

MARKETING | RESEARCH ARTICLE

The Effect of Store Atmosphere on the Decision to Stay with Purchase Interest as a Mediation Variable

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ABSTRACT

High purchase intention has been shown to influence guests' decision to stay at a hotel significantly. This study analyses the influence of store atmosphere on the decision to stay, with guest purchase intention as a mediating variable. This study used a quantitative approach, involving 172 respondents who were guests of the Borneo Hotel in Pontianak. The sample was selected through purposive sampling, with the criteria that respondents be guests who had stayed at least 1 night, be aged 18 or older, and be willing to participate voluntarily in the research process. In addition, data analysis was conducted using Structural Equation Modelling (SEM) techniques using AMOS software version 23 to achieve more precise and reliable research results. The results show that store atmosphere significantly influences guests' decision to stay. A hotel atmosphere that is perceived as attractive and comfortable, and that provides a pleasant experience, is an essential factor in increasing guest interest. Furthermore, purchase intention also plays a vital role in strengthening guests' tendency to stay. This study also shows that purchase intention acts as a mediating factor, increasing the relationship between store atmosphere and the decision to stay. Overall, this study confirms that the quality of a store's ambience not only directly influences the decision to stay, but the effect is even more pronounced when guests have high purchase intentions. These findings have important implications for hotels, encouraging them to continually improve the quality of their physical environments and ambience to attract guests and encourage them to stay.

Keywords: Store Atmosphere, Purchase Intention, Decision to Continue Shopping.

JEL Code: M31, L83, C38, D12, C30

I. Introduction

Hotel Borneo Pontianak is a three-star hotel located at Jalan Merdeka Barat No. 428, right in the centre of Pontianak, making it easy for guests to reach various destinations during their stay. The hotel also has a large parking area, so guests can park their vehicles comfortably without having to fight for space or be jostled. In addition, the service at this hotel is known for being friendly and professional, with reception staff available to help 24 hours a day. One of the main attractions of this hotel is its rooftop restaurant, which offers a beautiful view of the city, enhancing the guest experience and providing a sense of comfort. This study aims to assess how guest purchasing intentions influence the relationship between store atmosphere and the decision to

stay at Hotel Borneo Pontianak City, thereby offering a clearer understanding of the factors that influence consumer hotel choices.

Table 1. Borneo Pontianak Hotel Room Sales Data 2020-2024

Year	Number of Rooms	Number of Rooms Available	Total Room Sales	(%) Rooms Sold
2022	133	48,545	16,766	34.54
2023	133	48,545	23,452	48.31
2024	133	48,545	26,364	54.31

The phenomenon of store atmosphere has become an essential focus in consumer behaviour studies due to its significant role in influencing stay decisions. The atmosphere created by elements such as lighting, layout, music, and aroma not only enhances the overall experience but can also influence consumers' emotions and perceptions of the products offered. This opinion is consistent with the opinion (Solihin & Setiawan, 2021). That store atmosphere also significantly influences stay decisions. However, if the implementation of store atmosphere is poorly designed and not supported by adequate research, the hotel atmosphere will not influence stay decisions. This is consistent with research (Prasetyo et al., 2024). Showing that store atmosphere does not influence stay decisions.

Store ambience significantly influences consumer behaviour, particularly when it comes to hotel stay decisions. This ambience, created by elements such as appropriate lighting, refreshing scents, soothing music, clean hotel areas, and attractive interior design, can foster a positive experience for guests and shape their emotional perceptions of the quality of service. If this ambience creates a sense of comfort and a pleasant impression, it can encourage purchase intention, ultimately encouraging guests to stay. This finding aligns with research findings (Rusdiyanto et al., 2022). Explaining that store ambience has a significant influence on the decision to stay, with this relationship strengthened by purchase intention, which acts as a connecting variable that encourages guests to be more confident in their decision. This study aims to analyse the influence of store atmosphere on consumer purchasing decisions, both directly and indirectly through purchase intention, which acts as a mediating variable. By examining the relationship among these variables, this study is expected to provide a more comprehensive understanding of how store atmosphere shapes purchase intention and influences consumer purchasing decisions.

II. Literature Review and Hypothesis Development

2.1. Shop Atmosphere

Store atmosphere is recognised as a key element in modern retail design, playing a role broader than simply a place for economic transactions. This concept reflects an experiential space that significantly influences consumer perceptions, emotions, and behaviour. Store atmosphere results from a combination of physical design, visual aesthetics, lighting, aroma, music, texture, and social interaction that complement each other to create a meaningful shopping experience for customers (Alexander & Kent, 2024). Store atmosphere is created through the arrangement of various elements, such as layout, interior and exterior design, lighting, colour, music, aroma, and product arrangement. The combination of these elements aims to create a strong first impression, make shopping easier, and foster a sense of comfort so visitors feel at home in the store. In addition, a well-designed store atmosphere supports sales strategies by attracting consumers' attention to specific products and encouraging spontaneous purchases (Manchem, 2025).

