Does Neuromarketing Matter to Purchase Intention on Coffeeshop Industry?

Aditya Liliyan *
STIE Surakarta, Indonesia
Email : aditya@gmail.com *

Abstract. This study aims to explore the impact of neuromarketing elements such as ambience and sensory marketing, and brand perception on consumer purchase intentions within the Indonesian coffee shop industry. By examining these factors, the research seeks to uncover subconscious drivers that shape consumer behavior and provide actionable insights for coffee shop owners. Utilizing a quantitative approach, data were collected from 194 respondents via purposive sampling, analyzed using regression techniques. Results indicate that ambience, sensory marketing, and brand perception significantly influence purchase intentions, explaining 48% of the variance ($R^2 = 0.480$), with brand perception being the most dominant factor ($\beta = 0.525$). The findings underscore the importance of creating a positive consumer experience through optimized sensory engagement, inviting atmospheres, and strong brand identity. Managerial implications suggest coffee shop owners should invest in sensory marketing strategies and branding efforts to enhance customer satisfaction, loyalty, and long-term competitiveness in an increasingly saturated market.

Keywords neuromarketing, purchase intention, coffeeshop

1. INTRODUCTION

Over the last decade, Indonesia's coffee shop industry has witnessed significant expansion, fueled by a growing cultural inclination toward coffee consumption and the evolution of coffee shops into popular social gathering spots. Data reveals a sharp rise in the number of coffee shops nationwide, from an estimated 1,083 establishments in 2016 to approximately 2,950 by 2019, showcasing a substantial surge within a short period (Hasibuan, 2021; Septiani, 2024).

This rapid expansion is particularly evident in urban areas such as Jakarta, Surabaya, and Medan, where coffee shops have become integral to the lifestyle of the millennial generation, who often seek out these venues for socializing, studying, and enjoying high-quality coffee (Ardiansyahmiraja, 2023; Lubis, 2024). The increasing popularity of coffee consumption has not only fostered a vibrant coffee culture but has also attracted numerous entrepreneurs to the industry, creating a competitive landscape that necessitates a deeper understanding of consumer behavior and preferences (Rahmiati et al., 2023; Rohima, 2024).

Grasping the concept of purchase intention is critical for coffee shop operators and marketers, as it serves as a key determinant of sales performance and long-term customer retention. Defined as the probability of a consumer deciding to purchase a particular product or service, purchase intention is shaped by various aspects, including the shop's environment, the

effectiveness of sensory marketing strategies, and the overall perception of the brand (Ardiansyahmiraja, 2023; Lubis, 2024).

In the context of coffee shops, these factors can significantly affect consumers' decisions to purchase not only a cup of coffee but also coffee beans for home brewing. As the coffee shop market becomes increasingly saturated, businesses must prioritize strategies that enhance customer satisfaction and foster positive purchase intentions to remain competitive (Alfarizi, 2023). By leveraging insights from neuromarketing, which examines the subconscious influences on consumer behavior, coffee shops can better tailor their offerings and marketing strategies to meet the evolving demands of their customers, ultimately driving sales and ensuring long-term sustainability in this dynamic industry (Utomo, 2023).

Neuromarketing serves as a crucial tool for unraveling the intricacies of consumer behavior in the coffee shop industry. By integrating principles from neuroscience, marketers can explore the subconscious elements that shape purchasing decisions, including aspects such as ambiance, sensory experiences, and brand perception (Jang & Lee, 2019). For example, sensory marketing approaches that appeal to various senses—such as the inviting aroma of freshly brewed coffee, the aesthetic design of the shop's interior, and the tactile interaction with coffee cups—can profoundly enhance consumer satisfaction and influence their buying intentions (Moreira et al., 2017).

Furthermore, neuromarketing can help identify how consumers emotionally connect with brands, allowing coffee shops to tailor their branding strategies to foster loyalty and repeat visits (Choi et al., 2017). As the competition among coffee shops intensifies, employing a neuromarketing approach can provide valuable insights that enable businesses to create more engaging and memorable experiences for their customers, ultimately leading to increased sales and customer loyalty (Bayindir & Çalişkan, 2022).

Despite the growing body of literature on consumer behavior in the coffee shop industry, significant gaps remain, particularly concerning the specific influences of ambience, sensory marketing, and brand perception on purchase intention within the Indonesian context. While studies have explored the general effects of atmospheric cues on consumer experiences in retail settings, there is limited research that directly correlates these factors with purchase intentions in coffee shops (Gabriella et al., 2022; Nida, 2023).

