

Store Atmosphere and Store Location as Determinants of Consumer Buying Interest

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ABSTRACT

The purpose of this study was to analyze the influence of the store atmosphere and store location on consumer buying interest in the Alfamidi Duku Zamrud. This study uses two independent variables, namely the atmosphere of the store and the location of the store with one dependent variable, namely consumer buying interest. The method of this research is to use a descriptive quantitative method, the sample in this study are consumers who have purchased goods from Alfamidi Duku Zamrud and taken a sample of 100 respondents. Based on the questionnaire answers that have been processed by SPSS, the statistical calculation results obtained coefficient number of store atmosphere and store location has a significant effect of 63.9% on consumer buying interest, while the remaining 36.1% is influenced by other factors that are not researched in this study.

Keywords: Store Atmosphere, Store Location, Consumer Buying Interest.

INTRODUCTION

The era of globalization promises both business opportunities and challenges for companies operating in Indonesia. On the one hand, the era of globalization can expand the market share of products from companies in Indonesia, but on the other hand, globalization, which is characterized by freedom in all fields, has led to increasingly fierce competition between domestic and foreign companies. As is the case with the national retail industry where the development of the number of retailers in Indonesia continues to grow rapidly, especially in the supermarket business to meet the daily needs of the community. The number of retailers, especially supermarkets in Indonesia has been increasing lately. This is due to the high potential of the retail business in Indonesia and the increasing purchasing power of the Indonesian people.

Seeing the conditions of increasingly fierce competition, every retail business needs to increase the existing strengths in its company by choosing the right strategy so that it is more preferred by consumers. One important strategy to be considered by retailers in winning the competition is determining the location of the business. Determining the right business location with a unique and different store appearance and facilities that suit the convenience of consumers in shopping is an attraction that will make consumers feel at home shopping at the store for a long time. Efforts to attract consumers to make purchases can also be done by providing a pleasant store atmosphere for consumers so that consumers enjoy shopping at the supermarket more. In addition to choosing the right location to open the retail business, can be one of the motivating factors for consumers to shop at a supermarket. Because the convenience of consumers to access supermarket locations will

increase consumer interest in shopping at a supermarket.

According to Haryadi (2018), who conducted research in the field of Modern Retail, he concluded that location is a very important factor in the marketing mix of a Retail business. According to Lupiyoadi (2009) Location is a place where the company should be located and operate. Meanwhile, according to Koo (2003) states that there are 4 (four) indicators of retail locations namely (1) easy to find. In this case if a retail is in a location that can be seen and marked by consumers. (2) Closeness, the location of the store is near the settlement and not far from the center of the crowd, so that it is easy for consumers to visit. (3) Transportation, easy or widely traversed by vehicles, both public and private vehicles (4) Close to other shops, meaning being in shopping centers such as malls, plazas and others.

Another variable that influences consumer interest in shopping is the atmosphere of the store where they shop. According to Gupta (2019), who conducted research on the atmosphere of fast food restaurants, concluded that the atmosphere of the dining room can influence customer interest in making purchases again. The atmosphere of the dining room is manifested in 3 (three) dimensions namely, interior design and decoration, layout, and table setting. This is in accordance with the theory put forward by Kotler (1973) which states that "atmosphere" is a place designed to have an emotional effect on the minds of consumers so that it can further influence the customer's desire to make repeated purchases. According to Ryu and Han (2010) who conducted research on restaurant atmosphere, they concluded that atmosphere, food and service are part of the attributes that are the object of consumer evaluation of a restaurant. When customers enter a restaurant, the first time they will interact with the atmosphere (the atmosphere of the room). The results of a positive assessment of the atmosphere will affect consumer perceptions of what is served at the dinner table. So the quality of the product offered will increase if the atmosphere felt by consumers is positive.

Placement Store location and store atmosphere is a strategy that can have a positive effect and is able to provide benefits for retail owners. Store location strategy and store atmosphere are two things that are part of the marketing process that aims to provide convenience for buyers when shopping. Thus consumers will feel at home when in the store and this will make consumers decide to make more purchases at the store.

