision

X = Store Layout

α = Constant

β = Regression coefficient

ε = Error term

This model is used to analyze the influence of the independent variable (Store Layout) on the dependent variable (Customer Decision) at Café Kosan Mantan.

- 5) Hypothesis Testing: Hypothesis testing is conducted using:
 - a. t-test: Used to determine the partial effect of the independent variable on the dependent variable. The t-test examines whether the regression coefficient of Store Layout is significantly different from zero. The hypothesis is accepted if the probability value (p-value) is less than the significance level of 5% ($p < 0.05$).
 - b. F-test: Used to examine the overall model significance, assessing whether the regression model is appropriate for explaining the relationship between variables. The model is considered significant if the probability value (p-value) is less than 0.05.
 - c. Coefficient of Determination (R^2): Used to measure the extent to which the independent variable explains variations in the dependent variable. The R^2 value ranges from 0 to 1, where higher values indicate greater explanatory power of the model.

The analysis results are then interpreted to answer the research questions and provide strategic advice on how café owners can make effective use of layout and business space design to enhance customer decisions, loyalty, and competitive positioning in the café industry. All hypothesis tests are conducted at a significance level of 5% ($p < 0.05$).

4. Results and Discussion

4.1 Results

4.1.1 Respondent Characteristics Analysis

The analysis of respondent characteristics provides an overview of the demographic profile of Café Kosan Mantan customers, including gender, age, occupation, visit frequency, purpose of visit, duration of stay, monthly income, spending per visit, and visit history.

Table 2. Results of Respondent Gender Analysis

Gender	Frequency	Percentage
Male	34	45.3%
Female	41	54.7%
Total	75	100%

Source: Results processed in IBM SPSS Statistics 27 (2026)

From the results of the gender analysis, the distribution of respondents by gender is quite even, with slightly more women. The number of female respondents was 41 people

(54.7%), while men were 34 people (45.3%), which shows that the demographic group of this study is mostly made up of women.

Table 3. Results of Respondent Age Analysis

Age (Years)	Frequency	Percentage
20	15	20.4%
21	22	29.6%
22	21	27.8%
Others	17	22.2%
Total	75	100%

Source: Results processed in IBM SPSS Statistics 27 (2026)

Based on frequency data, most of the respondents were in the early adulthood category. The most common age group was 21 years old (29.6%), followed by 22 years old (27.8%) and 20 years old (20.4%). Overall, more than 75% of respondents were between the ages of 20 and 22, which suggests that the study's demographic group is predominantly made up of productive individuals such as college students.

Table 4. Results of Respondents' Work Analysis

Occupation	Frequency	Percentage
Student	51	68.0%
Employee	11	14.7%
Entrepreneur	10	13.3%
Student (School)	2	2.7%
Housewife	1	1.3%
Total	75	100%

Source: Results processed in IBM SPSS Statistics 27 (2026)

The respondents' work was dominated by the student group, which was 51 people (68%). Other occupations include Employees (14.7%), Entrepreneurs (13.3%), Students (2.7%), and Housewives (1.3%). The dominance of these students is in accordance with the age distribution of respondents, most of whom are in their early 20s.

Table 5. Results of Respondent Frequency Analysis

Visit Frequency	Frequency	Percentage
1 time	13	17.3%
2-4 times	41	54.7%
5-6 times	13	17.3%
Frequent (>6 times)	8	10.7%
Total	75	100%

Source: Results processed in IBM SPSS Statistics 27 (2026)

Regarding the pattern of visits, the majority of respondents showed a fairly frequent frequency. Most of them visited Café Kosan Mantan 2-4 times (54.7%). As many as 17.3% visited once, 17.3% visited 5-6 times, and 10.7% were in the "Frequent" category. This signifies that the café has good customer retention, with more than 80% of respondents having come more than once.

Table 6. Results of Analysis of the Purpose of the Respondent's Visit

Purpose of Visit	Frequency	Percentage
Hangout	35	46.7%
Study/Assignments	23	30.7%
Meet Friends	11	14.7%
Work/Freelance	6	8.0%
Total	75	100%

Source: Results processed in IBM SPSS Statistics 27 (2026)

Based on the data on the reason for visit, most of the respondents visited cafes for social recreation purposes, especially hanging out with a total of 35 people (46.7%). However, there is a large percentage for productive activities, where 30.7% of respondents come to study or do assignments. The rest aim to meet friends (14.7%) and work or freelance (8.0%).

