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## Influence Store Atmosphere and Word of Mouth on The Purchase Decision with Interest to Buy as Intervening Variable (Study on Daily Fresh)

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### ABSTRACT

This study aims to examine the effect of Store Atmosphere and Word of Mouth on purchasing decisions with purchase intention as an intervening variable. This study uses quantitative data types, namely data measured on a numerical scale. The population is the number of Daily Fresh visitors for the period November 2021 to November 2022 of 51,460 people. The data collection technique uses nonprobability sampling and the number of samples is 100 respondents. In addition, the data analysis technique uses path analysis using SPSS. The results of the study concluded that Store Atmosphere had a positive and significant effect on purchase intention, Word of Mouth had a positive and significant effect on purchase intention, Store Atmosphere and Word of Mouth simultaneously had a positive and significant effect on purchase intention, purchase intention had a positive and significant effect on purchasing decisions, Store Atmosphere has a positive and significant effect on purchasing decisions, Word of Mouth has a positive and significant effect on purchasing decisions, buying interest has a positive and significant effect mediating Store Atmosphere on purchasing decisions, and buying interest has a positive and significant effect mediating Word of Mouth on purchasing decisions on Daily Fresh consumers.

**Keywords:** Purchase, Intention, Store Atmosphere, Word of Mouth

### INTRODUCTION

Competition in the business world is getting tougher, forcing business people or entrepreneurs to be able to move more productively, creatively and innovatively in managing and marketing their products. Entrepreneurs need to act quickly and appropriately to study consumer behavior and the factors that influence purchasing decisions. In order to achieve the desired goals, entrepreneurs must understand what the needs and wants of consumers are packaged in an effective and efficient marketing strategy that is able to compete with similar businesses.

One of the rapidly growing business sectors in Indonesia is the retail business. Wilujeng (2017) in Saputro (2019), the retail business is a business activity that sells various types of goods and services that are used to meet individual needs. One of the retail businesses in Indonesia is a minimarket. As technology develops, people or consumers tend to be more interested in shopping at modern markets than traditional markets. A comfortable and safe atmosphere is a vital consideration for consumers. Minimarkets have their own charm where consumers do not need to move from place to place to buy various needs; such as food, cosmetics and fashion.

Minimarkets are businesses that are widely spread across Indonesia, both in urban and rural areas. Therefore, every entrepreneur must be able to interact with consumers through strategies that are owned and implemented properly. One strategy that can be implemented by entrepreneurs in facing competition is to make minimarkets look attractive in the eyes of consumers, which is called a Store Atmosphere. Safitri & Sulaeman (2022) the concept of Store Atmosphere is to create a pleasant atmosphere with the aim of encouraging and dominating consumers through their emotional feelings so that they decide to visit to buy a product. Entrepreneurs need to create a different impression from their competitors according to the concept that is carried at the same time to be able to avoid consumer boredom when shopping. The higher the creativity and innovation of entrepreneurs in managing the store atmosphere, it will have a positive impact on store development. With a comfortable atmosphere, consumers will get their own stimulation to choose to shop at a store which will then influence consumer buying interest and ultimately have an impact on purchasing decisions.

Apart from the Store Atmosphere, there is another marketing strategy, namely the Word of Mouth communication strategy. Kotler & Keller (2009) in Huzangi & Astuti (2020) word-of-mouth marketing is communication or delivery of information orally, in writing, or using electronic media from person to person related to the use and experience of buying or using products or services. High advertising costs encourage entrepreneurs to carry out marketing activities that are simple, do not require large costs, but are still effective.

The tendency of Indonesian people to get together and share stories about things they like can lead to stimulation for consumers to seek information related to a product. The Word of Mouth communication strategy becomes effective because the information provided by a consumer to another individual is felt to be more honest. Communicators play an important role in providing information related to experiences with products that have been owned or used. This experience then influences the purchase intention of other individuals and finally makes a purchasing decision.

In purchasing a product, consumers are not only influenced by the marketing strategy used by a particular line of business, but also by the behavior of the consumers themselves. One of these consumer behaviors is buying interest. Purchase intention is a desire to buy or choose a product, based on the desire that grows due to interest in a product being offered or based on experience or knowledge in choosing a product that is needed. Kerin et al. (2009) in Aries (2018) states that buying interest is the tendency of consumers to buy a brand or take an action in connection with a purchase. Buying interest can arise from stimuli offered by a business sector which then influences purchasing decisions.