Store atmosphere not only functions as a regulator of the physical atmosphere of the store, but also reflects the image and identity of the company in the eyes of consumers, so that through the management of elements such as interior design, lighting, aroma, music, color, and layout that create a comfortable and attractive shopping experience, companies can use it as an essential strategy to retain customers amidst increasingly fierce business competition (Ningsih et al., 2024). Store atmosphere is a collection of specific elements designed and combined to create a particular impression, to attract attention and increase

consumer interest (Jauza & Suryawardani, 2026). Store atmosphere is the environment created inside the store. It has a significant influence because it can make customers feel at home, comfortable, and encouraged to see and consider various products they will buy, making it an essential element in creating a positive shopping experience (Arianty, 2024).

Store atmosphere is the overall physical environment created by a combination of visual elements, lighting, aroma, music or sound, and store layout, designed to evoke emotional comfort for consumers, thereby creating a pleasant shopping experience and forming a positive impression that can ultimately encourage interest in making purchasing decisions (Umar, 2025). Store atmosphere is a concept that explains that all elements of a store's physical environment, from layout, lighting, colour, aroma, sound, to decoration, must be designed and combined in a planned manner to create certain impressions and experiences that can influence consumer perceptions, emotions, comfort, purchasing interest, and ultimately consumer purchasing decisions (Fitriani et al., 2025).

Store atmosphere is an integral part of modern retail design that shapes the store's physical appearance and aims to create a pleasant shopping experience for consumers. This atmosphere is created by various elements, including store layout, interior and exterior design, lighting, colour, aroma, music, texture, and product arrangement. The combination of these elements can influence consumer feelings and perceptions, create a positive first impression, and make visitors feel comfortable and at home in the store. In addition, a well-designed store atmosphere can attract consumers' attention to specific products, encourage spontaneous purchases, and increase the likelihood of purchase. Store atmosphere also reflects the company's identity and image, thus playing an essential role in building customer loyalty amidst increasingly fierce retail competition. Therefore, store atmosphere is one of the retail marketing strategies that influences consumer behaviour and purchasing decisions.

2.2. Purchase Interest

Purchase intention is an internal tendency among consumers to purchase a product within a given period. This concept is important for marketers because it can serve as a basis for estimating consumers' needs, preferences, and potential future purchasing decisions (Miguna Astuti et al., 2023). Purchase intention is considered an essential aspect of marketing because it reflects consumers' potential or tendency to purchase a particular product or service, serving as an early indicator that helps marketers understand the likelihood of consumer behaviour in the purchasing decision-making process (Silvia Ekasari et al., 2025). Purchase intention reflects consumers' tendency to consider, plan, and ultimately make a purchase, driven by their positive assessment of product quality. A positive perception fosters a strong desire to purchase (Febrian & Agustina, 2025). Purchase intention can foster an internal drive that is embedded in consumers' minds and forms a strong motivation, thereby influencing how they assess and consider a product, ultimately encouraging them to fulfil their needs in line with the preferences and desires embedded in their minds (Fitriah, 2018).

Purchase intention is a psychological tendency that arises when consumers become attracted to a product after assessing various aspects, such as benefits, quality, information, and experiences, leading this interest to develop into a strong urge to purchase, both in the near and distant future. This condition is an important indicator because it shows that consumers perceive the product as able to meet their needs and provide value that matches their expectations (Taufik & Asih, 2024). Purchase intention is an important factor that significantly influences consumers' decisions to purchase a product, because it arises in response to various positive stimuli, such as interesting information, pleasant experiences, or favourable assessments, which then drive consumers' motivation, confidence, and desire to make purchases in the future (Hondo, 2024). Purchase intention is a psychological condition within consumers that indicates interest, attention, and desire to buy a product within a specific period of time.

Purchase intention does not appear suddenly; it is formed through a consideration process that involves assessing the product's quality, the benefits offered, the information obtained, and previous

consumer experiences. When consumers have a positive perception of a product's quality and benefits, an emotional and motivational drive emerges, encouraging them to consider the product more seriously. This drive then develops into a stronger desire to make a purchase. Furthermore, purchase intention plays a crucial role in marketing activities because it can serve as an indicator of future consumer behaviour. By understanding the level of consumer purchase intent, companies can estimate the likelihood of a purchase and adjust their marketing strategies to align with market needs and preferences. Purchase intention also reflects positive perceptions, internal motivation, and consumer evaluations of a product, which collectively influence purchasing decisions. Therefore, purchase intention can be understood as a crucial stage before consumers make a purchase decision, based on the belief that the product can deliver the value and benefits they expect.