Furthermore, existing literature often overlooks the unique cultural and social dynamics that characterize Indonesia's coffee culture, which may influence consumer behavior differently compared to Western contexts. For instance, while the impact of sensory stimuli on consumer

satisfaction has been documented, the specific mechanisms through which these stimuli affect purchase intentions in coffee shops remain underexplored (Armawan et al., 2023; Rohima, 2024). This study aims to address these gaps by formulating the following research questions: 1) How does the ambience of a coffee shop influence consumers' purchase intentions?;2) In what ways does sensory marketing enhance the consumer experience and affect purchase decisions?; 3) How does brand perception impact consumer attitudes and intentions toward purchasing coffee and coffee beans in Indonesia?

The primary aim of this study is to investigate the relationships between ambience, sensory marketing, and brand perception as independent variables and purchase intention as the dependent variable within the context of Indonesian coffee shops. By employing a neuromarketing approach, this research seeks to uncover the subconscious factors that influence consumer behavior, providing a more nuanced understanding of how these variables interact to shape purchase intentions (Djaelani et al., 2020; Mahbub, 2023).

This research aims to contribute in two main areas. Firstly, it addresses existing gaps in the literature by presenting empirical data on how factors such as ambience, sensory marketing, and brand perception shape purchase intentions within Indonesia's coffee shop industry. Secondly, the findings are expected to provide actionable recommendations for coffee shop owners and marketers, helping them design strategies to elevate customer satisfaction and increase sales. By incorporating neuromarketing perspectives, this study seeks to advance the understanding of consumer behavior and marketing practices in a culturally rich and fast-changing marketplace. (Çavuşoğlu et al., 2020; M. Chen & Lee, 2015).

2. LITERATURE REVIEW

Purchase intention is an important concept in consumer behavior studies, as it reflects the likelihood of a consumer purchasing a product or service. This intention is influenced by a range of factors, such as individual preferences, social influences, and environmental elements (Pentikäinen et al., 2022). For coffee shops, understanding purchase intention is crucial to business success, as it has a direct impact on both sales and customer retention. Research indicates that creating positive experiences in retail spaces can greatly enhance purchase intentions, highlighting the importance for coffee shop owners to develop inviting atmospheres that connect with their customers (Tyunina et al., 2014). Additionally, numerous studies have explored how consumer emotions influence purchasing decisions, underlining the importance

of crafting memorable experiences that lead to repeat visits and strengthen customer loyalty (Slåtten et al., 2011).

Purchase intention is the likelihood that a consumer will buy a product or service. The following indicators will be used to measure purchase intention: 1)Willingness to Buy, this assesses the likelihood of consumers purchasing coffee or coffee beans during their visit (Eser et al., 2011). 2) Frequency of Visits, this measures how often consumers intend to return to the coffee shop based on their experiences (Paula et al., 2022). 3) Spending Intentions, this includes the amount consumers are willing to spend on coffee and related products during their visits (Singh, 2023). 4) Recommendation Likelihoo, this assesses the likelihood that consumers will recommend the coffee shop to others, indicating their overall satisfaction and purchase intention (Watanabe et al., 2021).

Neuromarketing merges principles of neuroscience with marketing to offer insights into the subconscious factors that drive consumer decisions, including their intentions to purchase (A. K. Singh et al., 2021). Using advanced techniques such as brain imaging and biometric analysis, researchers can explore the emotional and cognitive responses of consumers to various marketing stimuli. This approach is especially beneficial for the coffee shop industry, where sensory experiences are integral in shaping consumer perceptions and behavior. By applying neuromarketing, coffee shop owners can design more effective marketing strategies based on data-driven insights into how specific stimuli impact customer decision-making (Cheung & Yiu, 2022).

Sensory marketing is a key component of neuromarketing, focusing on how sensory stimuli such as sight, sound, taste, touch, and smell—impact consumer experiences and behaviors (Hoppu et al., 2020). In coffee shops, sensory marketing can enhance the overall customer experience by engaging multiple senses, thereby increasing satisfaction and purchase intentions. For instance, the aroma of freshly brewed coffee can evoke positive emotions and memories, leading to a greater likelihood of purchase (Slåtten et al., 2011). Research has demonstrated that a pleasant and relaxing ambience can elicit positive feelings, which in turn enhances meal satisfaction and well-being (Orosa et al., 2019). By strategically designing sensory experiences, coffee shops can create environments that not only attract customers but also encourage them to make purchases.

Sensory marketing engages consumers' senses to enhance their experience and influence their purchasing decisions. The following indicators will be used to measure sensory marketing: 1) Aroma Intensity and Appeal, the strength and pleasantness of the coffee aroma can evoke

positive emotions and influence purchase intentions (Madan, 2010). 2) Taste Quality, this includes the flavor profiles and freshness of the coffee and food offerings, which are critical for customer satisfaction (Paula et al., 2022). 3) Visual Appeal, the presentation of food and beverages, including color and arrangement, can impact consumer perceptions and desires to purchase (Łaszkiewicz & Kalińska-Kula, 2023). 4) Tactile Experience, this refers to the comfort of seating and the quality of materials used in the coffee shop, which can enhance the overall sensory experience (Simamora, 2023).