Purchasing decision is a consumer decision in making a choice of two or more alternative choices. That is, from several alternative options found, an alternative choice will be taken for decision making. Savira & Putro (2020) purchasing decisions are the actions of consumers choosing products from several choices and solving problems with concrete actions between buying or not buying. Therefore, decision making is an important thing to pay attention to and follow up on. The survival of a business is influenced by decision making. The higher the level of consumer decision making in buying the products offered, the higher the profits earned by entrepreneurs.

Daily Fresh is a retail business engaged in the sale of daily needs such as food, cosmetics and fashion. Located at Jl Istana Plaza LG Floor, Jl. Pasir Kaliki No.121-123, Pamoyanan, Cicendo, Bandung City, West Java 40173. This provides an advantage for the minimarket because the ease of access for consumers can increase the number of consumer visits which has an impact on the business profits obtained. Affordable prices are also a very important consideration for consumers in making purchasing decisions. In addition, Daily Fresh has a complete variety of products that can compete with traditional markets. However, this product diversity results in too narrow spacing between shelves, which makes consumers uncomfortable when shopping. The distance between the shelves is important to note because it contributes to consumer traffic flow patterns, where a wide distance will make consumers comfortable shopping and rotating around the store to find the products they need and not worry about dropping items on the shelves through their movements while shopping.

Daily Fresh uses a Word of Mouth marketing communication strategy or word of mouth promotion. This strategy was chosen by the owner because it does not require high costs. In addition, word of mouth communication is more convincing, because considerations from people who have experience are more acceptable which then generates buying interest as one of the reasons in the consumer buying decision-making process. Thus, Daily Fresh depends on the image received by consumers

Consumers who are satisfied shopping at Daily Fresh will give good reviews to their family, friends and co-workers. Conversely, dissatisfied consumers will also give their reviews. Thus, it is important for Daily Fresh to be able to study consumer behavior through the strategies implemented so that the business being run can continue to grow.

**Store Atmosphere.** Levy & Weitz (2012) in Indratno & Supardin (2022), store atmosphere refers to environmental design such as visual communication, lighting, color, music, and aroma to influence consumer perceptions and emotional responses which will ultimately greatly influence their purchasing behavior. Store atmosphere is very influential for a store, where the store atmosphere can make consumers feel comfortable when choosing a product to buy. Store Atmosphere greatly contributes in projecting the image of a store to consumers. Berman & Evans (2010) in Putri (2018), store atmosphere can affect consumers' sense of comfort when shopping, going around the store, interest in communicating with store employees, the tendency to spend more time and money than planned and allow it to be regular customer.

**Word Of Mouth.** Kotler & Keller (2009) in Huzangi & Astuti (2020), word of mouth marketing is communication or delivery of information orally, in writing, or using electronic media from person to person related to the use and experience of buying or using products and services. Meanwhile, Sernovitz (2009) in Huzangi & Astuti (2020), word-of-mouth marketing is about real conversations conducted by consumers who know each other, not marketing that does the talking. The effect of Word of Mouth on potential customers is that it can influence willingness or interest in the products offered by seeking additional information that explains the

existence of these products. Word of Mouth plays an important role for marketers to market the products they sell with a fairly high level of trust. People tend to believe more in the words of people they know rather than seeing advertisements in the mass media. Word of mouth forms usually consist of delivering messages directly to individuals, with the messages conveyed containing information about the product or service.

**Buying Interest.** Purchase intention is the most important factor for consumers before making a purchase of the goods or services offered. Kerin et al. (2009) in Aries (2018) states that buying interest is the tendency of consumers to buy a brand or take an action in connection with a purchase. Meanwhile, Kotler & Susanto in Aries (2018) stated that interest is motivation, namely a strong motivational internal drive to act, where this motivation is influenced by stimulation and positive feelings towards the product. Buying interest is related to emotions and feelings, when someone feels happy when buying goods or services it will increase buying interest. Therefore, buying interest can also be interpreted in an individual as a feeling of pleasure or attitude towards an object so that the individual has the desire to own the desired object and tries to get the desired object by paying money or sacrifice. Consumers' evaluation of products depends on their knowledge of the actual performance of these products, so that consumers who are interested in buying a product are influenced by the information they receive.

