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Western Architectural Aesthetics' Impact on Purchase Intent, Satisfaction, and Recommendations in Indonesia

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Abstract

Tourism growth in Indonesia has driven the rapid emergence of restaurants and cafes adopting Western architectural styles, causing a shift in consumer lifestyles, expectations, and overall dining experiences. This study aims to examine the effect of Western-style architectural design on Indonesian consumers' willingness to purchase, satisfaction, and willingness to recommend. Referring to the Stimulus-Organism-Response (S-O-R) Model and the Theory of Planned Behavior, this study positions perceived quality as a mediating variable, with social media marketing and accessibility as moderating variables. Data collection was conducted through a survey of 454 consumers spread across several major provinces in Indonesia. Data analysis used partial least squares structural equation modeling (PLS-SEM) to examine the relationships between variables in the research model. The results show that Western-style architectural design has a significant influence on Indonesian consumers' responses, both directly and through the mediation of perceived quality. Although social media marketing was not proven to have a moderating effect, accessibility showed a negative moderating effect on the relationship between perceived quality and consumer behavior, including satisfaction, purchase intention, and recommendations. These findings confirm that architectural elements are not merely aesthetic aspects, but also strategic elements in shaping consumer perceptions and decisions. Theoretically, this research enriches understanding of the role of design in consumer behavior, while practically providing insights for hospitality and service industry players in designing spaces that are not only visually appealing but also support overall service quality.

Kata kunci: Western-Influenced Architectural Design, Perceived Quality, Social Media Marketing, Consumer Behavior, Stimulus–Organism–Response, Theory of Planned Behavior

1. Introduction

Architectural design has long been recognized as a central component in shaping consumer behavior within commercial environments, particularly in restaurants and cafés where customers increasingly seek more than culinary satisfaction. In contemporary consumption culture, dining establishments serve as experiential spaces where ambiance, visual coherence, and emotional comfort are essential components of the overall value proposition. Consumers today pursue environments that offer immersive aesthetic experiences, reflecting broader lifestyle expectations and the desire for atmospheres that extend beyond food and service quality. Architectural elements such as layout, lighting, materials, façade composition, and overall aesthetic harmony have been shown to significantly influence customer perceptions, emotional responses, and behavioral intentions. Prior studies consistently demonstrate that well-constructed physical environments in hospitality venues stimulate positive affective states, increase perceived service quality, and strengthen behavioral outcomes such as satisfaction, willingness to purchase, and willingness to recommend [1]. These insights highlight the growing strategic importance of architecture as a competitive tool in the hospitality sector.

In Indonesia, the restaurant and café industry has undergone rapid transformation driven by tourism growth, global lifestyle adoption, and the increasing emphasis on experiential consumption. The accelerating influence of international design trends particularly Western architectural aesthetics has reshaped the visual identity of hospitality venues across major provinces such as Jakarta, West Java, East Java, Central Java, Bali, and Yogyakarta. As consumers become more exposed to globalized visual culture, their expectations for dining environments have also aligned with experiential and thematic designs that communicate lifestyle, exclusivity, and modernity [2]. Western-influenced aesthetics such as Mediterranean, Scandinavian, industrial-minimalist, and modern rustic have become dominant design strategies, creating atmospheres that resonate strongly with urban consumers. Furthermore, younger demographics exhibit heightened sensitivity to immersive visual experiences that support digital self-presentation, shaping their dining choices around venues perceived as visually appealing

and socially shareable [3]. This trend strengthens the hedonic value of design, positioning architecture not only as a functional asset but as an aesthetic and symbolic driver of consumer behavior [4].

The parallel rise of social media further amplifies the role of architectural aesthetics in consumer decision-making. Digital platforms, especially Instagram and TikTok, have transformed visual design into a promotional instrument where aesthetic appeal plays a crucial role in shaping perceived quality and influencing intentions even prior to physical visits. User-generated content, visual storytelling, and the pursuit of “Instagrammable” environments have fundamentally altered the strategic orientation of architectural design in hospitality settings [5]. As consumers increasingly rely on digital cues to evaluate a venue, architecture becomes intertwined with online visibility, perceived brand value, and customer expectations. Empirical evidence shows that restaurants and cafés that successfully integrate aesthetic distinctiveness with strong social media presence tend to experience higher perceived quality, stronger purchase intention, and greater recommendation behavior [6]. This transformation indicates a shift in design logic from purely functional considerations to highly curated sensory environments optimized for digital performance.

