



## Does store atmosphere support consumers' desire to shopping?

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**Abstract.** Store atmosphere is one of the factors owned by the store to attract consumers. Each store has a physical layout that makes it easy and difficult for shoppers to move around in it. Each store has a shop appearance that shapes the atmosphere according to its target market and can attract consumers to buy. This study aims to determine the effect of store atmosphere on consumer decisions in shopping. This study used a quantitative method using SPSS software version 25. Research results that the store atmosphere has a significant effect on consumer decisions in shopping. It was also found that the atmosphere of the store had an influence of 35.6% on consumer decisions in shopping, the remaining 64.4% was influenced by factors not examined in this study.

**Keywords:** Store Atmosphere; Purchasing Decisions; Consumers,

## A. INTRODUCTION

Seeing the conditions of increasingly fierce competition, every retail business need to increase the strength that exists in the company by bringing out the differences or uniqueness of the company compared to competitors to be able to attract consumers to buy. Attracting consumers to make purchases can not only be done by giving discounts, door prizes, or other promotional activities. Attracting consumers to make purchases can also be done by providing a pleasant atmosphere for consumers while in the store, because consumers who feel happy are expected to make purchases.

Consumer decisions are a follow-up to the desires and needs of consumers in buying an item or service. Supermarket 999 is a fairly large supermarket in Pekanbaru with 7 branches. However, the author will conduct research only on the Atmosphere of the Head Office Store, namely Supermarket 999 Arengka.

Store atmosphere at Supermarket 999 Kota Pekanbaru can be seen from several factors, namely: Employees are well dressed, knowledgeable, and service oriented. Merchandise and density of types of merchandise sold, and arrangement of items displayed. Fixtures and stock density are always consistent. The sound of soft music at the store. The smell of a shop that always smells good at supermarkets 999. Good lighting at supermarkets 999

**Table 1 : Consumers Supermarket**

Year	Number of Consumers	Development Percentage
2016	71,640	0%
2017	75,600	5.53%
2018	68,400	-9.52%
2019	83,160	21.58%
2020	76,320	-8.23%

Source: Supermarket 999, 2020

From table 1 the data above can be seen that in 2017 the development of the number of consumers from the previous year was 5.53% or 75,600 consumers. In 2018 the number of consumers decreased by -9.52% from the previous year, namely 68,400 consumers. In 2019 the number of consumers was 83,160, an increase from the previous year of 21.58%. In 2020 the number of consumers decreased to -8.23% from the previous year. The development of the number of consumers, which is getting smaller every year, this is a sign for the owner that there is a problem that the leadership must know.

Previous studies have shown that store atmosphere has a positive effect on consumer buying interest. This research was conducted in various places in Indonesia (Anjeli & Anggrainie, 2022; Dewobroto & Wijaya, 2022; Iskamto, 2021; Kurniawati, 2022). otherwise research Sapuri & Amron (2022) shows that the atmosphere of the store has no effect on the shopping interest of consumers. From the various controversies above, the writer tries to find out whether it is true that the atmosphere of the shop influences the shopping interest of consumers.

## B. LITERATURE REVIEW

### **Store Atmosphere**

*Store Atmosphere* has elements that all affect the atmosphere of the store you want to create. Store atmosphere elements consist of exterior, general interior, store layout, and interior displays (Iskamto, 2020; Iskamto et al., 2022; Peters & Bodkin, 2021; Pires et al., 2022). According to Nofiwaty and Beli Yuliandi (2014), the elements of the store atmosphere are divided into 4 elements, namely: Store Front (Exterior). The front of the shop is the most prominent part. So it should give an interesting impression. By reflecting steadiness and sturdiness, this front and outside can create trust and goodwill. In addition, it should show the spirit of the company and the nature of the activities in it. Because the front and exterior function as identification or identification marks, symbols should be attached. General interior (General interior) Various motives of consumers entering the store, should get a pleasant impression. This impression can be created, for example, by the attractive color of the shop walls, the music that is played, and the aroma/smell and air in the shop. Layout (Store layout), Is a plan to determine a specific location and arrangement of the streets / aisles in the store that are wide enough and make it easy for people to walk around, as well as other store facilities to make consumers comfortable. Interior display (Interior display), is very decisive for the atmosphere of the store because it provides information to consumers. The main goal is to increase sales and profits for the store. Included in interior displays are: posters, location signs, display of goods on special days such as Eid and New Year. The four elements above are then used as indicators in this study. as well as other store facilities to make consumers comfortable. Interior display (Interior display), is very decisive for the atmosphere of the store because it provides information to consumers. The main goal is to increase sales and profits for the store. Included in interior displays are: posters, location signs, display of goods on special days such as Eid and New Year. The four elements above are then used as indicators in this study. as well as other store facilities to make consumers comfortable. Interior display (Interior display), is very decisive for the atmosphere of the store because it provides information to consumers. The main goal is to increase sales and profits for the store. Included in interior displays are: posters, location signs, display of goods on special days such as Eid and New Year. The four elements above are then used as indicators in this study.

