

THE EFFECT OF STORE ATMOSPHERES ON CONSUMER PURCHASE DECISION ON RE-MART RETAIL IN PALEMBANG CITY

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ABSTRACT

This study aims to determine the influence of store atmosphere (Store Atmosphere) which consists of variable Store exterior, General interior, Store layout, and Interior display to consumer purchasing decision at Rie Mart Retail in Palembang City. This study uses quantitative approach with the number of samples of 100 people determined by using the technique of Accidental Sampling. The results can be seen that the variables of Store Exterior, General Interior, Store Layout and Interior Display together have a significant positive effect on purchasing decisions. Based on multiple regression equation it can be seen that the General Interior variable has the greatest influence with the coefficient value of 0.153. From the results of multiple regression seen coefficient of determination (R square) of 0.55 or 55%. This means that Store Exterior, General Interior, Store Layout and Interior Display can explain the variation of purchasing decision 55%, while the remaining 45% explained by other variables outside this research.

Keywords: Store Atmosphere, Store exterior, General interior, Store layout, Interior display and Purchase Decision

PRELIMINARY

1.1 Background

In the current era of globalization, which is characterized by economic development and technological advancements in all areas of competition in the business world. Every company is required to create sustainable competitive advantage in the face of more and more competitors in the same industry, so that it can survive or even win the competition for the survival of the company. Similarly, in the retail business is experiencing a very rapid growth, which is marked by the emergence of minimarket-minimarket in both large cities and districts. Responding to this, retailers who play in this business are required to always make innovations that will eventually win the hearts of consumers. Every retailer tries to offer a variety of stimuli that are able to attract consumers to make purchases. Therefore, the purchase situation, especially the physical environment such as color, sound, light, weather, and space arrangements of people need to be considered retailers, because of the interesting physical environment is expected to attract consumers to make purchases. Stimulus in the form of store atmosphere (store atmosphere) is a strategy that must be used retailers to attract consumers to make purchases. Store atmosphere (store atmosphere) is one element of retailing mix that must be considered by a retail business. According to Kotler and Keller (2012: 177) Store atmosphere is an element of other weapons owned shop. Each store has a physical layout that makes it easy or difficult for buyers to spin in it. Each store has its own appearance. Stores must establish a planned atmosphere that suits their target market and that can attract consumers to make purchases. In the city of Palembang the development of retail business is also experiencing the same rapid progress as in other big cities, almost every corner of the city and settlement there is a retail company in the form of minimarket. The number of minimarket continues to grow both owned by local businessmen and foreign business owners. Until now the number of minimarkets in the city of Palembang has as many as 263 minimarkets as shown in table 1.1.

Minimarket Data In Palembang City 2017

No	Locate	Alfamart	Indomaret	Exextra	Total
01	Ilirtimur I	12	11	2	25
02	Ilirtimur II	16	18	2	36
03	Ilir Barat I	12	12	8	32
04	Ilir Barat II	4	2	2	8
05	Seberang Ulu I	8	11	-	19

06	Seberang Ulu II	2	5	2	9
07	Bukit Kecil	5	6	2	13
08	Kemuning	8	7	2	17
09	Kalidoni	8	5	-	13
10	Sako	5	8	2	15
11	SematangBorang	2	3	-	5
12	Sukarame	14	10	4	28
13	Alang-alangLebar	8	11	3	22
14	Gandus	6	1	-	7
15	Kertapati	2	1	-	3
16	Plaju	4	7	-	11
	Total	116	118	29	263

Source: Processed from the Office of Industry and Trade of Palembang City (2017).

Seeing the phenomenon in which the competition among retail entrepreneurs is increasing where each retailer using the strategy and stimulation of store atmosphere to attract consumers to make purchasing decisions, the researchers are interested to conduct research with the title "The Influence of Store Atmosphere (Store Atmosphere) against Consumer Purchase Decision at Rie Mart Retail in Palembang City ".