Beyond aesthetics, accessibility has also emerged as a vital factor moderating consumer responses to architectural environments. In hospitality contexts, accessibility encompasses elements such as spatial orientation, parking availability, pedestrian ease, visibility, and external environmental cues. Even when architectural design is perceived as visually appealing, limited accessibility may hinder consumers’ willingness to translate positive perceptions into actual behavior [7]. Studies show that functional ease of access enhances perceived environmental quality, facilitates wayfinding, and improves satisfaction by reducing friction in the pre-consumption stage [8]. Consequently, accessibility serves as an essential complement to architectural design, shaping the extent to which aesthetic appreciation leads to concrete behavioral outcomes such as purchasing and recommending.

While previous research has explored the effect of design aesthetics, perceived quality, social media marketing, and accessibility independently, limited attention has been given to their integrated influence within a unified theoretical model especially in the context of Indonesian restaurants and cafés adopting Western architectural themes. Western-influenced aesthetics are increasingly embedded into Indonesian hospitality spaces, yet empirical studies examining their direct, mediating, and moderating effects on consumer responses remain scarce. The rapid evolution of tourism-driven architectural styles, combined with Indonesia’s visually oriented youth culture, presents a unique context that warrants a deeper understanding of how aesthetic design triggers psychological interpretations and behavioral outcomes.

To address this gap, this study adopts an integrated conceptual framework grounded in the Stimulus-Organism-Response (S-O-R) model, Servicescape Theory, and the Theory of Planned Behavior (TPB). The S-O-R framework provides the foundational explanation for how architectural design, social media marketing, and accessibility (stimuli) shape internal cognitive and affective responses (perceived quality and satisfaction), which subsequently influence behavioral outcomes such as willingness to purchase and willingness to recommend. Servicescape Theory extends this by specifying the architectural elements lighting, layout, ambience, materials, and color that contribute to perceived environmental quality and customer satisfaction. Meanwhile, TPB offers deeper psychological insight into how consumer attitudes, subjective norms (amplified through social media), and perceived behavioral control (reflected in accessibility) shape behavioral intentions.

The integration of these three frameworks enables a comprehensive examination of the dynamic interplay between environmental design and consumer psychology. Architectural design serves not only as a physical stimulus, but also as a symbolic representation of brand identity and experiential value. Perceived quality mediates this relationship by transforming visual and atmospheric cues into cognitive judgments that influence purchasing likelihood, emotional gratification, and the propensity to recommend. Social media marketing strengthens the link between design and perceived quality by expanding the reach of aesthetic impressions beyond the physical space. In contrast, accessibility moderates the transition from perception to action by determining the feasibility and comfort of visiting the venue.

In Indonesia’s hospitality landscape, these relationships are particularly relevant due to the country’s diverse cultural background, affordable dining culture, tourism-driven consumption, and the overwhelming influence of social media among younger demographics. The intersection of global design trends and local consumer preferences creates a unique environment where architectural aesthetics serve not only functional and atmospheric purposes but also social, symbolic, and digital roles. As competition among restaurants and cafés intensifies, the strategic use of architectural design becomes a critical determinant of business performance and competitive differentiation.

Therefore, this study aims to analyze the influence of Western-influenced architectural design on consumer willingness to purchase, satisfaction, and willingness to recommend within Indonesian restaurants and cafés. Specifically, the research has three core objectives: (1) to investigate the direct effect of architectural design on consumer behavior, (2) to examine the mediating role of perceived quality, and (3) to evaluate the moderating effects of social media marketing and accessibility on the relationship between perceived quality and behavioral outcomes. By addressing these objectives, the study contributes to hospitality and consumer behavior literature by presenting an integrated model that reflects contemporary dining culture shaped by global aesthetic influences, tourism development, and digital consumption patterns. Furthermore, the findings are expected to provide practical insights for architects, designers, and hospitality managers aiming to optimize spatial experiences and enhance customer engagement in the increasingly competitive restaurant and café industry.

2. Research Methods

This research uses non-probability purposive sampling, which targeted consumers aged 15-70 who have visited and experienced Western influenced restaurants and cafés in Indonesia. The rationale for purposive sampling is to ensure that participants have relevant experience with spatial, architectural, and service atmospheres inspired by Western trends such as industrial, minimalist, retro, etc. The population for this study are consumers based in major urban lifestyle provinces, which are Bali, East Java, Central Java, West Java, Jakarta, and Yogyakarta. According to Hair et al. (2021), for Structural Equation Modelling (SEM) analysis, an appropriate sample size should be of minimum 5-10 respondents per indicator item in the questionnaire [9]. With the research model involving 17 hypotheses and approximately 37 indicators across all variables, a minimum of 370 sample size is deemed appropriate to ensure sufficient statistical power.