In previous research conducted by Pan, Su & Chiang (2008) in Fredy Sugiman, Rika Mandasari (2015: 548), store atmosphere is categorized into five categories consisting of: Exterior which includes signboards and signs outside the store, the shape and style of the building, as well as the surrounding environment. Interior which includes the general layout, coloring, lighting, background music, room smell and temperature. Placement and allocation of visitor areas. It is better to give priority to visitors so that they can easily access and move around in the area. Display arrangement which includes promotional tools, in-store signs, logos, slogans, instructions, price tags and others. Groups that interact in the store, for example the interaction between waiters or sales and visitors, including the characteristics and attitudes of the group.

### **Buying decision**

Purchasing decisions are a series of processes that start with the consumer knowing the problem, seeking information about a particular product or brand and evaluating the product or brand how well each of these alternatives can solve the problem, which then leads to a purchase decision (Tjiptono, 2014: 21).



Furthermore, Kotler and Keller (2012: 227) add that, the purchasing decision process is a five-stage process that consumers pass through, starting from problem recognition, information search, evaluation of alternatives that can solve the problem, purchase decisions, and post-purchase behavior, which begins long before the actual purchase is made by the consumer and has an impact long after that.

According to Schiffman and Kanuk in the book Sangadji and Sopiah (2013: 120) defines a decision as choosing an action from two or more alternative choices. A consumer who wants to choose must have an alternative choice.

Furthermore, Sangadji and Sopiah (2013: 121) "...the core of consumer decision making is an integration process that combines knowledge to evaluate two or more alternative behaviors, and choose one of them. The result of this integration process is a choice that is presented cognitively as a desire to behave. From the explanation above, it can be concluded that all behavior is deliberately based on the desires that are generated when consumers consciously choose one of the existing alternatives.

Furthermore, according to Kotler and Armstrong (2001: 226), the stage in the purchasing decision-making process is where the consumer actually buys. Decision making is an individual activity that is directly involved in obtaining and using the goods offered. So the purchase decision is a decision-making process carried out by the buyer to make a purchase after evaluating.

### **Effect of Store Atmosphere on Purchasing Decisions**

Nofiauwaty and Beli Yuliandi (2014). *Store atmosphere* adapted to one's personal characteristics will create different responses. Store atmosphere besides being able to influence consumer behavior can also influence the behavior and psychological response of the shop workers themselves. A consumer determines the type of store he will visit or chooses the goods he will buy based on the theory of consumer decision making that has been discussed previously. Consumers evaluate alternative retail and other marketing channels in order to meet their needs, such as catalogs, advertisements. Retailers try to influence consumers to make purchases of goods or services offered.

## **C. RESEARCH METHODS**

The location of this research was carried out at a supermarket in Pekanbaru. The sample is part of the number and characteristics possessed by the population. If the population is large, and it is not possible for the researcher to study everything in the population, the total number of respondents is 100 Respondents. The sampling technique was carried out by convenience sampling, namely the technique of determining the sample based on coincidence, members of the population who were met by the researcher and who were willing to be respondents were used as a sample. Data processing and hypothesis testing using SPSS software version 24. Prior to testing the hypothesis, all data was tested for validity, reliability, and normality.

## **D. RESULTS AND DISCUSSION**

The respondents in this study were consumers who made purchases at Supermarket 999. There were 4 (four) characteristics of the respondents included in this study, namely the identity of the respondents based on age, gender, education, and occupation. Based on the questionnaire that had been distributed by the researchers, the respondents' answers were obtained in Table 5.1 follows:

**Table 2. Characteristics of Respondents**

Category	Frequency (Person)	Percentage (%)
<b>Age</b>		
18-27 Years	15	15.2%
28-37 Years	40	40.4%
38-47 Years	31	31.3%
>48 Years	13	13.1%
<b>Gender</b>		
Man	42	42.4%
Woman	57	57.6%
<b>Work</b>		
Government employees	6	6.1%
Self-employed	50	50.5%
Housewife	18	18.2%
Student / Student	5	5.0%
Businessman	4	4.0%
Other	16	16.2%