The development of the retail industry in Indonesia was also followed by the Alfamidi Dukuh Zamrud Supermarket. Alfamidi Dukuh Zamrud Supermarket has been established since 2004, located in the shops of Dukuh Zamrud Residential Jl Zamrud Utara, Pedurenan Village, Mustikajaya, Bekasi City. This supermarket sells daily household needs such as soap, toothpaste, perfume, sugar, tea and many other items. In terms of location, the Alfamidi Dukuh Zamrud supermarket is located in the Dukuh Zamrud housing complex, thus, from a location standpoint, this supermarket is relatively busy for residents to visit in Dukuh Zamrud housing and its surroundings. The location of the supermarket which is on the side of the road makes it easy for potential consumers to see and reach this supermarket. From a store atmosphere perspective,

However, some customer complaints about Alfamidi's services, such as the location far from public transportation routes, the store atmosphere that consumers feel uncomfortable with, price displays that often do not match the prices listed at the cashier, and the arrangement of goods that are still not good are things which should be the concern of Alfamidi's management. One of the marketing efforts that can be carried out by Alfamidi Dukuh Zamrud managers is to choose the right location, create a store atmosphere that is comfortable, fun, following trends and pleasing to the eye which in turn creates an impression that attracts consumers to shop.

This study aims to find out how the store atmosphere and location are the determining variables of consumer buying interest. The results of previous research indicate that the store atmosphere and location variables have a

significant effect on consumer buying interest with different magnitudes of influence. Therefore the focus of this study is to determine where the position of the influence of the store atmosphere and location variables on consumer buying interest.

METHODS

The method used in this study is a quantitative descriptive method, which is a research method that aims to provide a systematic, factual and accurate description of the facts, characteristics and relationships between the phenomena studied. (Nazir, 2003:54).

Hypothesis 1 was developed with reference to Kotler's theory which states that the atmosphere of a store will influence consumer perceptions of a product sold in it, thereby influencing consumer desires to make purchases. This is consistent with the results of research from Ha & Jang (2012), Ryu (2012) and Mattila (2001) which state that atmosphere has a significant effect on consumer buying interest. Therefore, the first hypothesis can be arranged as follows:

H1: It is suspected that the atmosphere of the store has a significant effect on the buying interest of Alfamidi Dukuh Zamrud Bekasi consumers.

The second hypothesis of the study was compiled with reference to the opinion of Kotler (2009) which stated that location is an important factor influencing success in marketing a product. In line with research conducted by Latief (2018), Hendra (2013), Tania (2022) who concluded that location has a significant effect on consumer buying interest. Therefore hypothesis 2 of this study can be written as follows:

H2: It is suspected that the location of the store has a significant effect on consumer buying interest at Alfamidi Dukuh Zamrud, Bekasi.

RESULTS and DISCUSSION

A. Description of Multiple Regression Testing Results

Testing the research hypothesis was carried out using a multiple regression analysis tool with the SPSS version 17.0 application tool. The data used in the multiple regression analysis is the score data from the questionnaire on the variable store atmosphere, store location and consumer buying interest. The results of data processing using SPSS obtained descriptive statistical results which are presented in more detail in the following table:

Table 1. Descriptive Statistics

	Mean s	std. Deviation	N
Interest_Buy_konsu men	29.48	3,729	10 0
Atmosphere_Shop	33.64	5,243	10 0
Location_Shop	33.46	4,971	10 0

The result of the analysis in the table above is that the average score of respondents' answers regarding the store atmosphere variable is 33.64, a standard deviation of about 5.243 from a total sample of 100 respondents. The average score of respondents' answers regarding the store location variable was 33.64 standard deviation of about 4.971 from a total sample of 100 respondents. The average score of respondents' answers regarding the consumer buying interest variable is 29.48, a standard deviation of about 3.729 from a total sample of 100 respondents.

Table 2. Correlations

Consumer Purchase Interest				
<i>Pearson Correlation</i>	Consumer Purchase Interest	1	0.784	0.739
	Shop Atmosphere	0.784	1	0.833
	Store Location	0.739	0.833	1
	Consumer Buying Interest	.	0	0
<i>Sig. (1-tailed)</i>	Shop Atmosphere	0	.	0
	Store Location	0	0	.

N	Interest_Buy_Consumer	100	100	100	e						
					.799	0.639	0.631	2,265	0.85683	290	
	Atmosphere_Shop	100	100	100							
	Store Location	100	100	100							

The results of simple (partial) correlation analysis for each research variable obtained by the analysis are Pearson's correlation of consumer buying interest with store atmosphere (ryx1) is 0.784 and sig. (1-tailed) of 0.000 is smaller than the error rate (0.05). These results indicate a positive correlation with a low and significant relationship between store atmosphere and consumer buying interest. Pearson correlation of consumer buying interest with store location (ryx2) is 0.739 and sig. (1-tailed) of 0.00 is smaller than the error rate (0.05). These results indicate a positive correlation with a low and significant relationship between store location and consumer buying interest.