This research adopts a quantitative design using a survey-based questionnaire to collect primary data supported through several images of restaurants and cafés in Indonesia with western-influenced architecture. Data collection was conducted online for an efficient respondent reach with a total of 454 valid responses out of 469 respondents. The online distribution utilized social platforms from February until June. The profile of respondents can be seen in Table 1.

Table 1. Profile of Respondents

Categories		n	%
Gender	Male	191	42.1
	Female	263	57.9
Age	15-25	302	66.6
	26-36	73	16.1
	37-47	42	9.2
	48-58	32	7.0
	59-69	5	1.1
	Unemployed	7	1.6
Occupation	Students	271	59.7
	State Worker	36	7.9
	Professional	91	20.0
	Business Owner	41	9.0
	Other	8	1.8
Province	Bali	93	20.5
	East Java	79	17.4
	West Java	59	13.0
	Central Java	62	13.7
	Jakarta	85	18.7
	Yogyakarta	76	16.7

^an = 454.

The survey consists of certain sections, starting from screening questions in order to confirm eligibility based on visit experience and social media use. Then demographic information, containing gender, age, and occupation. Lastly, main constructs contain items of each variable in a structural manner with a 7-point Likert scale to ensure ease of data analysis, consistency and variety across responses. The model independent variable is architectural design. The dependent variables are willingness to purchase, satisfaction, and willingness to recommend. The mediating variable is perceived quality. Then the moderating variables are social media marketing and accessibility.

The collected data will be analyzed using the Structural Equation Modelling (SEM) approach with SmartPLS 4.1.1.4 software. SEM is chosen due to its ability to examine multiple independent, mediating, and moderating variables simultaneously, which align with the nature of this study's framework [9]. Descriptive statistics are used

to analyze the sample characteristics and biases that could affect generalizability. Then, the measurement model is evaluated for reliability and validity. Reliability is assessed using Cronbach's Alpha and Composite Reliability, with acceptable values >0.70 [9]. Convergent validity is measured via Average Variance Extracted (AVE), with >0.50 indicating adequacy. Discriminant validity is tested using the Heterotrait-Monotrait (HTMT) ratio due to its reliability and robustness in dealing with high construct correlation [9].

Once validated, the structural model is assessed. Path coefficients (P-values) indicate the direction of relationships and strength, with acceptance points of <0.05 . R^2 Values show variance explained by predictors, with higher values indicating stronger [9]. Effect size (f^2) is examined with thresholds of 0.02 (small), 0.15 (medium), and 0.35 (large). Predictive relevance (Q^2) is assessed through blindfolding where $Q^2 > 0$ indicates relevance [9]. Lastly, bootstrapping procedure with 5.000 resamples is conducted to evaluate moderation and mediation relationship, as well as the significance of all hypothesised paths [9].

3. Results and Discussion

3.1 Results

Table 3 demonstrates the measurement model used in this study. The test results were within the acceptable range, with the results of factor loadings of all indicators ranging from 0.860 to 0.927, which exceed the standard threshold of 0.70 [9]. The analysis revealed Cronbach's Alpha ranges from 0.916 to 0.952, and the composite reliability (CR) ranges from 0.941 to 0.961. Both factors range above the threshold of 0.70, which indicate internal consistency. Lastly, the average variance extracted (AVE) of each construct ranges from 0.749 to 0.823, which exceeds 0.50, meaning all constructs have adequate convergent validity. The variance inflation factor (VIF) of all constructs were shown to be under the value of 5, indicating that there is no multicollinearity. This finding demonstrates a satisfied criteria of construct reliability and convergent validity

Table 3. Results for construct reliability and convergent validity

Constructs	Items	Factor Loading	VIF	Cronbach's Alpha	Rho_A	CR	AVE
Architectural Design			3.219	0.949	0.950	0.958	0.767
			4.257				
	AD1	0.867	4.003				
	AD2	0.902	3.225				
	AD3	0.893	3.200				
	AD4	0.868	3.244				
	AD5	0.870	3.185				
	AD6	0.865	3.484				
	AD7	0.866	3.262				
			4.228				
Perceived Quality			3.061	0.952	0.953	0.961	0.778
			3.016				
	PQ1	0.882	3.064				
	PQ2	0.867	3.235				
	PQ3	0.877	3.154				
	PQ4	0.878	3.755				
	PQ5	0.884	3.986				
	PQ6	0.888	4.228				
	PQ7	0.898	3.061				
			3.016				
Social Media Marketing			3.234	0.944	0.944	0.954	0.749
	SMM1	0.865	3.155				
	SMM2	0.862	3.145				
	SMM3	0.873	3.145				
	SMM4	0.860	3.145				
	SMM5	0.860	3.155				
	SMM6	0.876	3.145				
	SMM7	0.861	3.145				