2.3. Decision to Stay

The decision to stay can be understood as the result of a series of consumer considerations influenced by various factors, in which individuals assess and compare options rationally and emotionally before finally choosing the service they consider most suitable for their needs and preferences (Arfah, 2022). The decision to stay can be understood as the final stage in the consumer decision-making process, namely, when previously considered factors and choices are translated into a purchasing action (Nurkhotimah et al., 2026). The decision to stay can be interpreted as the final stage in the consumer behaviour process, when someone finally chooses a particular product or brand that is most attractive and suits their preferences after considering various options (Nurmawati, 2021). The decision to stay is the result of a series of processes that consumers go through, starting from recognising needs, collecting and evaluating various information, comparing alternative products or services available, until finally deciding on the product or service that is considered most capable of fulfilling their desires and providing benefits according to their expectations (Harjadi & Fatmasari, 2025).

The decision to stay is the final result of the decision-making process that consumers go through, a series of stages of analysis, assessment, and comparison of available alternatives, until they finally choose the option considered most appropriate and able to provide the most significant benefits for their personal needs and preferences (Samsiyah et al., 2023). The decision to stay can be understood as a process that begins when consumers recognize their needs, then search for and gather information, evaluate various available product alternatives, and assess the benefits, quality, and suitability of the product to their needs, so that the final decision to purchase emerges as a result of the integration of various information and careful consideration made by consumers (Ani et al., 2025). The decision to stay involves many considerations, because consumers are influenced by factors such as economic conditions, technological advances, cultural values, and other elements that collectively shape how they evaluate and choose a product or service (Sarah & Nadeak, 2024). The decision to stay is the result of a consumer consideration process carried out in stages and involving both rational thinking and emotional feelings.

Process begins when consumers recognise a need, for example, the need for a comfortable place to stay that suits the purpose of the trip. After that, consumers search for and gather information about the available accommodation options. This information is then compared and evaluated across several factors, including service quality, facilities, price, location, and the benefits offered by each option. In the evaluation stage, consumers assess how well each alternative meets their needs and preferences. This assessment helps consumers form a comprehensive picture of the most suitable option and provides the highest satisfaction. After going through this process, consumers ultimately decide on the accommodation they deem most appropriate. Therefore, the decision to stay can be understood as the result of a combination of consumer perceptions, experiences, and beliefs formed after searching for information and evaluating various alternatives. This demonstrates that consumers' decision to stay is not a spontaneous action, but rather the result of a thoughtful decision-making process oriented toward optimal benefits.

2.4. The Relationship between Store Atmosphere and Stay Decisions

These results indicate that store atmosphere can be understood as the physical elements and environmental conditions intentionally designed in retail stores to create visual appeal, comfort, and a pleasant shopping experience, thereby attracting attention and increasing consumer interest in shopping (Susanto & Adiwijaya, 2023). This study shows that store atmosphere factors, such as cleanliness, music, air quality, lighting, product placement, and parking, significantly influence the decision to stay. In a shoe store, consumer choices are strongly influenced by the store atmosphere, as aspects such as layout, lighting, cleanliness, aroma, music, and overall comfort help create a pleasant shopping experience. This environment encourages consumers to choose and purchase products (Julia et al., 2023). These results indicate that store atmosphere significantly and positively influences consumer stay decisions at Rehat Coffee. The environment, intentionally designed by the business through elements such as layout, lighting, decoration, music, and aroma, can increase customer comfort and satisfaction. Therefore, designing a store atmosphere is an important marketing strategy that can motivate visitors to make purchases (Dandi, Afwa, & Hasan, 2023).

2.5. The Relationship between Store Atmosphere and Purchase Intention

These results indicate that the higher a person's interest in staying at a hotel, the greater the likelihood that the individual will ultimately actually decide to make a reservation and stay at the hotel, because a strong interest usually reflects the consumer's confidence, interest, and readiness to realise their stay plans according to their preferences and needs (Franza et al., 2025). These results indicate that the store atmosphere significantly influences consumers' interest in staying. A better, more comfortable atmosphere, created by Café Merci Sidoarjo through space management, lighting, aroma, music, and interior aesthetics, encourages consumers to make purchases. These findings indicate that the store atmosphere at Indomaret Ternate City significantly and positively influences consumers' purchasing interest (Putri et al., 2023). Elements such as lighting, product arrangement, cleanliness, music, and overall comfort effectively encourage, enhance, and stimulate consumers' desire to stay (Rusdiyanto et al., 2022).