Table 7. Results of Respondent Duration Analysis at the Cafe

Duration	Frequency	Percentage
< 1 hour	7	9.3%
1-2 hours	28	37.3%
2-3 hours	27	36.0%
> 3 hours	12	16.0%
Total	75	100%

Source: Results processed in IBM SPSS Statistics 27 (2026)

The length of time spent by respondents in cafes is quite diverse, but it is dominated by medium duration. A total of 28 respondents (37.3%) spent between 1-2 hours, followed by 27 respondents (36.0%) who were there for 2-3 hours. There was also a small group that spent more than 3 hours (16.0%) or less than 1 hour (9.3%). This shows that Café Kosan Mantan is considered quite comfortable as a place to linger for a long time.

Table 8. Results of Respondent Income Analysis Per Month

Monthly Income	Frequency	Percentage
< Rp 1,000,000	16	21.3%
Rp 1,000,000 – Rp 3,000,000	37	49.3%
Rp 5,000,000 – Rp 10,000,000	22	29.3%
Total	75	100%

Source: Results processed in IBM SPSS Statistics 27 (2026)

From the economic aspect, almost half of the respondents had an income or allowance in the range of Rp 1,000,000 to Rp 3,000,000, which was 37 people (49.3%). The rest have an income above Rp 5,000,000 to Rp 10,000,000 (29.3%) and below Rp 1,000,000 (21.3%).

Table 9. Results of Analysis of the Duration of Respondents' Spending While at the Cafe

Spending per Visit	Frequency	Percentage
Rp 20,000 – Rp 40,000	38	50.7%
Rp 41,000 – Rp 60,000	24	32.0%
Rp 61,000 – Rp 99,000	11	14.7%
Rp 100,000 – Rp 150,000	2	2.7%
Total	75	100%

Source: Results processed in IBM SPSS Statistics 27 (2026)

The highest average respondent expenditure per visit (spending power) was in the range of Rp 20,000 to Rp 40,000, involving 38 respondents (50.7%). The next largest expenditure group was Rp 41,000 to Rp 60,000 (32.0%) and other expenditures of Rp 100,000 to Rp 150,000 (2.7%). This data shows that the price of products at Café Kosan Mantan is quite competitive and matches the shopping ability of the main target market (students).

Table 10. Results of Respondent Visit Analysis

Visit History	Frequency	Percentage
Ever Visited	72	96.0%
Never Visited	3	4.0%
Total	75	100%

Source: Results processed in IBM SPSS Statistics 27 (2026)

The data reveals a very high level of market penetration, where 96% of respondents (72 people) stated that they had visited Café Kosan Mantan before. Only a small percentage of respondents (4.0%) had never come.

Table 11. Results of Respondent Visit Activity Analysis

Activity	Frequency	Percentage
Visited in last 3 months	67	89.3%
Decision to visit independently	73	97.3%

Source: Results processed in IBM SPSS Statistics 27 (2026)

The data revealed a very high level of customer loyalty and participation to Café Kosan Mantan, with a visit history of 96% of respondents (72 people) stating that they had come to Café Kosan Mantan. In the last three months, most of the respondents are still actively visiting, which is 89.3% (67 people). Decision making with the majority of respondents as many as 97.3% (73 people) deciding to visit independently, which shows a strong influence of personal preference.

Table 12. Results of Respondent Space Utilization Analysis

Activity	Frequency	Percentage
Spend time on-site (in café area)	73	97.3%
Pay attention to overall layout	75	100%

Source: Results processed in IBM SPSS Statistics 27 (2026)

Respondents tend to spend time in the physical space of the café with the use of the area as much as 97.3% (73 people) of respondents spending their time in the café area (on-site). Attention to the overall layout: 100% of respondents (75 people) stated that they pay attention to the layout of the space in the café. This shows that interior design and spatial planning elements are important aspects for visitors.