			3.42				
			6				
			3.07				
			8				
			3.26				
			3				
	ACC1	0.900	3.53				
	ACC2	0.907	8				
Accessibility	ACC3	0.914	3.60	0.925	0.926	0.947	0.817
	ACC4	0.895	3				
			3.06				
			1				
			2.48				
			1				
	WP1	0.864	3.52				
	WP2	0.918	7				
Willingness to Purchase	WP3	0.910	3.35	0.916	0.917	0.941	0.800
	WP4	0.884	0				
			2.78				
			0				
			2.87				
			2				
	SAT1	0.886	3.80				
	SAT2	0.920	4				
Satisfaction	SAT3	0.920	3.81	0.926	0.926	0.947	0.818
	SAT4	0.890	0				
			2.88				
			9				
			3.43				
			4				
	WR1	0.906	4.11				
	WR2	0.927	6				
Willingness to Recommend	WR3	0.919	3.74	0.928	0.930	0.949	0.823
	WR4	0.876	5				
			2.76				
			8				

Discriminant validity refers to the ability to clearly distinguish between different measured variables and constructs. In this study, it was assessed using the Heterotrait-Monotrait (HTMT) method [10], which is based on the multitrait-multimethod matrix. The discriminant validity is considered satisfactory when the HTMT values are below the threshold of 0.90 [11]. As shown in Table 4, all HTMT values range from 0.798 to 0.891, which fall below this threshold, confirming that the constructs are indeed distinct. Furthermore, the bootstrap confidence intervals for all construct pairing do not contain the value of one, providing additional evidence that discriminant validity has been successfully established. These findings confirm that discriminant validity is adequately established, indicating that each construct is distinguishable and represents a distinct aspect within the model. This clear separation between constructs strengthens the model's reliability and validity, allowing for more accurate and meaningful interpretation of the relationships among variables [9].

Table 4. Results for discriminant validity by HTMT

	ACC	AD	PQ	SAT	SMM	WP	WR	ACC x PQ
ACC								
AD	0.847							
PQ	0.843	0.826						
SAT	0.875	0.863	0.846					
SMM	0.874	0.873	0.887	0.852				
WP	0.891	0.866	0.873	0.872	0.872			
WR	0.832	0.808	0.810	0.798	0.817	0.847		
ACC x PQ	0.712	0.713	0.685	0.742	0.758	0.762	0.698	
SMM x AD	0.716	0.760	0.685	0.711	0.752	0.738	0.729	0.865

Note: ACC = Accessibility; AD = Architectural Design; PQ = Perceived Quality; SAT = Satisfaction; SMM = Social Media Marketing; WP = Willingness to Purchase; WR = Willingness to Recommend

To assess the overall model fit and predictive accuracy, SmartPLS 4.1.1.4 provides several key indicators, R² (R Square), Q² (Q Square), and SRMR (Standardized Root Mean Square Residual). The R² value indicates the proportion of variance in the dependent variables that is explained by the independent variables, which is essential for evaluating causal relationships and validating proposed hypotheses [9]. R² values of 0.75 or higher are typically interpreted as substantial value, 0.50 as a moderate value, and 0.25 or below being weak. While

Q^2 conducted through blindfolding procedure reflects the predictive relevance of the model, particularly regarding the relationships between observed variables. It will confirm the predictive relevance of the model if it exceeds threshold of 0. Then SRMR serves as a crucial goodness of fit metric, with a limiting level of 0.08. if the value sits below the limit, it will indicate a model fit.

The analysis in Table 5 revealed that R^2 values ranged from 0.695 to 0.786, suggesting moderate to strong explanatory power across constructs. Q^2 values fell between 0.667 And 0.755, all of which exceeded the threshold of 0, thereby confirming the predictive relevance of the model. The SRMR value was 0.051, which is below the limit of 0.08, indicating a good model fit.

Table 5. Structural model evaluation.