1.2. Formulation of the problem

The problem formulation in this research are:

1. Is the Store exterior, General interior, Store layout, Interior display partially and simultaneously influence the consumer purchase decision at retail Rie Mart in Palembang City?
2. Are there any dominant influential variables such as Store exterior, General interior, Store layout, Interior display to consumer purchase decision at Rie Mart retail in Palembang city?

1.3 Research Objectives

Based on the research problems mentioned above, it can be formulated the purpose of this research are:

1. To know the effect of Store exterior, General interior, Store layout, Interior display partially and simultaneously to consumer purchasing decision at retail Rie Mart in Palembang city
2. To determine the dominant influence among variables Store exterior, General interior, Store layout, Interior display to consumer purchase decision at retail Rie Mart in Palembang city

I.4. Research Benefits

a. For Authors

Can add knowledge and experience in applying theory acquired by actual practice in problems and can add insight and experience in solving problems scientifically.

b. For the Company

As input materials that can be taken into consideration in setting the wisdom in increasing sales volume.

c. For the Almamater

This research is expected to be the author's contribution to the Institution of Economic Faculty of Palembang University and can be the foundation for the next researcher.

II LITERATURE REVIEW

2.1 Marketing

Understanding marketing by SofjanAssauri (2013: 5) is "human activities directed to meet and satisfy needs and desires through the exchange process". According to the AMA (American Marketing Association) in Adisaputro (2010: 4) marketing is "an organizational function and set of processes for creating, communicating, and surrendering values to customers and for managing customer relationships in ways that benefit the organization and all stakeholders interests "

2.2. Marketing Management

According to the American Marketing Association (AMA) quoted by Kotler and Keller (2012: 5) translated by Benjamin Molan, it defines marketing management as follows. "Marketing management as an art and science chooses a target market and gains, maintains, and grows customers by creating, submit, and communicate superior customer value ".

2.3. Retail Company

Kotler in Foster (2008: 35) defines retail as an activity involving the sale of goods or services directly to the final consumer for personal and non-business use. Retail is a business activity selling goods or services to individuals for the purposes of self, family, or household. Modern retail paradigm is a view that emphasizes retail management using a modern approach where the concept of retail business management is more emphasized in terms of meeting the needs of consumers who become the target market (Yistiani et al., 2012, 28)

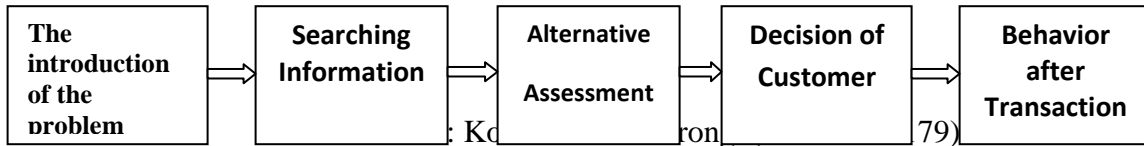
2.4 The atmosphere of the store (Store Atmosphere)

According to Ma'ruf (2005: 201) in Andepa (2013: 7) Store Atmosphere is one of the marketing mix in outlets that play an important role in attracting buyers, making them comfortable in choosing groceries, and reminding them what products they want to have both personal needs, as well as for household purposes. While Store Atmosphere has elements that all affect the atmosphere of the store you want to create. According to Berman and Evan (2009: 545-550) in Andepa (2013: 8) elements of Store Atmosphere consists of store exterior, general interior, store layout, and interior displays.