2.6. The Relationship between Purchase Intention and Stay Decision

These results indicate that the higher the purchasing interest a customer has, the greater their chances of shopping at Aneka Jaya in its three branches, because high interest is usually caused by strong interest, trust in product quality, and positive encouragement that encourages consumers to make Aneka Jaya their primary choice in meeting their shopping needs (Harini et al., 2023). Purchase interest appears to have a positive and significant impact on stay decisions. This indicates that greater consumer interest increases the likelihood of staying, because strong interest signals enthusiasm, confidence, and internal motivation that encourage consumers to act in line with their needs and preferences. The results show that purchase interest has a positive and significant effect on stay decisions. This indicates that the stronger the consumers' motivation and interest in a product, the more likely they are to purchase it. In this context, Ramayana Department Store Malang serves as a stimulus that can increase consumer purchasing interest, thereby increasing their chances of completing a purchase at the store (Fitriasari et al., 2023).

2.7. The Relationship between Store Atmosphere and Stay Decision Through Purchase Intention

These results indicate that store atmosphere plays an important role in arousing consumer purchasing interest, which ultimately drives the formation of purchasing decisions at Indomaret in Ternate City; in other words, a comfortable and well-organised store atmosphere that can attract customers' attention can increase their interest in the products offered, thereby increasing the likelihood of consumers deciding to make a purchase (Rusdiyanto et al., 2022). This indicates that purchasing interest acts as a mediator between

store atmosphere and purchasing decisions. A comfortable and attractive store environment first stimulates consumer interest and encourages purchases. With this increased interest in purchasing, the influence of store atmosphere can ultimately lead to stronger, more significant purchasing decisions (Solihin & Setiawan, 2021).

- H1: Store atmosphere has a significant influence on the decision to stay.
- H2: Store atmosphere has a significant influence on purchasing interest.
- H3: Purchase intention has a significant influence on the decision to stay.
- H4: Store atmosphere has a significant influence on the decision to stay, with purchase intention as a connecting variable.

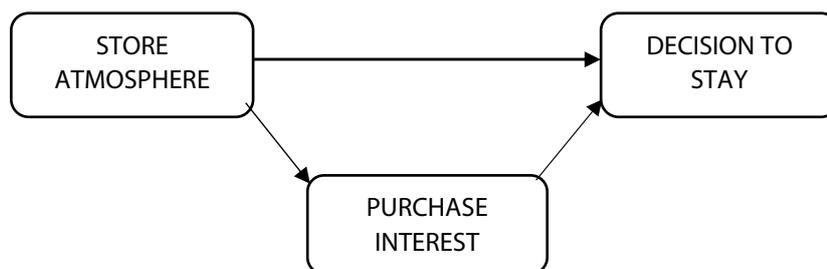


Figure 1. Conceptual Framework

III. Research Method

The research method used in this study is a quantitative approach, with data collected through questionnaires and interviews. The study population included all guests of the Borneo Hotel, and the sampling technique used was non-probability sampling, specifically purposive sampling. This method was chosen to ensure that the respondents met the criteria in accordance with the research focus. The respondent criteria set included guests who had stayed at least one night, were over 18 years old, and were willing to participate voluntarily in the research process. The study used 172 respondents. The determination of the sample size is based on the view that a good research sample size falls between 30 and 500 respondents. Data were collected through questionnaires compiled according to the indicators for each research variable, and interviews were used as supporting data to strengthen the analysis. The collected data were then analysed using AMOS version 23 to test the structural model and the relationships between variables more systematically, logically, and accurately.

Table 2 Variables and Indicators (N = 172)

Variables Study	Operational Definition	Indicator
Shop Atmosphere	Store atmosphere is the overall atmosphere, environmental conditions, and a series of physical and non-physical elements that the store owner or manager deliberately designs to create a sense of comfort, safety, and pleasure for consumers, thereby building a positive impression, influencing their perception of service quality, and encouraging consumers to stay longer, interact with products, and ultimately increase the likelihood of purchasing or using the services offered.	1. layout 2. voice 3. aroma 4. design (Nashita & Surenda, 2024)
Decision to Stay	The decision to stay is the final action taken by consumers when they choose to use a particular accommodation service after going through a consideration process that includes assessing needs, comfort, available facilities, price, service quality, and various other supporting factors that are	1. Understanding the Problem 2. Searching for information 3. Alternative Evaluation

	believed to meet their expectations and preferences in the stay experience.	4. Buying decision (Guterres et al., 2024)
Purchase Interest	Purchase intention is an internal drive within consumers to own or use a product or service that arises from a series of cognitive and emotional processes, starting with recognising needs, seeking information, evaluating alternatives, and forming a positive attitude, which ultimately influences their tendency and readiness to make a purchase.	1. Information Search 2. Stimulation 3. Awareness (Agung et al., 2024)