Variable	R^2	Q^2	SRMR
Perceived Quality	0.733	0.724	0.051
Willingness to Purchase	0.786	0.755	
Satisfaction	0.766	0.735	
Willingness to Recommend	0.695	0.667	

This study employed SmartPLS 4.1.1.4 utilizing a bootstrapping process with the significance level of 0.05, one tailed detection as the study is only exploring specific-directional hypotheses, and 5000 sub-samples to get the final results for each path relationship in the model. Path coefficients (β) are used to explain the direct effect of one variable on another within a proposed causal model. This study employed SmartPLS 4.1.1.4 utilizing a bootstrapping process with the significance level of 0.05, one tailed detection as the study is only exploring specific-directional hypotheses, and 5000 sub-samples to get the final results for each path relationship in the model. Path coefficients (β) are used to explain the direct effect of one variable on another within a proposed causal model.

Table 6. Path analysis

	Relationship	β	T	p Values	Result
H1	AD $\rightarrow$ WP	0.226	3.430	0.000	Supported
H2	AD $\rightarrow$ SAT	0.255	3.016	0.001	Supported
H3	AD $\rightarrow$ WR	0.169	1.709	0.044	Supported
H4	AD $\rightarrow$ PQ	0.270	3.209	0.001	Supported

Note: ACC = Accessibility; AD = Architectural Design; PQ = Perceived Quality; SAT = Satisfaction; SMM = Social Media Marketing; WP = Willingness to Purchase; WR = Willingness to Recommend

The results support the hypothesis that architectural design significantly influences consumer's willingness to purchase ($\beta = 0.226$, $p < 0.05$), satisfaction ($\beta = 0.255$, $p < 0.05$), willingness to recommend ($\beta = 0.169$, $p < 0.05$), and perceived quality ($\beta = 0.270$, $p < 0.05$). This shows that architectural design significantly influences consumer behavior upon interaction.

According to the results of analysis in Table 7, the direct and indirect path of perceived quality are supported. Perceived quality significantly influenced willingness to purchase ($\beta = 0.286$, $p < 0.05$), satisfaction ($\beta = 0.198$, $p < 0.05$), and willingness to recommend ($\beta = 0.193$, $p < 0.05$). Although, perceived quality mediated the relationship of architectural design on willingness to purchase ($\beta = 0.077$, $p < 0.05$), satisfaction ($\beta = 0.053$, $p < 0.05$), and willingness to recommend ($\beta = 0.052$, $p < 0.05$) weakly. The path coefficients of these indirect effects are low and the confidence intervals are close to 0. Perceived quality acts as a weak mediator between architectural design and willingness to purchase, satisfaction, and willingness to recommend. Then, in the aspect of the direct relationship between consumer behavior, willingness to purchase significantly affects satisfaction ($\beta = 0.133$, $p < 0.05$). Satisfaction does not affect willingness to recommend ($\beta = 0.038$, $p > 0.05$), therefore the hypothesis is not supported. Finally, willingness to purchase significantly affects willingness to recommend ($\beta = 0.205$, $p < 0.05$). This shows an uncertain gradual behavioral intention in recommending.

Table 7. Mediation and direct path analysis.

Hypotheses	Relationship	β	T	p Values	Result
H5	PQ $\rightarrow$ WP	0.286	3.721	0.000	Supported
H6	AD $\rightarrow$ PQ $\rightarrow$ WP	0.077	2.090	0.018	Supported
H7	PQ $\rightarrow$ SAT	0.198	2.307	0.011	Supported
H8	AD $\rightarrow$ PQ $\rightarrow$ SAT	0.053	1.744	0.041	Supported
H9	PQ $\rightarrow$ WR	0.193	1.919	0.028	Supported
H10	AD $\rightarrow$ PQ $\rightarrow$ WR	0.052	1.653	0.049	Supported
H11	WP $\rightarrow$ SAT	0.133	2.118	0.017	Supported

H12	SAT → WR	0.038	0.513	0.304	Not supported
H13	WP → WR	0.205	2.594	0.005	Supported

Note: ACC = Accessibility; AD = Architectural Design; PQ = Perceived Quality; SAT = Satisfaction; SMM = Social Media Marketing; WP = Willingness to Purchase; WR = Willingness to Recommend

As can be seen from Table 8, social media marketing did not show any significant influence between western influenced architectural design and consumer's perceived quality ($\beta = -0.019$, $p > 0.05$). This indicates the lack of moderating role of social media marketing in the architectural aesthetic appearance towards consumer's perceived quality in the aspect of restaurants and cafés industry. Accessibility has a negative moderation effect between perceived quality and willingness to purchase ($\beta = -0.108$, $p < 0.05$), satisfaction ($\beta = -0.082$, $p < 0.05$), and willingness to recommend ($\beta = -0.060$, $p < 0.05$). This result indicates that accessibility can become a determinant upon consumer's behavioral intent.