2.5. Buying decision

Kotler and Armstrong (2010: 226) suggests that purchasing decisions are the stage of the decision process in which the actual consumer makes a product purchase. Meanwhile, according to Schiffman and Kanuk (2010: 485): "Decision is the selection of two or more options". The purchasing decision making process of Kotler and Amstrong (2010: 177-179) is as follows:

Figure 2.1
Decision Making Process



2.6. Previous Research

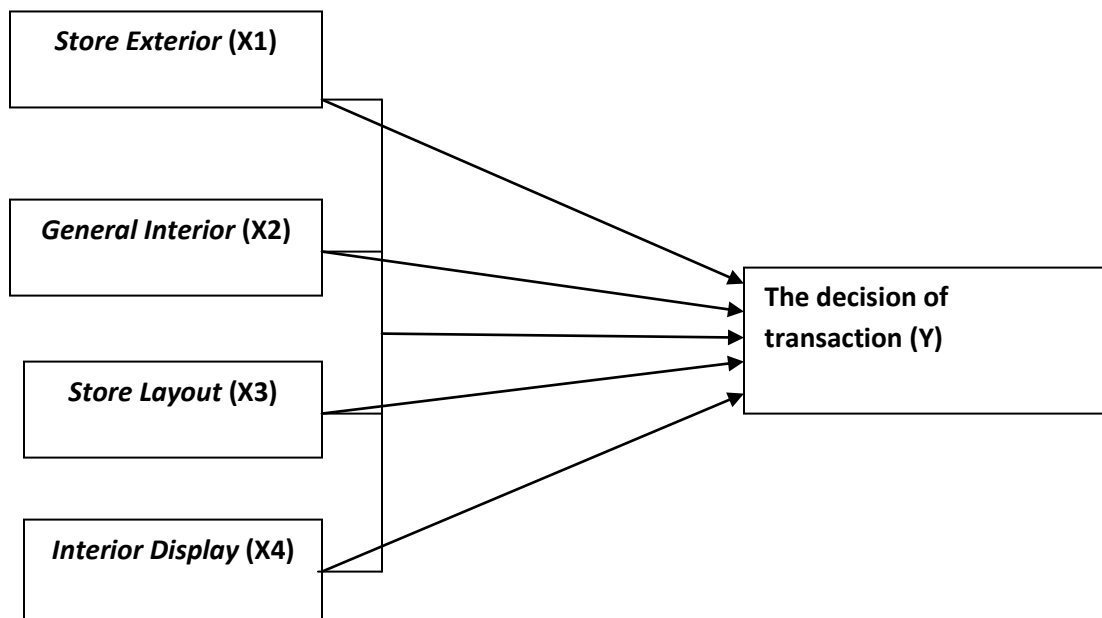
Previous research by Andhika Wariswasita (2012) under the title 'The influence of Store Atmosphere on purchasing decisions (Study on Five Points of coffee and Chocolate Semarang finds that General Interior, Interior Display, Exterior Store Layout Layout), positively and positively affect the purchase decision at Five Points Coffee and Chocolate in Semarang Furthermore, Nofiawaty and Bely Yuliandi research (Business and Management Journal of Sriwijaya Vol 12 year 2014) shows that overall variable in Store Atmosphere is General Interior (Interior Interior), Interior Display (Interior Display), Exterior (Outboard Layout) Layout Layout (Layout), positively and significant influence on purchasing decisions at Nyenyas Outlet in Palembang City Cindy Juwita Dessyana research entitled 'Store Atmosphere Influence Against Consumer Purchase Decision in Texas Chicken Multimart II Manado '. (EMBA Journal Vol 1 of 2013). The results of the research are jointly and individually Store Exterior, General Interior, Store Layout and interior display positively and significantly influence on consumer purchasing decisions in Texas Chicken Multimart II Manado.

2.7 Framework for thinking

From the theoretical base that has been developed then the model to be used in this study can be illustrated in the following picture.

Figure 2.1

Research Thinking Framework



2.8. Hypothesis

Based on the formulation of problems and theoretical studies developed then the authors propose Hypothesis as follows:

1. Allegedly Store exterior, General interior, Store layout, and Interior display partially and simultaneously influence the consumer purchase decision at retail Rie Mart in Palembang city
2. Allegedly there are variables that influence dominant diatarra Store exterior, General interior, Store layout, Interior display to consumer purchasing decision at retail Rie Mart in Palembang.