Table 13. Results of Respondent Layout Attention Analysis

Attention to Layout	Frequency	Percentage
Pay attention to layout	75	100%
Do not pay attention	0	0%
Total	75	100%

Source: Results processed in IBM SPSS Statistics 27 (2026)

From the analysis, it can be seen that all respondents (100%) stated that they pay attention to the layout of the space at Café Kosan Mantan. These findings show that

aspects such as interior design, furniture arrangement, and space use are very important for visitors. The full attention of these respondents indicates that visual stimulation and comfort in the layout are key elements that customers pay attention to when in the café area.

Table 14. Results of Respondent Decision Analysis

Decision Factor	Frequency	Percentage
Based on personal desire	73	97.3%
Not based on personal desire	2	2.7%
Total	75	100%

Source: Results processed in IBM SPSS Statistics 27 (2026)

Based on the analysis of the results, it showed that most of the respondents, namely 73 people (97.3%), decided to visit Café Kosan Mantan based on personal desires or considerations. Only a small number of respondents, 2.7% (2 people), stated that their decisions were not driven by personal factors. This reflects that Café Kosan Mantan has a strong direct appeal to individuals, so it can arouse the motivation of independent visitors without relying too much on dominating outside influences.

4.1.2 Descriptive Statistical Analysis

Table 15. Descriptive Statistical Analysis Results

Variable	N	Mean	Std. Deviation	Min	Max
Business Space Layout (X)	75	40.82	4.666	30	50
Customer Decision (Y)	75	41.32	4.757	30	50

Source: Results processed in IBM SPSS Statistics 27 (2026)

Based on the Descriptive Statistics table, the Mean value with the average score for the variables of Business Space Layout (40.82) and Customer Decision (41.32) is in the high/positive category. This indicates that respondents are generally satisfied with the layout arrangement of the café and have a tendency to make good decisions towards the café. Furthermore, data variance with a fairly low standard deviation value (range 4.6 – 4.7) shows that respondents' responses tend to be uniform or do not have too extreme differences of opinion from each other.

4.1.3 Validity Test

Table 16. Validity Test Results – Business Space Layout (X)

Question	r Count	r Table	Sig	Conditions	Remarks
X.1	0.591	0.296	0.000	r Count > r Table	Valid
X.2	0.516	0.296	0.000	r Count > r Table	Valid
X.3	0.626	0.296	0.000	r Count > r Table	Valid
X.4	0.538	0.296	0.000	r Count > r Table	Valid
X.5	0.557	0.296	0.000	r Count > r Table	Valid
X.6	0.516	0.296	0.000	r Count > r Table	Valid
X.7	0.597	0.296	0.000	r Count > r Table	Valid
X.8	0.447	0.296	0.000	r Count > r Table	Valid
X.9	0.397	0.296	0.000	r Count > r Table	Valid
X.10	0.746	0.296	0.000	r Count > r Table	Valid

Source: Results processed in IBM SPSS Statistics 27 (2026)

The results of the validity check for the Business Space Layout variable (X) showed a satisfactory level of accuracy of the instrument. Validity Criteria: All statement items (X.1 to X.10) have a calculated value that exceeds the r table value of 0.296. The significance value (Sig.) for all statement items is 0.000, which means it is well below the 0.05 limit. Conclusion: based on these findings, all question items for the Business Space Layout variable are declared valid and suitable for use in research data collection.

Table 17. Results of the Customer's Decision Validity Test (Y)

Question	r Count	r Table	Sig	Conditions	Remarks
Y.1	0.617	0.296	0.000	r Count > r Table	Valid
Y.2	0.491	0.296	0.000	r Count > r Table	Valid
Y.3	0.661	0.296	0.000	r Count > r Table	Valid
Y.4	0.469	0.296	0.000	r Count > r Table	Valid
Y.5	0.660	0.296	0.000	r Count > r Table	Valid
Y.6	0.492	0.296	0.000	r Count > r Table	Valid
Y.7	0.473	0.296	0.000	r Count > r Table	Valid
Y.8	0.417	0.296	0.000	r Count > r Table	Valid
Y.9	0.717	0.296	0.000	r Count > r Table	Valid
Y.10	0.620	0.296	0.000	r Count > r Table	Valid