**Purchase Decision.** Purchasing decisions in Kotler & Armstrong (2004) in Putri (2018) are phases in the purchasing decision-making process where consumers actually buy. Decision making is an individual activity that is directly related to the acquisition and use of the goods offered. Meanwhile, Peter & Olson (2013) in Aries (2018) interpreting purchasing decisions as making choices made by consumers between two or more alternative choices and choosing one of them. Based on this statement, it can be concluded that purchasing decisions are the determination of a consumer choice when they choose between two or more alternatives to meet their needs. Purchase decisions are usually influenced by the attitudes of other people and unforeseen situations. Unforeseen situations mean unforeseen events that can change purchase intentions. Usually, a purchase decision is a choice between two or more alternatives.

#### **Hypothesis**

H1: Store atmosphere effect on interest buy on Daily Fresh consumers

H2: Word of Mouth effect on interest buy on Daily Fresh consumers

H3: Interest buy effect on purchases decisions on Daily Fresh consumers

H4: Store Atmosphere effect on purchasing decisions on Daily Fresh consumers

H5: Word of Mouth effect on purchasing decisions on Daily Fresh consumers.

#### **METHOD**

In this study, a quantitative research method is employed, utilizing quantitative data types which are measured using numerical scales. Quantitative research, as elucidated by Sugiyono (2017), can be understood as a research approach grounded in the philosophy of positivism. It involves the examination of specific populations or samples, data collection through research instruments, quantitative/statistical data analysis, and aims to test predetermined hypotheses.

The primary data source for this study, as explained, consists of data obtained directly from sources providing information to data collectors. The main data collection method involves using pre-designed questionnaires disseminated directly to Daily Fresh consumers. On the other hand, secondary data sources encompass data indirectly obtained from external parties or in ready-made formats. Researchers access secondary data by studying literature, books, journals, and official websites related to the research content.

As per Sugiyono (2017), research variables encompass anything in any form utilized by researchers to study and acquire information for drawing conclusions. This study involves three variables: the independent variable (X), the intervening variable (Y1), and the dependent variable (Y2).

The independent variable (X), also referred to as the exogenous variable, is the cause of changes or appearances in the dependent variable (Y) or the outcome variable. In this study, the independent variables are Store Atmosphere (X1) and Word Of Mouth (X2).

The intervening variable (Y1), also known as the intermediary variable, lies between the independent and dependent variables. It does not exert direct influence on the dependent variable. The intervening variable in this study is buying interest (Y1).

The dependent variable (Y2), or endogenous variable, is the result of the existence of an independent variable. In this study, the dependent variable is the purchase decision (Y2).

The population, as described by Sugiyono (2017), is a generalized area comprising objects or subjects with specific qualities and characteristics set by the researcher for study and conclusion-drawing. The population under study consists of Daily Fresh consumers. Due to the research problem's context, the total population studied is the number of Daily Fresh visitors from November 2021 to November 2022, totaling 51,460 individuals.

Sampling, as per Sugiyono (2017), involves selecting a subset of the population when studying the entire population is impractical due to limitations in resources and time. The sample must be representative. The sample size is determined using the Slovin formula, accounting for a 10% acceptable error rate. The study's author used a sample of 100 respondents.

Data analysis methods encompass a variety of techniques including validity and reliability tests, classical assumption tests (normality, multicollinearity, and heteroscedasticity), multiple linear regression analysis, goodness of fit analysis, and path analysis. Furthermore, data collection techniques in this study involve questionnaires, interviews, and observations.

## RESULT AND DISCUSSION

Daily Fresh is located at Istana Plaza LG Floor, Jl. Pasir Kaliki No.121-123, Pamoyanan, Cicendo, Bandung City, West Java 40173. This retail business operates every day from 08.00 WIB and closes at 22.00 WIB. This business is the only complete modern store in the Jl. Kaliki sand. It has its own charm where consumers do not need to move from place to place to buy various needs; such as food, cosmetics and fashion.

Based on existing data, it can be seen that the number of consumers at Daily Fresh is more female than male consumers, where the number of female consumers is 60 people (60%), while male consumers are 40 people (40%). In addition, the research results show that the majority of respondents are aged 26-35 years, of which there are 37 people (37%). While the lowest age group, namely 56-65 years, only 3 people (3%).

From the research results it can be seen that all research variable indicators are valid or can measure data from research variables, because the  $r$  calculated value of each research variable indicator has an  $r$  calculated value that is greater than  $r$  table (0.197).

Based on the research results, it can be seen that the variables used in this study are all reliable, because they have a Cronbach Alpha value greater than the critical value of 0.70.

Based on the results of the research, where to test the normality of the regression model data 1 the dependent variable is buying interest, indicating that all the variables used in this study, Store Atmosphere and Word of Mouth have a significance level greater than 0.05. So it can be concluded that the independent and dependent variables in the regression model are normally distributed.