IV. Result and Discussion

4.1. Result

a. Testing the Validity and Reliability of Endogenous Constructs

Validity testing evaluates whether the data collected from the author's questionnaire is valid. Questionnaire data is considered influential if the Average Variance Extracted (AVE) exceeds 0.5. Reliability testing examines whether the questionnaire yields consistent results across repeated administrations. A questionnaire is considered reliable if the Construct Reliability (CR) value is above 0.70. The table below presents the calculation results and reliability scores.

Table 3. Construct Reliability and Variance of Endogenous Construct Extracts

Lack truck	Shop Atmosphere			Purchase Interest			The Decision to Stay		
	Standard Loading	(Std Loading) ²	Standard Error	Standard Loading	(Std LoaDin) ²	Standard. Error	Standard Loading	(Std Loading) ²	Standard. Error
Goods									
SA 1	0.721	0.520	0.480						
SA 2	0.71	0.504	0.496						
SA 3	0.696	0.484	0.516						
SA 4	0.736	0.542	0.458						
MB 1				0.786	0.618	0.382			
MB 2				0.66	0.436	0.564			
MB 3				0.736	0.542	0.458			
KM 1							0.768	0.590	0.410
KM 2							0.717	0.514	0.486
KM 3							0.576	0.332	0.668
KM 4							0.749	0.561	0.439
λ	2,863			2,182			2.81		
$\sum \epsilon_j$	1,950			1,405			2003		
$(\sum \lambda)^2$	2,050			1,595			1,997		
AVE	0.513			0.532			0.499		
CR	0.808			0.772			0.798		

Using the output table above, you can determine the validity of each research indicator by examining the AVE (Average Variance Extraction) value, with a cut-off of 0.5. The AVE values are as follows: Store Atmosphere = 0.513, Purchase Intention = 0.532, and Staying Decision = 0.499. The CR (Construct Reliability) value, a standard measure of construct reliability, has a cutoff of 0.70. The table above shows that the CR values for Store Atmosphere, Purchase Intention, and Staying Decision are all above 0.70.

b. Assessing Structural Model Identification

A model is suitable for identification if its degrees of freedom are positive.

Table 4: Calculation of Degrees of Freedom

Number of different sample moments:	66
Number of different parameters to be estimated:	25
Degrees of freedom (66 - 25):	41

The results of the research above show that the degrees of freedom are positive and equal to 41, indicating that the model is feasible and can proceed to the following research stage.

c. Good Fit Criteria Testing

This study included 172 samples collected from consumers who visited or decided to stay, in accordance with SEM guidelines, with a range of 100-200 per sample.

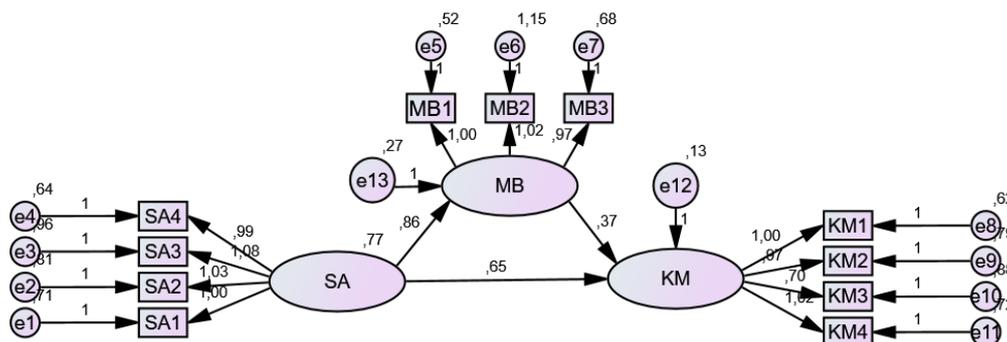


Figure 2. Structural Equation Model of Store Atmosphere, Purchase Intention, and Decision to Stay

Figure 2 presents the results of the structural equation model (SEM), illustrating the direct and indirect relationships among store atmosphere, purchase intention, and the decision to stay. The path diagram shows that store atmosphere has a direct effect on the decision to stay as well as an indirect effect through purchase intention as a mediating variable. The standardized path coefficients indicate that store atmosphere significantly influences purchase intention, which in turn significantly affects the decision to stay. In addition, the direct path from store atmosphere to the decision to stay remains significant, confirming partial mediation. Overall, the structural model depicted in Figure 2 meets the model fit criteria, indicating that the proposed model adequately explains the causal relationships among the variables examined.