III RESEARCH METHOD

3.1. Scope of Research

In doing research so as not to deviate from the existing problems then the authors focus on the discussion of the influence of the atmosphere of the store (Store Atmosphere) on consumer purchasing decisions at Rie Mart Retail in Palembang city ..

3.2. Research Design

Approach in this research is case study through survey at consumer who shop at Retail Rie Mart., Research design is quantitative descriptive research that is to know and analyze influence of variable store exterior, General interior, Store layout, Interior display to decision of consumer purchase at retail Rie Mart in Palembang City.

3.3. type and Data Sources

3.3.1. Data Type

According to Mudrajat Kuncoro (2009: 145) data is "a set of information needed for decision making". There are two types of data used in the study (Umar, 2013: 12) namely:

1. Qualitative Data

The data in the study are usually in the form of words, pictures and few numbers analyzed in the terminology of individual responses, descriptive conclusions, or both. Usually the data is in the form of nominal, ordinal, or interval scale.

2. Quantitative Data

Quantitative data bases the results of research on mathematical calculations which then provide an overview of a phenomenon of cases proposed in the study. The resulting number data into a reference or level parameter or level that has been predetermined. The ways used can be a test (pre or post) which then through various processes of data validity test.

3.3.2. Data source

To analyze and interpret data well, valid and reliable data is needed so that the results can contain the truth. There are two types of data sources in this study, namely:

1. Primary Data

That is data obtained directly from respondents themselves (consumers who shop at Rie Mart Retail in Palembang city) by conducting interviews and distributing questionnaires.

2. Secondary Data

That is data previously obtained and collected by others or can also data obtained from the internet and articles related to the object of research (Umar, 2013: 41).

3. 4. Population and Sample Research

Population is an individual or object of research that has certain qualities and characteristics that have been established. Population can be understood as a group of units of analysis or observation objects that have at least one characteristic equation (Sugiyono, 2011: 72). The population in this study is all consumers who shop at minimart Rie Mart whose numbers are unknown. . In the sample determination if the population is large and the amount is unknown then according to (Rao, in Iswayanti, 2010) used the formula:

$$n = \frac{Z^2}{4(Moe)^2}$$
$$n = \frac{1,96^2}{4(0,1)^2}$$
$$= 96$$

From the above calculation, it can be seen that the number of samples used in this study as many as 96 people so rounded up to 100 to minimize generalization errors.

3.5. Operational Definition of Variables

1. Store Exterior is the front of the store reflects the stability and robustness of the spirit of the company and the nature of the activities that exist in it, and can create trust and goodwill for consumers. Store exterior serves as identification or recognition sign, so often express the symbol. (Board Name, Entrance, Parking).
2. General Interior is a design designed to maximize visual merchandising In order for store visitors to feel comfortable in store (cleanliness, luster, lighting, cashier)
3. Store Layout is a plan to determine the specific location of a store area (cashier location, store traffic, similar product location)
4. Interior Display is a sign that is used to provide information to consumers to influence the atmosphere of the store environment, with the main purpose to increase sales and profit stores (promotion boards, product arrangement, signpost)
5. Purchase Decision is to identify all possible options for solving problems and assessing the options systematically and objectively and the target that determines the losses of each

3.6 Data Analysis Techniques

This study uses multiple regression analysis with data processing using SPSS 20 for Windows. The stages are as follows:

1. Test Validity and Reliability

1.1. Validity test

Validity test is used to measure the validity or validity of a questionnaire. A questionnaire is said to be valid if questions and questionnaires are able to uncover something that will be measured by the questionnaire (Ghozali: 2013: 41).

1.2. Test Reliability

Reliability is a tool to measure a questionnaire that is an indicator of a variable. A questionnaire is said to be reliable or reliable if the answer to the question is consistent or stable over time (Ghozali: 2013: 42). A variable is said to be reliable if Cronbach Alpha (α) > 0.6.

2. Multiple Linear Regression Analysis

Multiple Linear Regression Analysis is used to measure the influence between more than one predictor variable (independent variable) to the dependent variable. Multiple Linear Regression Analysis aims to determine the effect of variables Store exterior, General interior, Store layout, Interior display to consumer purchasing decisions at retail Rie Mart in Palembang City.