Based on table 2, an overview of the characteristics of respondents based on age is obtained, namely, respondents who are in the age group between 18-27 years are 15 people or 15.2%, then from the age group 28-37 years there are 40 people or 40.4%. , the age group of 38-47 years were 31 people or 31.3%, and the respondents with the age group over 48 years were 13 people or 13.1%. Can be known that the respondents to this study were dominated by 57 women (57.6%) and 42 male respondents (42.4%). Based on the type of work, data obtained were 6 people or 6.1% of respondents who were civil servants (PNS), as many as 50 people or 50.5% of respondents who were self-employed. Then as many as 18 people or 18.2% of respondents were housewives, 5 people or 5% of respondents were female students/students and 4 people or 4% of respondents were entrepreneurs. While the remaining 16 people or 16.2% other jobs that are not mentioned.

Validity test

Validity test is a measure that shows the validity or validity of the questionnaire question items answered by respondents. Then the test is carried out using the product moment (pearson) technique. Analysis was performed on all 99 items of the instrument. At a significance level of 5% from table r, the magnitude of the table correlation coefficient is  $r_{table} = 0.1975$ , thus if an item statement has an item-total correlation value or validity coefficient  $> r_{table} = 0.1975$  then the statement item is stated to be valid, otherwise if a statement item has an item-total correlation value or a validity coefficient  $\leq r_{table} = 0.1975$ , then the statement item is declared invalid or invalid, so the statement item is not suitable for use in the questionnaire.

**Table 3: Test the Validity of Store Atmosphere Variables**

Statement Items	r count	R table	Ket
Statement 1	0.715	0.1975	Valid
Statement 2	0.639	0.1975	Valid
Statement 3	0.581	0.1975	Valid
Statement 4	0.526	0.1975	Valid
Statement 5	0.565	0.1975	Valid
Statement 6	0.644	0.1975	Valid
Statement 7	0.436	0.1975	Valid
Statement 8	0.593	0.1975	Valid
Statement 9	0.451	0.1975	Valid
Statement 10	0.387	0.1975	Valid
Statement 11	0.650	0.1975	Valid
Statement 12	0.648	0.1975	Valid
Statement 13	0.617	0.1975	Valid

From table 3 it is known that all the indicators used to measure indicators on the shop atmosphere variable have  $r_{\text{count}}$  which is greater than the  $r_{\text{table}}$  for a sample of 99 respondents, namely 0.1975. These results indicate that all indicators on the store atmosphere variable are valid or in accordance with the actual situation. The statement item that has the highest  $r_{\text{count}}$  value in variable X is the statement item in point 1.

**Table 4: Purchasing Decision Variable Validity Test**

Statement Items	r count	R table	Ket
Statement 1	0.471	0.1975	Valid
Statement 2	0.469	0.1975	Valid
Statement 3	0.363	0.1975	Valid
Statement 4	0.300	0.1975	Valid
Statement 5	0.364	0.1975	Valid
Statement 6	0.323	0.1975	Valid
Statement 7	0.453	0.1975	Valid
Statement 8	0.335	0.1975	Valid
Statement 9	0.466	0.1975	Valid
Statement 10	0.465	0.1975	Valid
Statement 11	0.319	0.1975	Valid

Source : Processed data, 2021

From table 4 it is known that all indicators used to measure indicators in the purchasing decision variable have  $r_{\text{count}}$  which is greater than the  $r_{\text{table}}$  for a sample of 99 respondents, namely 0.1975. The results show that all indicators in the purchasing decision variable are valid or in accordance with the actual situation. The statement item that has the highest  $r_{\text{count}}$  value on variable Y is the statement item in point 1.

### Reliability Test,

Reliability test is useful to show the extent to which a measuring instrument or in this case a questionnaire can be trusted or relied upon. In other words, reliability shows the consistency of a measuring device in measuring the same symptoms. The value of a good

reliability coefficient is above 0.6. If the Cronbach's alpha value is  $> 0.60$  then the data is reliable or can be trusted. The following are the results of the reliability test:

**Table 5: Reliability Test**

Variable	Cronbach's Alpha	Reliability Limits	Information
Shop Atmosphere	0.828	0.60	Reliable
Buying decision	0.872	0.60	Reliable

Source: Processed data, 2021

Based on the results of table 5, it can be seen that the Cronbach's Alpha value for all variables is stated to be adequate because the value is higher than 0.6, namely the store atmosphere variable is 0.828, and the purchasing decision variable is 0.872. then it can be concluded that all the variables in this study are *reliable* or consistent, meaning that all statements can be trusted. Or the respondents' answers from time to time are consistent.