Ambience plays a significant role in shaping consumer experiences and influencing purchase intentions in coffee shops. The physical environment, including lighting, decor, and overall atmosphere, can evoke emotional responses that affect consumer behavior (Orosa et al., 2019). Studies have shown that customers are more likely to return to establishments that provide a comfortable and aesthetically pleasing ambience (Kuijsters et al., 2015). For example, a study on restaurant atmospherics found that factors such as light, sound, and scent significantly impact patrons' emotions and satisfaction levels, ultimately influencing their behavioral intentions (Y.-C. Chen & Lin, 2020). This underscores the importance of creating a thoughtfully designed ambience that aligns with the target market's preferences and expectations.

Ambience refers to the overall atmosphere of the coffee shop, which can significantly influence consumer behavior. The following indicators will be used to measure ambience: 1)Lighting Quality, This includes the brightness and color temperature of the lighting, which can affect mood and comfort levels. 2) Music Volume and Genre, the type of music played and its volume can create a specific atmosphere that enhances or detracts from the customer experience. 3) Interior Design Elements, this encompasses the aesthetics of furniture, decor, and layout, which contribute to the visual appeal of the coffee shop. 4) Cleanliness and Organization, the overall cleanliness and tidiness of the space are crucial for creating a welcoming environment (Krishna, 2011).

Brand perception is another crucial factor influencing purchase intention in the coffee shop industry. It encompasses consumers' beliefs, attitudes, and associations regarding a brand, which can significantly affect their purchasing decisions (Azman & Majid, 2023). A strong brand image can foster trust and loyalty among consumers, making them more likely to choose a particular coffee shop over competitors. Research indicates that positive brand associations can enhance consumers' willingness to pay a premium for products, thereby increasing purchase intentions (Javed et al., 2021). In the context of coffee shops, effective branding strategies that

resonate with consumers' values and preferences can lead to stronger emotional connections and higher levels of customer satisfaction.

Brand perception encompasses consumers' beliefs and attitudes toward a brand, which can significantly influence their purchasing behavior. The following indicators will be used to measure brand perception: 1)Brand Awareness, this includes the recognition and recall of the coffee shop's brand among consumers (Kolar et al., 2021). 2) Brand Loyalty, this indicator assesses the likelihood of repeat purchases and customer retention (Dimpfel, 2015). 3) Brand Associations, this includes consumers' perceptions of the quality, values, and personality associated with the brand (Samsuri et al., 2018). 4) Customer Trust, this measures the level of confidence consumers have in the quality and reliability of the products and services offered by the coffee shop (Krishna, 2011).

The dynamic relationship between purchase intention, neuromarketing, sensory marketing, ambiance, and brand perception underscores the multifaceted nature of consumer behavior in the coffee shop sector. By examining how these elements interact, coffee shop operators can craft targeted marketing strategies to enrich customer experiences and boost sales. For example, insights derived from neuromarketing can guide the creation of sensory marketing techniques that establish a welcoming atmosphere and enhance brand image (Lee, 2012). This holistic approach has the potential to elevate customer satisfaction, strengthen purchase intentions, and foster sustainable business growth in an increasingly competitive market (Bujisic et al., 2014; C.-Y. Chen & Chang, 2019).

In light of the literature reviewed, this study proposes several hypotheses to explore the relationships between ambience, sensory marketing, brand perception, and purchase intention in Indonesian coffee shops. Hypothesis 1 (H1) posits that a positive ambience in coffee shops significantly enhances consumers' purchase intentions, as a well designed environment can create a more enjoyable experience. (Kim & Pedersen, 2010).

Hypothesis 2 (H2) posits that sensory marketing significantly influences purchase intention by engaging multiple senses—such as smell and taste—to increase consumer satisfaction and encourage coffee product purchases (Corwin et al., 2015). Hypothesis 3 (H3) proposes that a strong and favorable brand perception positively impacts purchase intention, as consumers tend to prefer brands they find trustworthy and appealing (Domhoff, 2017). These hypotheses will be evaluated through a carefully designed questionnaire, enabling an in-depth exploration of the factors shaping consumer decision-making in coffee shops.
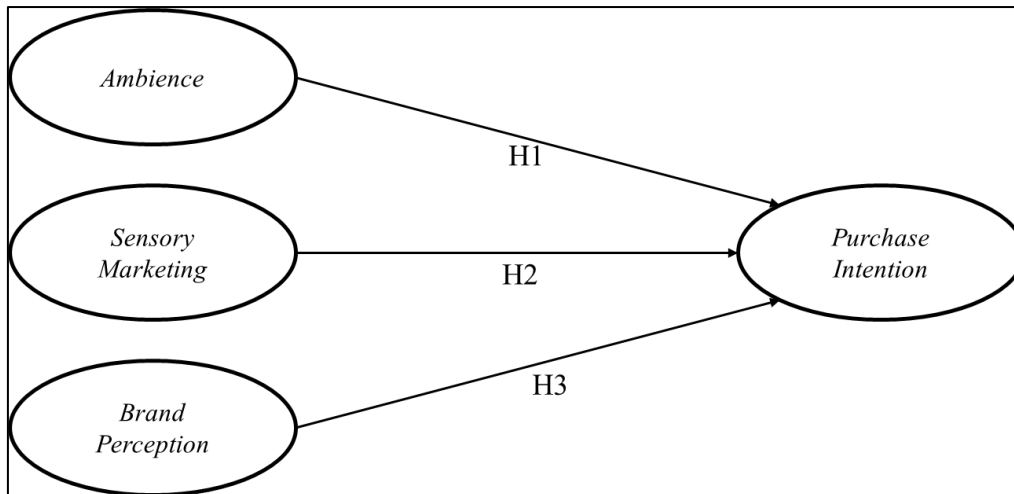
Figure 1: Research Model