Table 8. Moderation path analysis.

Hypotheses	Relationship	β	T	p Values	Result
H14	SMM x AD → PQ	-0.019	0.741	0.229	Not supported
H15	ACC x PQ → WP	-0.108	4.500	0.000	Supported
H16	ACC x PQ → SAT	-0.082	3.281	0.001	Supported
H17	ACC x PQ → WR	-0.060	1.934	0.027	Supported

Note: ACC = Accessibility; AD = Architectural Design; PQ = Perceived Quality; SAT = Satisfaction; SMM = Social Media Marketing; WP = Willingness to Purchase; WR = Willingness to Recommend

3.2 Discussion

Based on the S-O-R theory and servicescape theory, this study explores a comprehensive model on how restaurants and café in Indonesia with western influenced architecture affects consumer evaluations and behavioral intentions, which are perceived quality, willingness to purchase, satisfaction, and willingness to recommend. The study also explores how social media marketing and accessibility moderates these relationships to understand the roles these variables serve within the industry. The study then explores the behavioral linkage of intention in consumers based on the theory of perceived behavior.

Addressing the rapid growth of tourism and development of restaurants and cafés inspired by western aesthetic in Indonesia over the last few years, this study seeks to provide an understanding of consumer behavior in Indonesia when exposed to new thematic stimulus, as well as to serve as an insight on how architectural design can be leveraged as a business strategy for business owners in food and beverage industry.

The results affirm the pivotal role of western architectural design as a direct stimulus impacting consumers behavioral intentions. The direct path analysis confirmed that architectural design significantly influences willingness to purchase, satisfaction, and willingness to recommend (H1-H3). This aligned with prior studies by [12], suggesting that spatial aesthetics, layout, lighting, color, and thematic coherence are not merely decorative but function as strategic elements that shape consumer emotions and decisions, with color being the most influential dimension to shape consumer behavior, particularly in western influenced Indonesian restaurants and cafés. From the S-O-R perspective, western architectural design serves as a powerful stimulus that evokes emotional and cognitive responses in Indonesian consumers (organisms), which lead to behavioral responses such as purchase and recommendation. Consumers in lifestyle-driven urban areas like Jakarta and Bali are found to be highly responsive to visual and thematic architectural cues, especially when these evoke familiarity with global trends. The study contributes a novel finding to how consumers behave when exposed to a new stimulus with the growth of western aesthetics in a growing tourism and hospitality. Furthermore, the study confirmed that architectural design significantly affects perceived quality (H4), reinforcing the notion that design elements are processed cognitively and emotionally, thereby in the context of western architecture restaurants and cafés, significantly enhancing consumer evaluations. In line with servicescape theory, the study confirms that physical surroundings act as strategic stimuli that shape consumer judgements of quality. This is further evidenced in Indonesia cafés where thematic western aesthetics like industrial or mediterranean designs influence mood, spatial comfort, and even memory retention [13]. From the TPB lens, design influences the attitude toward behavior, the first step in shaping intention. Consumers form positive behavioral intentions such as visiting or recommending based on their evaluations, which are shaped by architecture and ambience. This behavior is driven by the desire to be socially accepted and participate in a trendy, modern lifestyle. Therefore, thematic western architectural design acts as a multidimensional input that not only enhances brand positioning but also fosters emotional attachment, aesthetic enjoyment, and behavioral action.

Perceived quality mediated the relationship between architectural design and consumer responses (H6, H8, H10). Perceived quality also independently influenced willingness to purchase, satisfaction, and willingness to recommend (H5, H7, H9), affirming its relevance as a cognitive intermediary in the consumer experience. Within the S-O-R framework, perceived quality represents the organism, the internal procession of external stimuli. The cognitive interpretation of western design elements with themes such as industrial, mediterranean, scandinavian, and minimalist evoke feelings such as harmony, comfort, or professionalism lead to a perception of high service or environmental quality, which subsequently enhance purchasing intentions, satisfaction, and word-of-mouth. Supporting the hypothesis that design elements are interpreted into different emotions. The servicescape theory also posits that when consumers perceive environmental elements as high-quality, their emotional responses improve, thus raising satisfaction and repeat visit potential [14]. This aligns with findings that specific environmental cues like thermal comfort, biophilic elements, and layout clarity impact perceived quality and trust. From the TPB framework, perceived quality strengthens both attitudes and perceived behavior, which in turn elevates consumer confidence in their decision to engage or recommend western aesthetic restaurants and cafés. Nevertheless, the moderate mediation of perceived quality indicates that emotional and visual stimulation from architectural design can bypass the rational appraisal of quality and directly influence behavioral intentions, especially among younger, emotionally driven Indonesian consumers.