Table 5: Results of the Model Fit Index Test

Model Fit Index	Research result	Limit Value	Model Evaluation
GFI	0.945	≥0.90	Very good
AGFI	0.911	≥0.90	Very good
RMSEA	0.047	≤0.05	Very good
TLI	0.974	≥0.90	Very good
NFI	0.934	≥0.90	Very good
PCFI	0.731	≥0.50	Very good
PNFI	0.696	≥0.50	Very good

Based on the calculation, the GFI value is 0.945, which meets the suitability criteria because it exceeds the limit value of 0.90. AGFI has a value of 0.911, indicating it meets the suitability criteria because it exceeds the 0.90 limit. In addition, the RMSEA value is excellent at 0.047, meeting the suitability criteria because it is below the 0.05 limit. The TLI and NFI values have met the criteria because they exceed the limit value. Specifically, the values are 0.974 and 0.934, both exceeding the suitability criterion of 0.90. The PCFI value of 0.731 and the PNFI of 0.696 are excellent, as they exceed 0.5.

4.2. Hypothesis Testing

The hypothesis testing in this study uses regression-weight analysis. The relationship between variables is declared significant if the CR value is ≥ 1.96 and the P value is < 0.05 , indicating that the exogenous variable influences the endogenous variable. Conversely, if the CR value is < 1.96 and the P value is > 0.05 , it can be concluded that the exogenous variable does not significantly influence the endogenous variable

Table 6. Hypothesis Test Results

Hypothesis	Standard Estimating	Estimating	CR	Limit Value	P	Limit value	Conclusion
H1: The store atmosphere is thought to be related to the decision to stay overnight.	0.605	0.862	7,841	≥ 1.96	0.01	≤ 0.05	Accepted
H ₂ : The store atmosphere is estimated to be related to purchase interest.	0.824	0.648	3,772	≥ 1.96	0.01	≤ 0.05	Accepted
H3: Purchase interest is expected to be related to the decision to stay.	0.361	0.370	2,341	≥ 1.96	0.019	≤ 0.05	Accepted

a. Influence the atmosphere of the shop to decide to stay the night

Based on the research and testing conducted, the Critical Ratio was 7.841, and the probability value was 0.01, indicating that the better the store atmosphere, the stronger the relationship with the decision to stay. If businesses can positively influence visitors, the likelihood of their staying increases, along with their purchase intention. This finding is in line with previous research (Fitriani et al., 2025; Julia et al., 2023; Maharani & Range, 2026; Sarah & Nadeak, 2024).

b. Influence the atmosphere of the shop to encourage buying

The results of the test examining the relationship between store atmosphere and purchase intention revealed a Critical Ratio of 3.772 and a Probability of 0.01. This indicates that a good store atmosphere can improve the quality of the relationship between a business and its customers. When businesses create a positive atmosphere, customers feel satisfied and evaluate the business favourably. A comfortable store atmosphere also makes consumers feel closer to the business and fosters a positive relationship with it. The findings of this study are consistent with previous research by (Putri et al., 2023; Rianti & Musfar, 2023; Yanti et al., 2007).

c. Influence of Purchase Interest decision to stay the night

Meanwhile, the relationship between purchase intention quality and the decision to stay is significant, with a Critical Ratio of 2.341 and a Probability of 0.019, indicating a relationship between the variables. This shows that high guest interest in the hotel atmosphere can increase their likelihood of staying. This interest arises when the hotel creates a comfortable, attractive atmosphere that meets guest expectations. With a good atmosphere, guests will feel more confident and be more inclined to stay at the hotel on their own. The findings of this study are in line with previous studies (Harini et al., 2023; Hondo, 2024; Permadi & Lestari, 2025).

d. Influence the atmosphere shop to decide to stay the night through interest buy

The Sobel test for the mediating variable yielded a z-score of 1.98886850, with a p-value of 0.04671572. Based on the testing criteria, namely the Z value is greater than 1.90, and the significance value is below 0.05, the hypothesis is accepted. Therefore, purchase intention acts as a significant mediator between

the store atmosphere and the decision to stay. This finding indicates that a comfortable, attractive, and pleasant hotel atmosphere can foster guest interest in using the services offered, thereby encouraging them to stay. Therefore, the store atmosphere not only directly influences the decision to stay but also indirectly increases guest purchase intention. The results of this study are consistent with those of research by (Rusdiyanto et al., 2022; Solihin & Setiawan, 2021).