### Normality test,

The aim is to test whether in a regression model, the dependent variable, independent variable or both are normal or not. A good regression model is one that is normal or close to normal. Testing is done by looking at the spread of data (points) on the diagonal axis of the normal PP Regression Standardized Residuals chart. If the data spreads around the diagonal line and follows the diagonal line, then the regression model meets the data normality assumption. If not, it means that it does not meet the data normality assumption. The following are the results of the normality test:

**Table 6 : Kolmogrov-Smirnov Normality Test**

		Unstandardized Residuals
N		99
Normal Parameters, b	Means	.0000000
	std. Deviation	5.14411222
	Most Extreme Differences	
	absolute	.056
	Positive	.056
	Negative	-.046
Test Statistics		.056
asymp. Sig. (2-tailed)		.200c,d

In the Kolmogrov-Smirnov data normality test, a data is said to be normally distributed, if it has a significance value ( $\rho$ ), which is more than 0.05 ( $\rho > 0.05$ ). From table 6 it can be explained in the significance section based on the Kolmogrov-Smirnov data normality test that the significance value is 0.200 ( $\rho > 0.05$ ). From these data it can be said that the Kolmogrov-Smirnov results show that the data is normally distributed. The results of the study using the t test can be seen in the table below:

**Table 8 : T test**

Model		Unstandardized Coefficients		Standardized Coefficients		Q	Sig.
		B	std. Error	Betas			
1	(Constant)	14,297	3,802			3,760	.000
	X_Total	.595	.081	.597		7,328	.000

a. Dependent Variable: Consumer Decisions

To test the significance of the independent variables, it is seen by comparing  $t_{count}$  with  $t_{table}$ , if  $t_{count} > t_{table}$  then the hypothesis is accepted, and if  $t_{count} < t_{table}$  then the hypothesis is rejected, the amount of  $t_{count}$  can be seen from  $t$  table with the formula  $(\alpha / 2; n - k)$   $k=2$  and  $n= 99-2 = 97$  is 1.98472.

From  $t$  table 8, the value of  $t$  is obtained  $t_{count}$  for the store atmosphere variable of 7.328, greater than  $t_{table}$  of 1.98472 ( $t_{count} > t_{table}$ ) then  $H_0$  is rejected, meaning that there is an influence of the store atmosphere on consumer decisions in shopping, meaning the word Hypothesis ( $H_a$ ) is accepted. A positive  $t$  value indicates that the store atmosphere variable has a direct relationship with the consumer's decision to shop at Supermarket 999.

### Coefficient Of Determination Analysis,

To find out the magnitude of the influence of the independent variables can be seen in the following table:

**Table 9: Determination Analysis**

Model	R	R Square	Adjusted R Square	std. Error of the Estimate
1	.597a	.356	.350	5.171

a. Predictors: (Constant), Store Atmosphere

b. Dependent Variable: Purchase Decision

Based on table 9 the value of the correlation coefficient (R) is 0.597, meaning that there is a strong influence between the store atmosphere variable on purchasing decisions. Then the coefficient of determination R Square is 0.356, meaning that the store atmosphere variable has a 35.6% influence on consumer decisions in shopping at Supermarkets 999. The remaining 64.4% is influenced by factors not examined in this study.





## E. CONCLUSION

Based on the results of this study, several conclusions were obtained which were briefly presented as follows. From the results of the t test, it was obtained that the tcount for the store atmosphere was 7.328, greater than the ttable of 1.98472 (tcount > ttable), and a Pvalue of 0.000 < 0.05. So the results of this study indicate that the store atmosphere has a significant effect on consumer decisions in shopping at Supermarket 999 Pekanbaru.

Based on the calculation of the correlation coefficient (R) of 0.597, it means that there is a strong influence between the atmosphere of the shop on purchasing decisions (Variable Y). Then the coefficient of determination R Square is 0.356, meaning that the store atmosphere variable has a 35.6% influence on consumer decisions in shopping at Supermarkets 999, the remaining 64.4% is influenced by factors not examined in this study

A. This study only uses store atmosphere variables which are independent or independent variables. It is hoped that future researchers who examine the same thing should be advised to include research variables other than the independent variables, because the more independent variables, the more likely it is to find out other factors that influence decisions. consumers in shopping at Supermarkets 999

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