Table 3. Entered/Removed Variables

Model	Variables Entered	Variables Removed	method
1	Store Location, Shop atmosphere	.	Enter

From table 3 above (Variables Entered/Removed) it shows that in the multiple regression analysis with SPSS no variables were removed, meaning that the two independent variables, namely store atmosphere and store location, can be included in the multiple regression analysis. This is because the method used in the regression analysis is the enter method, not the stepwise or removed method which mutually reinforces or eliminates variables.

Table 4. Model Summary

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate	Change Statistics			Sig. F Change
					F	df1	df2	
1	.799	.639	.631	2,265	85.683	2	9	.000

The description and analysis of the data in the table above can be explained that the number of multiple correlation coefficients (R) is 0.799 (positive) indicating that there is a positive and strong relationship (correlation) between the store atmosphere variable and store location in multiple ways to consumer buying interest at Alfamidi Duku Zamrud. The coefficient of determination correlation (R) is 0.639 (positive) indicating that the effect (contribution) of store atmosphere and store location variables is multiple on consumer buying interest in Alfamidi Duku Zamrud of 0.639 or 63.9%, while the remaining 100% - 63.9% = 36.1%, influenced by other factors that were not examined in this study. The standard error estimate is 2,265, which is smaller than the standard deviation of consumer buying interest, 3,729 (table 4.9).

Table 4. ANOVAa

Model	Sum of Squares	df	Mean Square	F	Sig.
1	879,264	2	439,632	85.683	.000
	497,696	97	5.131		
Total	1376,969	99			

a. Dependent Variable: Consumer Purchase Intention

b. Predictors: (Constant), Store_Location, Store_Atmosphere

Based on the data from the analysis test results presented in the following table, it shows that the analysis on F count or the results of the F test (Anova) is F count of 85.683 with a sig. is 0.000 (<0.05) then the multiple regression model is significant. The results of showing the variable store atmosphere and store location can be used multiple times to predict consumer buying interest at Alfamidi Duku Zamrud. If these results are associated with statistical data from the results of multiple coefficient calculations



(table 4.12), it is obtained that the store atmosphere and store location have an influence of 63.9% on consumer buying interest at Alfamidi Dukuh Zamrud.

Table 5. Coefficientsa

Model	Unstandardized Coefficients		Standardized Coefficients	t	Sig.
	B	Std. Error			
(Constant)	9.271	1.584		5.854	.000
1 Atmosphere_Shop	0.391	0.078	0.55	4.992	.000
Location_Shop	0.210	0.083	0.28	2.544	.013

a. Dependent Variable: Interest_Buy_konsumen

The constant coefficient number (a) is 9.271 (positive) indicating that if there are no store atmosphere and store location variables, then consumer buying interest in Alfamidi Dukuh Zamrud is 9.271 units. The coefficient value of the store atmosphere (b1) is 0.391 (positive) indicating that each additional store atmosphere unit will increase consumer buying interest in Alfamidi Dukuh Zamrud by 0.391 units. The store location coefficient (b2) is 0.210 (positive) indicating that each additional store location unit will increase consumer buying interest in Alfamidi Dukuh Zamrud by 0.210 units.

The constant calculating coefficient (a) is 5.851 with a significant number of 0.003 ($< = 5\%$) = 1.66 with a significant level of 0.000 less than 0.05 then H_0 is rejected and H_a is accepted or significant. The t-count value of the store atmosphere coefficient (b1) is obtained t count 4.992 greater than t table ($< = 5\%$) = 1.66 with a significant level of 0.000 less than 0.05 then H_0 is rejected and H_a is accepted or significant. The t-count coefficient of store location (b2) is obtained t count 2.544 which is greater than t table ($< = 5\%$) = 1.66 with a significant level of 0.013 less than 0.05 then H_0 is rejected and H_a is accepted or significant. *aaa*