4.3. Discussion

a. The Effect of Store Atmosphere on the Decision to Stay

The findings of this study indicate that store atmosphere plays a decisive role in shaping guests' decisions to stay at Hotel Borneo Pontianak. This result suggests that the physical and sensory environment of a hotel functions not merely as a supporting facility but as a strategic stimulus that influences guests' evaluations and emotional responses. Elements such as interior design, lighting, aroma, and spatial layout create first impressions that significantly affect guests' perceptions of comfort and service quality, thereby guiding their final accommodation choices (Prasetyo et al., 2024). In the case of Hotel Borneo Pontianak, these atmospheric attributes are particularly salient given the hotel's positioning as a centrally located three-star hotel that relies on experiential comfort to attract and retain guests.

From a consumer behavior perspective, a well-designed store atmosphere reduces perceived risk and increases psychological comfort during the decision-making process. Guests tend to associate a pleasant and organized environment with higher service reliability and professionalism, which strengthens their confidence in choosing the hotel. This aligns with retail and hospitality theories that emphasize the experiential role of physical environments in influencing consumer decisions, where atmosphere acts as a non-verbal communication tool that conveys value and trustworthiness (Alexander & Kent, 2024). For Hotel Borneo Pontianak, such atmospheric cues help reassure guests that the hotel can meet their expectations for comfort, safety and service quality during their stay.

In the context of Hotel Borneo Pontianak, the significant influence of store atmosphere on the decision to stay implies that guests interpret environmental cues as indicators of overall service quality. This finding supports previous empirical studies demonstrating that store atmosphere significantly affects consumer purchase and stay decisions across hospitality and retail settings (Dandi et al., 2023). Consequently, improving atmospheric elements can serve as an effective managerial strategy to enhance guests' willingness to stay and to strengthen competitive positioning in the hotel industry. This suggests that continuous investment in maintaining and refining the hotel's physical environment is essential for sustaining positive guest perceptions and repeat stay decisions.

b. The Effect of Store Atmosphere on Purchase Intention

The results of this study confirm that store atmosphere significantly influences guests' purchase intention. This finding indicates that environmental stimuli within the hotel environment stimulate cognitive and emotional reactions that encourage guests to consider staying. A comfortable and visually appealing atmosphere fosters positive emotions, which play a crucial role in forming consumers' internal motivation to engage in purchasing behavior (Putri et al., 2023). In the case of Hotel Borneo Pontianak, these atmospheric conditions help guests perceive the hotel as a reliable and pleasant accommodation option, thereby strengthening their intention to stay.

Psychologically, purchase intention emerges when consumers perceive that the environment aligns with their expectations and personal preferences. Atmospheric elements such as soothing music, pleasant scents, and harmonious interior design create emotional satisfaction, which strengthens guests' interest and desire to stay. This process reflects the stimulus–organism–response (S-O-R) framework, where environmental stimuli affect internal states and subsequently influence behavioral intentions (Nurmawati, 2021). For guests

of Hotel Borneo Pontianak, the alignment between the hotel's physical environment and their expectations reinforces positive emotional responses that translate into stronger purchase intentions.

This finding is consistent with prior studies showing that store atmosphere significantly enhances purchase intention in hospitality and retail contexts. A favorable environment not only attracts attention but also reinforces positive evaluations of the service offered, making guests more inclined to proceed toward an actual stay decision (Rusdiyanto et al., 2022). Therefore, optimizing store atmosphere is essential for hotels seeking to increase guests' purchase intentions and overall market appeal. Accordingly, the store atmosphere at Hotel Borneo Pontianak functions as a strategic factor that supports guests' intention formation before they finalize their decision to stay.

c. The Effect of Purchase Intention on the Decision to Stay

The findings indicate that purchase intention has a significant influence on guests' decisions to stay. This result suggests that purchase intention serves as a critical psychological bridge between evaluation and actual behavior. When guests develop strong intentions to stay, they are more likely to translate these intentions into concrete decisions, reflecting a higher level of commitment and readiness to purchase (Fitriasari et al., 2023). In the context of Hotel Borneo Pontianak, this implies that guests who already feel interested and motivated are more inclined to confirm their stay rather than continue searching for alternative accommodations.

From a behavioral standpoint, purchase intention represents an internal conviction formed through cognitive evaluation and emotional reinforcement. Guests with strong purchase intentions perceive lower uncertainty and higher anticipated satisfaction, which motivates them to finalize their stay decisions. This supports decision-making theories stating that intention is one of the most reliable predictors of actual consumer behavior. For Hotel Borneo Pontianak, this means that guests who perceive the hotel as meeting their expectations in terms of comfort, atmosphere and service quality are more confident in committing to a stay.