This study found that willingness to purchase significantly influenced satisfaction (H11), and willingness to purchase also influenced willingness to recommend (H13). On the other hand, satisfaction did not significantly influence willingness to recommend (H12). These findings present a departure from linear satisfaction models and suggest a more nuanced behavioral flow. Theoretically, within the S-O-R model, behavioral responses are not always unidirectional. For instance, once a consumer commits to a purchase, that decision enhances their affective state (organism), leading to elevated satisfaction [15]. This feedback loop supports an experiential cycle, where response enhances organism states, which can further influence future responses. From the TPB perspective, the decision to recommend is not solely based on personal satisfaction, which is attitude, but also on subjective norms and perceived value to others. In the context of social media-driven dining experiences, recommendation behavior may depend more on uniqueness, aesthetics, or social value rather than just fulfillment. This reveals that satisfaction, while necessary, may not be sufficient conditions for advocacy. Instead, purchase experience and brand engagement may create a stronger sense of brand attachment and therefore greater willingness to promote the venue, especially in the context of trendy western architecture aesthetics.

Interestingly, social media marketing did not moderate the relationship between architectural design and perceived quality (H14). This contradicts several past studies suggesting that digital platforms, particularly Instagram, are primary tools for influencing spatial perception [16]. However, the current finding suggests that physical, first-hand experience remains the core determinant of quality judgement. From the S-O-R lens, while social media may serve as an initial stimulus, it lacks the immersive quality necessary to affect the organism state which in this context is perceived value, meaningfully. In servicescape theory, spatial perception is deeply linked to physical presence, which social media representations may not replicate in western thematic. This finding may also have been affected by the general behavior of the samples, which takes place in Indonesia, where the general consumer prioritizes affordability over the quality of services or products, as the general behavior of consumers in Indonesia seeks to digitally participate in social media for an affordable price. Another explanation to this finding is that the mass may prioritize the trendy aesthetic appearance to participate in social media over the perceived quality. Meanwhile, accessibility significantly moderated the relationship between perceived quality and behavioral outcomes (H15-H17), but in a negative direction. This counterintuitive result suggests that when access is too easy, consumers may subconsciously assign lower exclusivity or novelty value to the venue, weakening their intent to engage further even when the appearance is aesthetic. Another similar finding explains that low accessibility can still create commitment and willingness in areas with higher hedonic attributes. This aligns with TPB's concept of perceived behavioral control, indicating that ease of access does not always equate to higher intent, where consumers might associate difficulty of access with higher perceived value, creating a paradoxical situation, this term is called "hidden gem", this is boosted with the trendy appearance of western influenced architectural design. This lack of mass exposure within aesthetic restaurants and cafés also evokes the feeling of exclusivity, sense of belonging, relationship with surroundings, and happiness of privacy. Theoretically, this also indicates a saturation effect in the S-O-R model, when an organism or consumer is exposed to easily repeatable stimuli or in this context high accessibility, the intensity of response such as purchase, satisfaction, and recommendation behavior may decrease. This has implications for architectural placement or urban integration strategies, showing that design appeal must be balanced with strategic spatial exclusivity.

The study broadens the traditional S-O-R framework by introducing perceived quality as a mediating organismic response, and social media marketing and accessibility as moderating external variables. This extension reflects real-world complexity, where consumers' cognitive evaluations and behavioral intentions are mainly shaped by onsite architectural stimuli, but in some cases are also influenced by social media, but only if the criteria of affordability is fulfilled. This finding challenges the previous findings [7] as a result cannot be generalized everywhere, as the conditions and behavioral pattern of the sample might differentiate from place to place, this might also be due to the constant exposure to social media where younger consumers can filter information and the need to actually visit before believing the content or quality. While servicescape theory has been widely applied in traditional service environments, this study contextualizes it within western influenced Indonesian cafés and restaurants, where visual themes such as Scandinavian, Gothic, and Mediterranean design play a pivotal role. The research shows how environmental features like materiality, lighting, and spatial layout directly impact consumers' perception of service quality and satisfaction [14].