Source: Results processed in IBM SPSS Statistics 27 (2026)

The results of the validity check for the Customer Decision variable (Y) also show uniform results. The validity criterion is that each statement item (Y.1 to Y.10) produces a calculation value that exceeds the r table value of at least 0.296. Significance: All items show a significance value of 0.000, which signifies a strong and statistically valid correlation ($p < 0.05$). By meeting these criteria, all statement items for the Customer Decision variable are declared Valid as a measurement instrument in this study.

4.1.4 Reliability Test

Table 18. Reliability Test Results

Variable	Cronbach's Alpha	Conditions	Remarks
Business Space Layout (X)	0.751	0.751 > 0.6	Reliable
Customer Decision (Y)	0.762	0.762 > 0.6	Reliable

Source: Results processed in IBM SPSS Statistics 27 (2026)

Based on the Reliability Test Results Table, reliability testing is carried out to assess the consistency of the instrument. The analysis yields Cronbach's Alpha values as follows: Business Space Layout (X): 0.751 and Customer Decision (Y): 0.762. Because both variables had Cronbach's Alpha values above 0.60, the overall research instrument was considered reliable and consistent for use in this study.

4.1.5 Partial Test (T-Test)

Table 19. Partial Test Results (T-Test)

Variable	t Count	t Table	Sig	Conditions
Business Space Layout (X)	3.088	2.645	0.003	t Count > t Table
Customer Decision (Y)	13.839	2.645	0.000	t Count > t Table

Dependent Variable: Customer Decision (Y)

Source: Results processed in IBM SPSS Statistics 27 (2026)

Based on the Table of Partial Test Results (t-test), the T-test is applied to evaluate the individual influence of independent variables on dependent variables. The variable of

Business Space Layout (X) obtained a t count value of 3.088, which is higher than the t table of 2.645. The significance value obtained is 0.003, which is lower than 0.05. In conclusion, partially, the Layout of the Business Space has a significant effect on Customer Decisions at Café Kosan Mantan.

4.1.6 Simultaneous Test (F-Test)

Table 20. Simultaneous Test Results (F-Test)

Model	Sum of Squares	df	Mean Square	F	Sig.
Regression	164.444	1	164.444	181.504	0.000
Residual	66.143	73	0.906		
Total	230.587	74			

Source: Results processed in IBM SPSS Statistics 27 (2026)

The F test is used to analyze the simultaneous influence of independent variables on dependent variables that are tested through their significance level. Based on the Simultaneous Test Results Table (F Test) of the ANOVA table, the F value obtained is 181.504 with a significance level of 0.000. Because the significance value is well below 0.05, this regression model is considered suitable for use, and the independent variables together affect the dependent variables.

4.1.7 Results of Multiple Linear Analysis Test

Table 21. Results of Multiple Linear Analysis Test

Model	Unstandardized Coefficients		Standardized Coefficients Beta	t	Sig.
	B	Std. Error			
(Constant)	7.578	3.581		2.116	0.038
Business Space Layout (X)	0.826	0.087	0.844	9.502	0.000

Source: Results processed in IBM SPSS Statistics 27 (2026)

Based on the table of the results of the multiple linear analysis test (coefficients), the value of constant (a) of 7.578 indicates that if the variable of business space layout (x) is assumed to be zero, then the value of customer decision (y) is 7.578. The regression coefficient of variable X is 0.826 which is positive. This means that every one unit increase in the business space layout variable (x) will be accompanied by an increase in customer decisions (y) by 0.826. The significance value of the X variable is 0.000 ($p < 0.05$), which means that the layout of the business space has a real and meaningful impact on customer decisions.