Empirically, this finding aligns with previous research demonstrating that purchase intention significantly predicts purchasing and stay decisions in service industries. In the hotel context, strong purchase intention indicates that guests have already evaluated alternatives and perceive the hotel as the most suitable option, leading to a higher probability of actual stay decisions (Hondo, 2024). Thus, strengthening guests' purchase intention is a crucial managerial priority for Hotel Borneo Pontianak in converting interest into confirmed stay decisions.

d. The Mediating Role of Purchase Intention in the Relationship between Store Atmosphere and the Decision to Stay

The results of this study demonstrate that purchase intention mediates the relationship between store atmosphere and the decision to stay. This finding indicates that store atmosphere influences guests' stay decisions both directly and indirectly by first stimulating purchase intention. In other words, a favorable hotel atmosphere enhances guests' interest, which subsequently strengthens their likelihood of staying (Rianti & Musfar, 2023). In the context of Hotel Borneo Pontianak City, this implies that guests' decisions to stay are not solely driven by environmental comfort, but also by the interest and desire generated through their interaction with the hotel's atmosphere.

Conceptually, this mediating effect suggests that store atmosphere alone may not be sufficient to drive stay decisions unless it successfully generates internal motivation in the form of purchase intention. Atmospheric elements shape guests' emotional responses, which then evolve into a conscious intention to stay. This intention acts as a psychological mechanism that translates environmental perceptions into actual decision-making behavior (Franza et al., 2025). Thus, the hotel atmosphere at Hotel Borneo functions as an initial stimulus that must first influence guests' psychological states before resulting in a concrete stay decision.

This finding is consistent with prior studies emphasizing the mediating role of purchase intention in consumer decision models. The results confirm that purchase intention strengthens the impact of store atmosphere on stay decisions, highlighting its strategic importance in hospitality management. Consequently, hotels should focus not only on enhancing physical environments but also on ensuring that these environments effectively stimulate guests' purchase intentions to maximize their influence on stay decisions (Yanti et al., 2007). For Hotel Borneo Pontianak City, this underscores the importance of aligning atmospheric design with strategies that actively encourage guests' intention to stay in order to achieve optimal decision outcomes.

V. Conclusion

This study concludes that store atmosphere plays a crucial role in shaping guests' decisions to stay at Hotel Borneo Pontianak, both directly and indirectly through purchase intention. A well-designed hotel atmosphere, characterized by comfortable spatial layout, appropriate lighting, pleasant aroma, and attractive interior design functions not merely as a physical setting but as a strategic stimulus that influences guests' psychological evaluations and emotional responses. These atmospheric cues create a sense of comfort, safety, and trust, which significantly strengthens guests' willingness to choose the hotel as their accommodation. Furthermore, the findings confirm that purchase intention acts as a key psychological mechanism that translates environmental perceptions into actual stay decisions. Store atmosphere significantly enhances guests' purchase intention, which in turn increases the likelihood of staying. The mediating effect of purchase intention indicates that a favorable hotel atmosphere alone is not sufficient unless it successfully generates internal motivation in guests. Thus, the decision to stay emerges from an integrated process in which environmental stimuli shape emotional responses, form purchase intention, and ultimately lead to behavioral decisions. Overall, this study demonstrates that improving hotel atmosphere is essential not only for attracting guests but also for strengthening their intention and final decision to stay.

From a theoretical perspective, this study contributes to the consumer behavior and hospitality literature by confirming the mediating role of purchase intention in the relationship between store atmosphere and stay decisions. The findings support the stimulus–organism–response (S-O-R) framework, demonstrating that environmental stimuli (store atmosphere) influence internal psychological states (purchase intention), which subsequently drive behavioral outcomes (decision to stay). By empirically validating this mechanism in a hotel context, this study extends prior retail-based atmosphere models into the hospitality industry and reinforces the importance of integrating psychological mediators in explaining consumer decision-making processes. From a managerial perspective, the results imply that hotel management should prioritize continuous improvement of atmospheric elements as part of a strategic marketing and service design approach. Hotel managers should focus on maintaining cleanliness, optimizing lighting and room layout, ensuring pleasant scents, and creating visually appealing interiors to enhance guests' comfort and emotional experiences. Additionally, management should actively strengthen guests' purchase intention by communicating the hotel's atmospheric advantages through digital marketing, promotions, and service interactions. By aligning atmospheric design with strategies that stimulate guests' intention to stay, Hotel Borneo Pontianak can increase conversion from interest to actual stay decisions and enhance its competitive position in the hospitality market.

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