3. METHODS

This study will employ a quantitative research methodology to investigate the relationships between ambience, sensory marketing, brand perception, and purchase intention in coffee shops located in Surakarta, Indonesia. A structured questionnaire will be developed to collect data from respondents who are coffee shop buyers and individuals who express a willingness to visit coffee shops. The sampling technique used will be purposive sampling, which allows for the selection of participants based on specific criteria relevant to the research objectives. The criteria for selecting respondents will include individuals aged 18 years and older, consumers who have visited a coffee shop at least once in the past month, individuals who express a willingness to visit coffee shops in the future, participants who are familiar with the coffee shop culture in Indonesia.

The target sample size for this study will be 210 respondents, which is deemed sufficient for conducting robust statistical analyses using SPSS software. This sample size is based on recommendations for structural equation modeling and regression analysis, which typically require a minimum of 150-300 responses to ensure adequate power and reliability in the results (Gabriella et al., 2022; Nida, 2023).

Data collection will be carried out using an online questionnaire distributed through social media channels and mailing lists of coffee shop patrons. The questionnaire will feature closed-ended items designed to capture respondents' perceptions of ambiance, sensory marketing, brand image, and their buying intentions, using a 5-point Likert scale for measurement. Prior to full deployment, the questionnaire will undergo a preliminary trial with a small sample group to verify its clarity and ensure the reliability of the responses.

This approach seeks to deliver a thorough analysis of the interplay between ambiance, sensory marketing, and brand image in shaping purchasing decisions, offering actionable insights for marketers and coffee shop operators in Indonesia.

4. RESULTS

A regression analysis was performed to examine how purchase intention can be explained by the statistically significant impact of ambience, sensory marketing, and brand perception. Table 3 presents the proportion of variance in the dependent variable (purchase intention) accounted for by the proposed neuromarketing model. An R Square value of 0.480 indicates that this model explains 48.0% of the variance in consumers' purchase intention.

Table 1. Description of Sample

		N	Percentage
Gender	Male	111	57%
	Female	83	43%
	Total	194	100%
Age	18-24	65	34%
	25-30	67	35%
	31-40	35	18%
	41-50	15	7%
	51-60	9	5%
	61-70	3	1%
	Total	194	100%
Occupation	Students	105	54%
	Entrpreneur	22	11%
	Fulltime Professional	67	35%
	Total	194	100%

Source: Author

Table 2. Validity Test using Cronbach Alpha

Scale	N of items	Cronbach Alpha	Source
Purchase Intention	4	0,795	(Cupchik, 2019; Eser et al., 2011; Watanabe et al., 2021)
Ambience	4	0,832	(Krishna, 2011)

Sensory Marketing	4	0,818	(Łaszkiewicz & Kalińska-Kula, 2023; Paula et al., 2022; Simamora, 2023)
Brand Perception	4	0,828	(Dimpfel, 2015; Kolar et al., 2021; Krishna, 2011; Samsuri et al., 2018)

Source: Author

Table 3. R Contribution

R	0.693
R Square	0.480
Adjusted R Square	0.472
Std. Error the Estimate	1.737

Source: Author

The ANOVA findings are displayed in Table 4. The significance level (Sig) of 0,000, which is less than 0,005, confirms that the results in the model summary table are statistically significant.

Table 4. Simultaneous Significance Level

	Sum of Squares	Df	Mean Square	F	Sig.
Regression	529,895	3	176,632	58,533	0,000
Residual	573,348	190	3,018		
Total	1103,242	193			

Source: Author

Meanwhile, Table 5 highlights the variables that play a role in predicting purchase intention. The significance column indicates that ambience, sensory marketing, and brand perception have a meaningful statistical impact on purchase intention ($p < 0,05$).

