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The Mediating Role of Perceived Enjoyment in the Relationship between Coffee Shop Atmosphere Perception and Behavioral Intentions: A Study of University Students

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Abstract

This study examines the effect of coffee shop atmosphere perception on university students' behavioral intentions and the mediating role of perceived enjoyment in this relationship. Data were collected through a survey using a quantitative research design. The data obtained were analyzed using SPSS and SmartPLS software. According to the findings, the coffee shop atmosphere did not have a direct significant effect on behavioral intention, but perceived enjoyment was found to have a positive and significant effect on behavioral intention. Path analysis results also revealed that the atmosphere indirectly affected behavioral intention through perceived enjoyment and that this mediating effect was statistically significant. In conclusion, students' behavioral intentions, such as revisiting or recommending coffee shops, are shaped more by the feeling of enjoyment created by the atmosphere than by the direct perception of the atmosphere. These findings offer strategic implications for businesses in terms of service marketing and experience management.

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