Thus it can be seen that in the significant column of store atmosphere (X1) 0.000 below 0.05 then H_0 is rejected and H_a is accepted, or there is a significant influence of store atmosphere on consumer buying interest (Y) and t counts more the value of t table (t count 4.992 > 1.66) then H_0 is rejected and H_a is accepted, or there is a positive and significant influence on the store atmosphere on consumer buying interest at Alfamidi Dukuh Zamrud. It can be seen that in the store location significant column (X2) 0.013 below 0.05 then H_0 is rejected and H_a is accepted, or there is a significant influence of store location on consumer buying interest (Y) and t count is greater than t table (t count 2.544 > 1,66) then H_0 is rejected and H_a is accepted,

The results of regression testing using the SPSS program show that the store atmosphere and store location have a positive and significant impact and contribution to consumer buying interest at Alfamidi Dukuh Zamrud. This is evidenced by the results of the multiple correlation coefficient of 0.799 (positive). From these figures it shows that the store atmosphere and store location variables have a good relationship with the consumer buying interest variable at Alfamidi Dukuh Zamrud. This is evidenced by the results of the analysis of t count β_1 of 4.992 with sig. of 0.000 and the t count of β_2 is 2.544 with sig. of 0.013 and the multiple regression equation $Y = 9.271 + 0.391X_1 + 0.210X_2 + e$,

Thus the atmosphere of the store (store atmosphere) and store location must be well designed and implemented, and make new breakthroughs to face competition with similar stores that are bigger, more attractive and have their own advantages so that consumers are always loyal and remain interested in shopping. in Alfamidi Dukuh Zamrud.

From the results of data analysis, it is shown that the atmosphere factor has a greater influence on the buying interest of Alfamidi consumers than the location factor. Therefore, it is better for Alfamidi's management to focus more on handling the store's atmosphere problem. If related to complaints from Alfamidi visitors about the atmosphere of the Afamidi store, especially the way the shelves of goods

are arranged that are too close together and the display of prices that are not always clear and complete, then there is a need for a permanent price display with only a price list that can be changed, so that it is clearly visible on visitors and not piled up - stacked by other goods. The arrangement of goods needs to be done per item of goods, and not scattered from each item,

The arrangement of goods items that are neatly arranged and clear price lists will make it easy for consumers to search or compare the prices of several brands of goods that they will choose. Thus consumers will feel satisfied because they have many choices of types of goods and prices. The next impact will give Alfamidi consumer satisfaction when shopping.

The results of data processing with SPSS show that the magnitude of the regression coefficient for the store location variable is $0.210X_2$. Even though the coefficient is only 0.201, the influence of the store location variable is quite significant. If it is related to consumer complaints about access to Alfamidi locations where there are damaged roads making it difficult for consumers who will visit, it is better for the management to repair the entrance or road at the Alfamidi entrance gate so that it is not dangerous for visitors. This expenditure should be properly budgeted for and carried out as a form of CSR (Corporate Social Responsibility) towards the surrounding environment

CONCLUSION

Based on data from research findings and discussion of store atmosphere and store location on consumer buying interest at Alfamidi Dukuh Zamrud, the following conclusions are obtained:

1. The results of the descriptive statistical analysis show that the store atmosphere at Alfamidi Dukuh Zamrud is (average score

3.364). In this case the atmosphere of the store (store atmosphere) has a significant effect on consumer buying interest. This can be proven by the results of the analysis (T test) that t count $\beta_1 = 4.992$ with a sig. 0.000 ($\leq 5\%$) means that the level of store atmosphere (β_1) has a significant effect on consumer buying interest.*a*

2. The results of the descriptive statistical analysis show the location of the shop at Alfamidi Dukuh Zamrud (mean score 3.346). In the case of this test, store location has a significant effect on consumer buying interest. This can be proven by the results of the analysis (T test) that t-count $\beta_2 = 2.544$ with a sig. 0.013 ($\leq 5\%$) means that the level of store location coefficient (β_2) has a significant effect on consumer buying interest.*a*
3. Regression results with the SPSS program show that store atmosphere and store location simultaneously have a significant effect on consumer buying interest by 63.9%. This is evidenced by the value of f-count = 85.683 with sig. 0.000. Partially, the store atmosphere and store location have a significant effect on consumer buying interest, as evidenced by t-count $\beta_1 = 4.992$ with a sig level. 0.000, t-count $\beta_2 = 2.544$ with sig. 0.013. The multiple regression equation obtained $Y = 9.271 + 0.391X_1 + 0.210X_2$ and there is a positive and quite strong correlation between the store atmosphere (store atmosphere), store location and consumer buying interest, the multiple correlation coefficient value (R) = 0.631 is obtained and for the coefficient value determination (R square) = 0.639 or 63,

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