4.1.8 Determination Coefficient Test Results

Table 22. Determination Coefficient Test Results

R	R Square	Adjusted R Square	Std. Error of the Estimate
0.844	0.724	0.714	0.952

Source: Results processed in IBM SPSS Statistics 27 (2026)

Based on the Determination Coefficient Test Results Table (Model Summary), Determination Coefficient Analysis is used to find out how far independent variables can explain dependent variables. Based on Table 21 (Model Summary), the R Square value obtained is 0.724. This figure shows that the Business Space Layout variable (X) contributes or influences 72.4% to the Customer Decision variable (Y). Meanwhile, the remaining 27.6% ($100\% - 72.4\%$) were influenced by other variables outside the study

model. This indicates that layout is the main element that influences customer decisions at Café Kosan Mantan.

4.2 Discussion

4.2.1 Respondent Profile

The results of the study show that the analysis of the respondent profile reveals that Café Kosan Mantan is effective in reaching specific market segments. The majority of customers are from the young adult age group, with a predominance of students (68.0%), and more than 75% of respondents are in the age range of 20 to 22 years. This demographic composition aligns with the café's positioning as a popular hangout destination for university students and young urban professionals in Tangerang City. The pattern of visits reflects strong customer retention, as most respondents have come 2-4 times (54.7%), with more than 80% of respondents having visited more than once. This finding is consistent with research by Sukarno et al. (2024), which found that cafés serving as social interaction centers tend to develop strong customer loyalty through repeated visits. The main reasons they visit include social recreative activities such as hanging out or relaxing (46.7%) and productive activities such as studying or doing assignments (30.7%). This dual-purpose visitation pattern aligns with Rizqiawan et al. (2024), who noted that cafés increasingly function as multifunctional spaces where customers can both socialize and engage in productive activities.

The average length of time spent was quite long (1 to 3 hours, involving 73.3% of respondents), which indicates that this café is perceived as a comfortable place, consistent with the findings of Syaifulloh and Sari (2025) that the physical environment of cafés shapes consumer perception and encourages longer stays. In terms of economy, customer spending per visit is mostly in the range of Rp 20,000 to Rp 40,000 (50.7%), which is competitive and matches the purchasing power of the student-dominant customer base. The most notable finding was that all respondents (100%) paid attention to the layout of the café room, which showed that the spatial aspect was a top priority for visitors. This finding is consistent with Maheswara and Sari (2023), who explained that spatial layout is a fundamental element influencing consumer behavior in retail environments, and with Supariyani et al. (2022), who found that space efficiency and shopping convenience influence repeat visit decisions.

4.2.2 The Influence of Business Space Layout (X) on Customer Decisions (Y)

The results of the statistical examination indicate that there is a meaningful and positive relationship between the Layout of the Business Space (X) and the Customer Decision (Y). Through the Partial Test (T Test), the Business Space Layout was proven to have a significant impact, because the value of t count (3.088) exceeded t table (2.645), with a small level of significance ($0.003 < 0.05$). This finding confirms the hypothesis that store layout influences customer decisions, consistent with servicescape theory (Bitner, 1992), which explains that the physical environment significantly influences customer behavior through cognitive, emotional, and physiological responses.

Multiple linear regression analysis yielded a positive X coefficient (0.826), which confirms that any improvement in the layout of the business space will be accompanied by an increase in customer decisions. This finding aligns with Kotler's (1973) store atmosphere theory, which emphasizes that the physical environment serves as a strategic tool for differentiation and consumer attraction in competitive service industries. The regression results demonstrate that the spatial experience offered by the café, including

facility arrangements, accessibility of movement paths, and interaction between physical elements, directly influences customers' decisions to visit, repurchase, and recommend the café to others. These findings are consistent with Octavini, Nurhasanah, and Syafei (2022), who found that effective layout affects consumer purchasing decisions, and with Widodo et al. (2023), who found that business space configuration influences customer movement patterns and satisfaction.

The main findings are reflected in the Coefficient of Determination Test, where the R^2 value of 0.724 indicates that the Layout of the Business Space (X) contributes or affects 72.4% of the Customer Decision variable (Y). Meanwhile, the remaining 27.6% were influenced by other factors outside the research model, such as price, product variety, service quality, location, and digital presence (Rahman & Suryadi, 2023; Sari & Wulandari, 2023). The high explanatory power of the model underscores the critical role of spatial layout in shaping customer decisions in the café industry.