Table 5. Regression Test

Model		Unstandardized Coefficients		Standardized Coefficients		
		B	Std. Error	Beta	t	Sig.
1	(Constant)	3,716	0,873		4,258	0,000
	Ambience	0,125	0,053	0,145	2,346	0,020

Sensory Marketing	0,119	0,055	0,134	2,149	0,033
Brand Perception	0,524	0,066	0,525	7,924	0,000

Source: Author

Ambience (β = 0.145), sensory marketing (β = 0.134), and brand perception (β = 0.525) demonstrate a positive relationship with purchase intention. The subsequent section provides an in-depth analysis of these results.

5. DISCUSSION

The findings of this research provide strong support for the proposed hypotheses regarding the connections between ambience, sensory marketing, brand perception, and purchase intention in Surakarta's coffee shop industry. The confirmation of these relationships highlights the importance of understanding consumer behavior in a competitive market, where creating an exceptional customer experience is critical for achieving success in business.

The first hypothesis, which proposed that a positive ambience significantly influences purchase intention, was validated by the data. This implies that coffee shop owners should prioritize enhancing the environment of their establishments, with a particular focus on elements like lighting, music, and interior design to cultivate a welcoming atmosphere. By doing so, they can enhance customer satisfaction and foster brand loyalty, leading to greater customer retention and, ultimately, higher sales. As noted by Kumar et al. (Nida, 2023), a thoughtfully designed setting not only elevates the customer experience but also plays an essential role in shaping an effective marketing strategy.

The validation of the second hypothesis, which focused on the role of sensory marketing in shaping purchasing intentions, reveals that engaging the senses, such as smell and taste, significantly enhances consumer satisfaction and influences their buying behavior. These findings emphasize the importance of leveraging sensory experiences to create lasting impressions on customers. For instance, the distinctive aroma of freshly brewed coffee can elicit favorable emotions, encouraging higher purchase intentions. To stand out in a competitive market, coffee shop managers should strategically integrate sensory elements into their marketing approaches, fostering unique and engaging customer experiences, as discussed by Rokhman (Gabriella et al., 2022).

Similarly, the confirmation of the third hypothesis establishes a clear link between positive brand perception and increased purchasing intention. Customers are more likely to choose brands they associate with reliability and quality. This insight underscores the need for coffee shop owners to focus on developing a strong, trustworthy brand that aligns with the expectations of their target audience. Efforts such as maintaining a consistent brand message and ensuring superior product quality are critical in building loyalty and encouraging repeat purchases. As highlighted by Armawan et al., (2023), establishing competitive advantages is crucial for improving marketing outcomes, reinforcing the importance of cultivating a favorable brand perception in the coffee shop sector.

The study's findings provide valuable insights for coffee shop owners and marketers in Surakarta, Indonesia. By understanding the relationships between ambience, sensory marketing, brand perception, and purchase intention, businesses can develop targeted strategies that enhance customer experiences and drive sales. The managerial implications of this research emphasize the importance of creating a compelling customer experience through effective ambience design, sensory marketing, and strong brand identity. As the coffee shop market continues to evolve, leveraging these insights will be crucial for maintaining a competitive edge and ensuring long-term success in the industry.

6. CONCLUSION

This research has effectively revealed the strong connections between ambience, sensory marketing, brand perception, and purchase intentions within the context of coffee shops in Surakarta, Indonesia. The results highlight that a favorable ambience significantly improves the customer experience while directly impacting their intent to make purchases. Furthermore, sensory marketing emerges as a vital factor in influencing consumer perceptions and actions. These findings emphasize the need for coffee shops to design an inviting and sensory-driven atmosphere that appeals to customers and encourages their buying decisions.

The results of this study hold significant value for coffee shop operators and marketing professionals. To leverage these insights effectively, it is advisable for coffee shop managers to prioritize improvements in the physical environment of their venues. This may involve refining elements such as lighting, background music, and interior design to cultivate a welcoming ambiance that promotes customer comfort and extended visits. Additionally, adopting sensory marketing techniques, such as highlighting the rich aroma of freshly brewed coffee and ensuring

aesthetically pleasing visual arrangements, can play a pivotal role in boosting customer satisfaction and fostering stronger purchase intentions.

Establishing a solid brand identity that connects with the target market is crucial. Coffee shops need to emphasize creating positive associations and building consumer trust, as these elements significantly impact purchase decisions. Promotional efforts that showcase the coffee shop's distinctive attributes, such as using premium coffee beans or adopting eco-friendly practices, can enhance brand perception and encourage customer loyalty.

7. LIMITATION

The research was conducted exclusively in Surakarta, which may limit the generalizability of the findings to other regions in Indonesia or to coffee shops in different cultural contexts. Consumer behaviors and preferences can vary significantly across different geographical areas, and thus, further studies in diverse locations would enhance the robustness of the findings.