By demonstrating how attitudes (design preference), subjective norms (social media validation), and perceived behavioral control (accessibility) interact to shape behavioral intentions, the study strengthens the application of TPB within environmental design research. However, the finding that satisfaction does not significantly predict recommendation intention (H12) challenges TPB's sequential pathway and suggests the growing role of symbolic and emotional value beyond utilitarian evolution [8]. This study addresses a significant gap in environmental behavior research by focusing on Indonesia, a rapidly urbanizing and tourism driven market. It adds empirical weight to claims that design led consumption is emerging not only in Western societies but also in Southeast Asian consumer cultures[17], validating cross cultural extensions of existing theories like S-O-R, Servicescape, and TPB.

The findings confirm that architectural design directly influences consumer willingness to purchase, satisfaction, and recommendation (H1-H3). Therefore, hospitality brands should invest in intentional thematic design, including storefront, layout, visibility, and aesthetic coherence, not only to differentiate visually but also enhance psychological impact [2]. While social media is important for awareness, its lack of moderating effect (H14) suggests that perceived quality still depends on actual spatial experience. This implies that digital marketing should align closely with onsite architecture to prevent expectation gaps [18].

Accessibility was found to have a negative moderation effect on the relationship between perceived quality and behavioral outcomes (H15-H17), indicating that overly accessible spaces may reduce perceived exclusivity or experiential depth. This finding encourages brands to reframe spatial planning not just around access, but also around curated journey and discovery [19]. Given the influence of Gen Z and young Millennial consumers (aged 15-25 dominated the sample at 66.6%), the study recommends designing environments that foster emotional value, symbolic meaning, and social identity affirmation. Biophilic elements, thematic harmony, and unique storytelling are essential to drive not only satisfaction but also social media engagement and repeat visits [20]. Consistency between what is seen online and experienced offline is essential. Businesses must ensure that their social media visual narrative matches the atmosphere and quality of the actual space, avoiding consumer disappointment that may affect trust or recommendation. Businesses may also reconsider location strategy, venues that are less mass concentrated but offer distinctive design may cultivate stronger consumer advocacy than those that are convenient but lack uniqueness.

4. Conclusion

This study examined the role of western influenced architectural design in shaping consumer behavior within Indonesian restaurants and cafés, a growing segment fueled by urban lifestyle, tourism, and digital culture. Guided by the Stimulus-Organism-Response (S-O-R) model, Servicescape theory, and the Theory of Planned Behavior (TPB), The research tested a comprehensive framework encompassing architectural design, perceived quality, social media marketing, accessibility, and consumer behavioral outcomes such as willingness to purchase, satisfaction, and willingness to recommend. Findings demonstrate that architectural design significantly affects consumer responses both directly and indirectly through perceived quality. While perceived quality mediates behavioral intention, its effect is relatively weak, suggesting the strong emotional immediacy of spatial aesthetics in driving consumer decision making. Interestingly, social media marketing did not moderate consumer perception of quality, while accessibility played a negative moderating role, highlighting nuanced trade-offs between convenience and perceived distinctiveness. Theoretically, the study contributes by advancing multi-theory integration in spatial consumer research and extending it into Southeast Asian contexts. Practically, it provides guidance for hospitality practitioners to design spaces that resonate visually, emotionally, and socially with their target audiences. In a saturated market, where ambience and experience often outweigh product differentiation, this study emphasizes architecture as a strategic, brand-building, and behavior-shaping asset. While this study

offers several empirical and theoretical contributions within the hospitality industry in Indonesia, there are limitations that must be acknowledged. First, the sample was limited to major Indonesian provinces and tourism hubs such as Jakarta, Bali, East Java, Central Java, West Java, and Yogyakarta. As a result, findings may not be generalizable to more rural or non-tourism driven markets where cultural preferences and expectations of architecture may differ. Future research can investigate how architectural design influences consumers across different cultural or national contexts would enrich our understanding of how globalized design trends interact with localized consumer psychology. Second, this study only investigates the effect of aesthetic on cognitive evaluation via perceived quality, undermining the effect on emotional evaluation which can potentially explain the behavioral linkage of consumer, future work could explore emotional or sensory states more explicitly, such as arousal, nostalgia, serenity as mediators of consumer response.

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