This finding is also consistent with research by Putra et al. (2023), which demonstrated that in small business contexts such as cafés, optimal layouts improve movement efficiency and sensory experience, facilitating revisit decisions. Furthermore, Clarissa et al. (2025) found that the simultaneous effects of layout and interior design on customer satisfaction influence customer decisions through emotional experiences. The results of this study extend these findings by providing empirical evidence that spatial layout alone, even without considering other atmospheric variables, explains a substantial portion of customer decisions. Therefore, it can be concluded that an ergonomic and practical layout is a key aspect that influences consumer decisions at Café Kosan Mantan, consistent with Safitri and Suhardi (2020), who noted that inappropriate spatial layout can reduce comfort and limit visitor activities, potentially reducing satisfaction levels.

5. Conclusion

This study examines the influence of store layout on customer decisions at Café Kosan Mantan in Tangerang City. Using a quantitative approach with an explanatory survey method involving 75 respondents selected through purposive sampling, the results show that store layout has a positive and significant effect on customer decisions, with a regression coefficient of 0.826 and a significance value of 0.003 ($p < 0.05$). The coefficient of determination (R^2) value of 0.724 indicates that store layout contributes 72.4% to customer decisions, while the remaining 27.6% is influenced by other factors outside the research model. These findings confirm that an ergonomic, functional, and aesthetically pleasing spatial arrangement, including ease of access, clear movement paths, comfortable furniture arrangement, and effective interaction of physical elements, plays a crucial role in shaping customers' decisions to visit, repurchase, and recommend the café to others.

The theoretical implications extend servicescape theory, store atmosphere theory, and consumer decision-making theory to the café industry context in urban Indonesia. The positive and significant effect of store layout on customer decisions supports Bitner's (1992) servicescape theory, confirming that the physical environment influences customer behavior through cognitive, emotional, and physiological responses. The findings also reinforce Kotler's (1973) store atmosphere theory, demonstrating that spatial configuration serves as a strategic tool for differentiation and consumer attraction in competitive service industries. The high explanatory power of the model (72.4%) underscores the centrality of spatial design in understanding consumer behavior, extending consumer decision-making theory (Engel et al., 1968) by demonstrating that

physical environment cues serve as heuristic signals that simplify and influence the decision-making process.

From a practical perspective, café owners and managers should prioritize the optimization of business space design to strengthen customer retention and competitive positioning. Key recommendations include: ensuring ergonomic and comfortable furniture arrangement that supports various customer activities (socializing, studying, working); designing clear and efficient movement paths that minimize congestion and enhance accessibility; maintaining visual appeal through thoughtful interior design and spatial interaction; and regularly evaluating and adapting spatial layout based on customer feedback and changing preferences. These spatial improvements can enhance customer comfort, satisfaction, and loyalty, ultimately contributing to sustained business performance in the increasingly competitive café industry.

This study has several limitations. First, the analysis is limited to a single café (Café Kosan Mantan) in Tangerang City, restricting generalizability to other cafés with different spatial characteristics, customer demographics, or geographic locations. Second, the study focuses exclusively on store layout as the independent variable, excluding other potential determinants of customer decisions such as price, product quality, service quality, location, brand image, and digital presence. Third, the sample size of 75 respondents, while statistically adequate, may not fully capture the diversity of customer perceptions across different visitor segments. Fourth, the study employs a cross-sectional design, which limits the ability to capture changes in customer decisions over time or the long-term effects of spatial layout modifications.

Future research should broaden the scope to include multiple cafés across different cities or regions to test the generalizability of findings across diverse spatial contexts and customer segments. Future studies should integrate additional variables such as price perception, product quality, service quality, location accessibility, brand image, and digital presence to develop a more comprehensive model of customer decision-making in the café industry. Researchers should employ longitudinal designs to capture how changes in spatial layout over time influence customer decisions and loyalty patterns. Comparative studies between different café formats (thematic cafés, minimalist cafés, traditional cafés) could provide insights into how different spatial design approaches generate varying customer responses. Finally, future research could incorporate qualitative methods such as in-depth interviews or observational studies to gain richer insights into the mechanisms through which spatial layout influences customer perceptions and decisions.

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