While the study focused on ambience, sensory marketing, and brand perception, other factors influencing purchase intention such as price sensitivity, promotions, and peer influence—were not included in the analysis. Future research could explore these additional variables to provide a more holistic understanding of consumer behavior in the coffee shop context.

This study may not entirely account for the distinct cultural characteristics of Indonesian consumers. Since cultural elements play a crucial role in shaping consumer preferences and behaviors, incorporating these factors into future research is vital. Doing so will ensure the findings are more adaptable and relevant to diverse cultural contexts, thereby increasing their overall applicability and value.

REFERENCES

Alfarizi, M. (2023). Role of Entrepreneur's Perspective of Waste Management for Coffee Shop Sustainability. *Problems and Perspectives in Management*, *21*(4), 502–515. https://doi.org/10.21511/ppm.21(4).2023.38

Ardiansyahmiraja, B. (2023). The Coffee Charm: Understanding the Relationship Between Product Design Dimensions and Willingness to Buy From Starbucks. *Manajemen Dan Bisnis*, *22*(1), 27. https://doi.org/10.24123/jmb.v22i1.686

Armawan, I., Sudarmiatin, S., Hermawan, A., & Rahayu, W. P. (2023). The Effect of Social Media Marketing, SerQual, eWOM on Purchase Intention Mediated by Brand Image and

Brand Trust: Evidence From Black Sweet Coffee Shop. *International Journal of Data and Network Science*, *7*(1), 141–152. https://doi.org/10.5267/j.ijdns.2022.11.008

Azman, A. B., & Majid, M. A. A. (2023). Factors Affecting Customer Preference in Selecting Family Restaurant in Langkawi. *International Journal of Academic Research in Business and Social Sciences*, *13*(5). https://doi.org/10.6007/ijarbss/v13-i5/17013

Bayindir, B., & Çalişkan, O. (2022). Turkey's Coffee Adventure: An Analysis of Coffee Experience Typologies and Business Type Preferences. *Advances in Hospitality and Tourism Research (Ahtr)*, *10*(1), 76–94. https://doi.org/10.30519/ahtr.920643

Bujisic, M., Hutchinson, J., & Parsa, H. G. (2014). The Effects of Restaurant Quality Attributes on Customer Behavioral Intentions. *International Journal of Contemporary Hospitality Management*, *26*(8), 1270–1291. https://doi.org/10.1108/ijchm-04-2013-0162

Çavuşoğlu, S., Demirağ, B., & Durmaz, Y. (2020). Investigation of the Effect of Hedonic Shopping Value on Discounted Product Purchasing. *Review of International Business and Strategy*, *31*(3), 317–338. https://doi.org/10.1108/ribs-04-2020-0034

Chen, C.-Y., & Chang, S.-L. (2019). Moderating Effects of Information-Oriented Versus Escapism-Oriented Motivations on the Relationship Between Psychological Well-Being and Problematic Use of Video Game Live-Streaming Services. *Journal of Behavioral Addictions*, *8*(3), 564–573. https://doi.org/10.1556/2006.8.2019.34

Chen, M., & Lee, C.-L. (2015). The Impacts of Green Claims on Coffee Consumers' Purchase Intention. *British Food Journal*, *117*(1), 195–209. https://doi.org/10.1108/bfj-07-2013-0196

Chen, Y.-C., & Lin, H.-C. (2020). Exploring Effective Sensory Experience in the Environmental Design of Sustainable Cafés. *International Journal of Environmental Research and Public Health*, *17*(23), 8957. https://doi.org/10.3390/ijerph17238957

Cheung, K. S., & Yiu, C. Y. (2022). The Economics of Architectural Aesthetics: Identifying Price Effect of Urban Ambiences by Different House Cohorts. *Environment and Planning B Urban Analytics and City Science*, *49*(6), 1741–1756. https://doi.org/10.1177/23998083211064625

Choi, Y. G., Ok, C., & Hyun, S. S. (2017). Relationships Between Brand Experiences, Personality Traits, Prestige, Relationship Quality, and Loyalty. *International Journal of Contemporary Hospitality Management*, *29*(4), 1185–1202. https://doi.org/10.1108/ijchm-11-2014-0601

Corwin, L. A., Graham, M., & Dolan, E. L. (2015). Modeling Course-Based Undergraduate Research Experiences: An Agenda for Future Research and Evaluation. *Cbe—Life Sciences Education*, *14*(1), es1. https://doi.org/10.1187/cbe.14-10-0167

Cupchik, G. C. (2019). Reflections on Relations Between Affective Responses and Operatic Intentions: Comment on Scherer, Trznadel, Fantini, and Coutinho (2019). *Psychology of Aesthetics Creativity and the Arts*, *13*(3), 259–260. https://doi.org/10.1037/aca0000245