3. Hypothesis Testing

1. Partial Test (t test)

The t test is used to test the significance of the relationship between the variables X and Y, whether the variables X1, X2, X3, and X4 actually affect the Y variable separately or partially (Ghozali: 2013: 88).

2. Test F

In this research, F test is used to know the level of significance influence of independent variables simultaneously to the dependent variable (Ghozali: 2013: 89).

3. Coefficient of Determination Test (R^2)

The coefficient of determination (R^2) is intended to determine the best level of accuracy in the regression analysis where the thing indicated by the magnitude of the coefficient of determination (R^2) between 0 (zero) and 1 (one). The coefficient of determination (R^2) zero independent variable has absolutely no effect on the dependent variable. If the coefficient of determination approaches one, then it can be said that the independent variable affect the dependent variable.

IV. RESULTS AND DISCUSSION

4.1. Test Validity and Reliability

Table 4.1

Table of Validity test results

Variabel	Item	Corected item total	Keterangan
<i>Store Exterior</i> (X1)	X 1.1	0.356	Valid
	X.1.2	0.341	Valid
	X.1.3	0.618	Valid
	X.1.4	0.634	Valid
<i>General Interior</i> (X2)	X 2.1	0.407	Valid
	X 2.2	0.441	Valid
	X.2.3	0.467	Valid
	X.2.4	0.456	Valid
	X.2.5	0.432	Valid
<i>Store Layout</i> (X3)	X 3.1	0.312	Valid
	X.3.2	0.411	Valid
	X.3.3	0.515	Valid
	X.3.4	0.516	Valid
<i>Interior Display</i> (X4)	X 4.1	0.321	Valid
	X.4.2	0.477	Valid
	X.4.3	0.518	Valid
	X.4.4	0.521	Valid
Keputusan Pembelian (Y)	Y 1.1	0.316	Valid
	Y.1.2	0.351	Valid
	Y.1.3	0.408	Valid
	Y.1.4	0.422	Valid

Tabel 4.2**Table Test Result Reliability**

Variabel	Cronbach's Alpha	Keterangan
<i>Store Exterior</i>	0.642	Reliabel
<i>General Interior</i>	0.652	Reliabel
<i>Store Layout</i>	0.627	Reliabel
<i>Interior Display</i>	0.639	Reliabel
Keputusan Pembelian	0.671	Reliabel

4.2. Multiple Regression Analysis

Table 4.5**Results of Multiple Linear Regression Analysis****Coefficients**

Model	Unstandarized Coefficients		Standarised Coefficients	t	sig
	B	Std Error	Beta		
1(Constant)	.138	.1294		.105	.020
Strore Exterior	.106	.057	.189	2.170	.002
General	.153	.079	.245	2.877	.000
	.142	.061	.195	2.033	.003

Interior	.152	.067	.189	2.721	.038
Store Layout					
Interior Display					

a. Dependent Variable: Purchase Decision

Based on the table can be written in regression form form Standardized Coefficients obtained equation as follows:

$$Y = a + b_1X_1 + b_2X_2 + b_3X_3 + b_4X_4 + e$$

$$Y = 0.138 + 0.106X_1 + 0.153 X_2 + 0.142 X_3 + 0.152X_4$$

4.3. Hypothesis Testing

4.3.1. F Test (Simultaneous Test)

Table 4.7

Test Result F

ANNOVA^b

Model	Sum of Squares	Df	Mean Square	F	Sig
1 Regression	20.485	3	5.127	13.833	.000 ^a
Residual	45.456	96	.428		
Total	65.941	99			

a. Predictors: (Constant), *Store Exterior, General Interior, Store Layout, Interior Display*

b. Dependent Variable: keputusan pembelian

4.3.2. t-Test (Parsial)