Dimpfel, W. (2015). Neuromarketing: Neurocode-Tracking in Combination With Eye-Tracking for Quantitative Objective Assessment of TV Commercials. *Journal of Behavioral and Brain Science*, *05*(04), 137–147. https://doi.org/10.4236/jbbs.2015.54014

Djaelani, D. D., Negari, V. P., & Cuaca, D. (2020). Green Purchase Intention and Behavior Among Millennial Coffee Shop Customers. *Dinasti International Journal of Digital Business Management*, *1*(3), 409–422. https://doi.org/10.31933/dijdbm.v1i3.244

Domhoff, G. W. (2017). The Invasion of the Concept Snatchers: The Origins, Distortions, and Future of the Continuity Hypothesis. *Dreaming*, *27*(1), 14–39. https://doi.org/10.1037/drm0000047

Eser, Z., Işın, F. B., & Tolon, M. (2011). Perceptions of Marketing Academics, Neurologists, and Marketing Professionals About Neuromarketing. *Journal of Marketing Management*, *27*(7–8), 854–868. https://doi.org/10.1080/02672571003719070

Gabriella, T. P., Ellitan, L., & Kristanti, M. M. (2022). Pengaruh Social Media Marketing, Dan E-Wom Terhadap Keputusan Pembelian Melalui Brand Awareness Sebagai Mediasi Pada Kedai Kopi Janji Jiwa Di Surabaya. *Jurnal Ilmiah Mahasiswa Manajemen Jumma*, *11*(1), 1–10. https://doi.org/10.33508/jumma.v11i1.3946

Hasibuan, B. (2021). Development Strategy of Coffee Shop Business in Office Area Jakarta, Indonesia. *Current Journal of Applied Science and Technology*, 35–40. https://doi.org/10.9734/cjast/2021/v40i1431401

Hoppu, U., Puputti, S., Mattila, S., Puurtinen, M., & Sandell, M. (2020). Food Consumption and Emotions at a Salad Lunch Buffet in a Multisensory Environment. *Foods*, *9*(10), 1349. https://doi.org/10.3390/foods9101349

Jang, H.-W., & Lee, S.-B. (2019). Applying Effective Sensory Marketing to Sustainable Coffee Shop Business Management. *Sustainability*, *11*(22), 6430. https://doi.org/10.3390/su11226430

Javed, S., Rashidin, Md. S., Zhu, M.-S., Xu, Z., Jian, W., & Zuo, S. (2021). Combined Effects of Drivers and Impact of Customer Satisfaction on Brand Loyalty: The Contingent Effect of Social Trust. *Sage Open*, *11*(1). https://doi.org/10.1177/21582440211003566

Kim, H. J., & Pedersen, S. (2010). Young Adolescents' Metacognition and Domain Knowledge as Predictors of Hypothesis-development Performance in a Computer-supported Context. *Educational Psychology*, *30*(5), 565–582. https://doi.org/10.1080/01443410.2010.491937

Kolar, T., Batagelj, Z., Omeragić, I., & Husić-Mehmedović, M. (2021). How Moment-to-Moment EEG Measures Enhance Ad Effectiveness Evaluation. *Journal of Advertising Research*, *61*(4), 365–381. https://doi.org/10.2501/jar-2021-014

Krishna, A. (2011). An Integrative Review of Sensory Marketing: Engaging the Senses to Affect Perception, Judgment and Behavior. *Journal of Consumer Psychology*, *22*(3), 332–351. https://doi.org/10.1016/j.jcps.2011.08.003

Kuijsters, A. A., Redi, J., Ruyter, B. B. d., & Heynderickx, I. (2015). Lighting to Make You Feel Better: Improving the Mood of Elderly People With Affective Ambiences. *Plos One*, *10*(7), e0132732. https://doi.org/10.1371/journal.pone.0132732

Łaszkiewicz, A., & Kalińska-Kula, M. (2023). Virtual Influencers as an Emerging Marketing Theory: A Systematic Literature Review. *International Journal of Consumer Studies*, *47*(6), 2479–2494. https://doi.org/10.1111/ijcs.12956

Lee, E. (2012). Social Cues, E-Social Ambience, and Emotions in Web-Based Fashion Retailing: A Case of U.S. Shoppers. *Journal of the Korean Society of Clothing and Textiles*, *36*(12), 1318–1329. https://doi.org/10.5850/jksct.2012.36.12.1318

Lubis, M. A. (2024). Implementation of Management Information Systems at Janji Jiwa Coffee Shop in Medan Selayang City to Improve Customer Satisfaction. *Journal of Management Analytical and Solution (Jomas)*, *4*(2), 52–58. https://doi.org/10.32734/jomas.v4i2.16499

Mahbub, M. R. (2023). Effect of Social Media Promotion and Word of Mouth on Purchasing Decisions Through Purchase Intention as an Intervening Variable at Coffee Shop Minum Kopi Medan. *International Journal of Research and Review*, *10*(6), 376–381. https://doi.org/10.52403/ijrr.20230646