Tabel

t-Test Result

Variabel	t hitung	t tabel	Sig.
<i>Store Exterior</i>	2.023	1.98	.002
<i>General Interior</i>	2.065	1.98	.000
<i>Store Layout</i>	3.062	1.98	.005
<i>Interior Display</i>	2.109	1.98	.037

4.3.3. Determination Test Result

Tabel 4.3

Determination Test Result

Model Summary^b

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate	Durbin-Watson
1	.550 ^a	.302	.278	2.06047	1.703

a. Predictors: (Constant), X4, X3,X2, X1

b. Dependent Variable: Y

4.5. Discussion

1. Multiple regression analysis.

The results of multiple regression analysis can be seen that all variables Store interior, general interior, store Layout and Interior displays have a positive effect on purchasing decisions. Based on multiple regression equation it can be seen that General Interior variables have the greatest influence that is the coefficient value of 0.153, then followed by Interior

Display variables that have a coefficient of 0.152 and Store Layout of 0.142 and Store Exterior which has the lowest coefficient value than variable other that is equal to 0,106.

2. Hypothesis test results as follows:

a. The Exterior Store positively affects the Purchase Decision.

From the calculation results obtained t count value of 2.023 with a significance level of 0.002. When seen on t table with $\alpha = 5\%$ obtained t table of 1.9853. This means that t arithmetic (2.023) > t table (1.9853) thus obtained that the hypothesis stating that the variable Store Exterior has a positive and significant influence on the purchase decision is acceptable.

b. General Interior has a positive effect on Purchase Decision.

From the calculation results obtained t count value of 2.065 with a significance level of 0.000. When seen on t table with $\alpha = 5\%$ obtained t table of 1.9853. This means that t arithmetic (2.065) > t table (1.9853) thus obtained that the hypothesis that the General Interior variable has a positive and significant influence on the purchase decision is acceptable.

c. Store Layout has a positive effect on Purchase Decision.

From the calculation results obtained t count value of 3.062 with a significance level of 0.005. When seen on t table with $\alpha = 5\%$ obtained t table of 1.9853. This means that t arithmetic (3.062) > t table (1.9853) thus obtained that the hypothesis is

states that Store Layout has a positive and significant influence on the purchase decision is acceptable.

d. Interior Display has a positive effect on Purchase Decision.

From the calculation results obtained t count value of 2.109 with a significance level of 0.037. When seen on t table with $\alpha = 5\%$ obtained t table of 1.9853. This means that t arithmetic (2.109) > t table (1.9853) thus obtained that the hypothesis stated that the Interior Display has a positive and significant influence on the purchase decision is acceptable.

The test results obtained value of F arithmetic amounted to 13.833 with a significance of 0.000. Using the 0.05 significance limit, the significance value is less than 0.05. Thus obtained that the hypothesis stating that Store Exterior, General Interior, Store Layout and Interior Display together significant effect on the purchase decision is acceptable.

3. Coefficient of determination

The results of this study get the result that the value of coefficient of determination (Adjusted R square) of 0,550 or 55%. This means that the variable Store Exterior, General Interior, Store Layout and Interior Display able to explain the variation of purchasing decision 55%, while the remaining 45% explained by other variables outside this study.

V. CONCLUSIONS AND SUGGESTIONS

5.1. Conclusion

1. Store Exterior has a positive and significant effect of 0.106 on consumer purchasing decisions on Rie Mart Retail
2. General Interior has a positive and significant effect of 0.153 on consumer purchasing decisions at Rie Mart Retail
3. Store Layout has a positive and significant effect of 0.142 on consumer purchasing decisions on Rie Mart Retail
4. Interior Display has a positive and significant effect of 0.152 on consumer purchasing decisions on Rie Mart Retail

5.2, Suggestions

1. To increase sales it is suggested that Retail Rie Mart more optimize the policy The store atmosphere consisting Store interior, general interior, store Layout and Interior display because it can affect consumer purchase decision.
2. Retail Rie Mart must also be more focused on General Interior variables because this variable is the most dominant variable influence consumer decisions in shopping at Retail Rie Mart.

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