Moreira, A. C., Fortes, N., & Ramiro, S. (2017). Influence of Sensory Stimuli on Brand Experience, Brand Equity and Purchase Intention. *Journal of Business Economics and Management*, *18*(1), 68–83. https://doi.org/10.3846/16111699.2016.1252793

Nida, N. A. H. (2023). The Effect of Hedonic Value and Utilitarian Value on Buying Interest With Consumer Attitudes as Mediation. *Jurnal Economic Resource*, *6*(2), 248–258. https://doi.org/10.57178/jer.v6i2.665

Orosa, J. A., Vergara, D., Costa, Á. M., & Bouzón, R. (2019). A Novel Method for nZEB Internal Coverings Design Based on Neural Networks. *Coatings*, *9*(5), 288. https://doi.org/10.3390/coatings9050288

Paula, A. L. D. de, Lourenção, M. T. de A., Giraldi, J. de M. E., & Oliveira, J. H. C. de. (2022). Effect of Emotion Induction on Potential Consumers' Visual Attention in Beer Advertisements: A Neuroscience Study. *European Journal of Marketing*, *57*(1), 202–225. https://doi.org/10.1108/ejm-06-2021-0448

Pentikäinen, S., Liedes, H., & Pennanen, K. (2022). Nature Ambience in a Lunch Restaurant Has the Potential to Evoke Positive Emotions, Reduce Stress, and Support Healthy Food Choices and Sustainable Behavior: A Field Experiment Among Finnish Customers. *Foods*, *11*(7), 964. https://doi.org/10.3390/foods11070964

Rahmiati, F., Prayoga, T. Z., Goenadhi, F., & Naseri, R. N. N. (2023). Marketing Communication Mix on Purchase Decision in Industrial Area: A Study From International Chain Coffee Shop. *JHSS (Journal of Humanities and Social Studies)*, *7*(1), 150–157. https://doi.org/10.33751/jhss.v7i1.6319

Rohima, R. (2024). How Strongly Do Hedonism and Social Values Influence Consumers' Attitudes and Purchase Intention? Empirical Evidence From Vosco Coffee. *Jurnal Apresiasi Ekonomi*, *12*(1), 10–20. https://doi.org/10.31846/jae.v12i1.733

Samsuri, N., Reza, F., Begum, T., Yusoff, N., Idris, B., Omar, H., & Isa, S. M. (2018). Application of EEG/ERP and Eye Tracking in Underlying Mechanism of Visual Attention of Auto Dealer's Advertisement – A Neuromarketing Research. *International Journal of Engineering & Technology*, *7*(3.22), 5. https://doi.org/10.14419/ijet.v7i3.22.17112

Septiani, S. (2024). Analysis of Marketing Communication Strategies in Increasing Brand Awareness. *Jurnal Manajemen*, *12*(1), 44–52. https://doi.org/10.36546/jm.v12i1.1103

Simamora, G. M. (2023). The Impact of the Application of Neuro Marketing in Influencing Tourists' Decisions in Determining a Place to Tour: Literature Review. *International Journal of Research and Review*, *10*(10), 77–88. https://doi.org/10.52403/ijrr.20231010

Singh, P. (2023). What Do You Need to Know? A Systematic Review and Research Agenda on Neuromarketing Discipline. *Journal of Theoretical and Applied Electronic Commerce Research*, *18*(4), 2007–2032. https://doi.org/10.3390/jtaer18040101

Slåtten, T., Krogh, C., & Connolley, S. (2011). Make It Memorable: Customer Experiences in Winter Amusement Parks. *International Journal of Culture Tourism and Hospitality Research*, *5*(1), 80–91. https://doi.org/10.1108/17506181111111780

Tyunina, M., Chvostová, D., Pacherová, O., Kocourek, T., Jelínek, M., Jastrabík, L., & Dejneka, A. (2014). Ambience-Sensitive Optical Refraction in Ferroelectric Nanofilms of NaNbO3. *Science and Technology of Advanced Materials*, *15*(4), 045001. https://doi.org/10.1088/1468-6996/15/4/045001

Utomo, P. (2023). Influence of Digital Marketing and Service Quality on Consumer Preferences for Coffee Shops in Malang City. *Peradaban J Econ Bus*, *2*(2), 190–206. https://doi.org/10.59001/pjeb.v2i2.107

Watanabe, H., Nakajima, K., Takagi, S., Mizuyama, R., Saito, M., Furusawa, K., Nakatani, K., Yokota, Y., Kataoka, H., Nakajima, H., & Naruse, Y. (2021). Differences in Mechanical Parameters of Keyboard Switches Modulate Motor Preparation: A Wearable EEG Study. *Frontiers in Neuroergonomics*, *2*. https://doi.org/10.3389/fnrgo.2021.644449