For the data normality test of the regression model 2 the dependent variable is the purchase decision, indicating that all the variables used in this study, Store Atmosphere, Word of Mouth, and purchase intention have the significance level is greater than 0.05. So it can be concluded that the independent and dependent variables in the regression model are normally distributed.

The results of the Glejser test show that the independent variables used, namely Store Atmosphere and Word of Mouth have significant values at an error rate of more than 0.05, this indicates no symptoms of heteroscedasticity. The independent variables used, namely Store Atmosphere, Word of Mouth, and purchase intention have a significant value at an error level of more than 0.05, this indicates no symptoms of heteroscedasticity.

The VIF values of the independent variables, namely Store Atmosphere and Word of Mouth used in this study, are far below the number 10 and the tolerance value indicates that the tolerance value for all independent variables is greater than 0.10, which means none. correlation between independent variables whose value is more than 0.90. Therefore it can be concluded that there is no multicollinearity between the independent variables used in the regression model. The VIF values of the independent variables namely Store Atmosphere, Word of Mouth, and purchase intention used in this study are far below number 10 and the tolerance value indicates that the tolerance value all independent variables are greater than 0.10 which means nothing. correlation between independent variables whose value is more than 0.90. Therefore it can be concluded that there is no multicollinearity between the independent variables used in the regression model.

Based on the results of the classical assumption test in the form of a normality test, heteroscedasticity test and multicollinearity test, it can be concluded that the model is feasible to be analyzed using multiple linear regression tests. The regression equation:

$$Y_1 = 0.816 + 0.359 X_1 + 0.582 X_2 + e$$

### **Interpretation:**

The Store Atmosphere variable has a regression coefficient of 0.359 and the direction is positive, meaning that if the Store Atmosphere increases, then buying interest will increase assuming the Word of Mouth variable is considered constant. The Word of Mouth variable has a regression coefficient of 0.582 and the direction is positive, meaning that if the Word of Mouth increases, then buying interest will increase assuming the Store Atmosphere variable is considered constant.

The regression equation is:  $Y_2 = 1.397 + 0.171 X_1 + 0.209 X_2 + 0.507 Y_1 + e$

### **Interpretation:**

The Store Atmosphere variable has a regression coefficient of 0.171 and the direction is positive, meaning that if the Store Atmosphere increases, then purchasing decisions will increase assuming the word of mouth variable and buying interest are considered constant.

The Word of Mouth variable has a regression coefficient of 0.209 and the direction is positive, meaning that if the Word of Mouth increases, then purchasing decisions will increase assuming the Store Atmosphere variable and buying interest are considered constant. The purchase intention variable has a regression coefficient of 0.507 and the direction is positive, meaning that if the purchase interest increases, the purchase decision will increase assuming the Store Atmosphere and Word of Mouth variables are considered constant.

### **Hypothesis Testing (H1)**

Store Atmosphere has a t count value of  $3.824 > t$  table 1.98472 and has a significance t count of  $0.000 < \alpha$  (0.05) (one tail) and the direction is positive, meaning that the Store Atmosphere has a positive and significant effect on buying interest. In conclusion, the first hypothesis (H1) which states that Store Atmosphere has a positive and significant effect on buying interest Daily Fresh consumers can be accepted.

### **Hypothesis Testing (H2)**

Word of Mouth has a t count value of  $6.852 > t$  table 1.98472 and has a significance t count of  $0.000 < \alpha$  (0.05) (one tail) and the direction is positive, meaning that Word of Mouth has a positive and significant effect on purchase intention. In conclusion, the second hypothesis (H2) which states that Word of Mouth has a positive and significant effect on buying interest Daily Fresh consumers can be accepted.

### **Hypothesis Testing (H3)**

Buying interest has a t count value of  $6.655 > t$  table 1.98498 and has a significance t count of  $0.000 < \alpha$  (0.05) (one tail) and the direction is positive, meaning that buying interest has a positive and significant effect on purchasing decisions. Buying interest has an influence on purchasing decisions of 0.241 or 24.1%. In conclusion, the third hypothesis (H3), which states that buying interest has a positive and significant effect on consumer purchasing decisions, is acceptable.

### **Hypothesis Testing (H4)**

Store Atmosphere has a t count of  $2.257 > t$  table of 1.98498 and has a significance t count of  $0.026 < \alpha$  (0.05) (one tail) and the direction is positive, meaning that the Store Atmosphere has a positive and significant effect on purchasing decisions. In conclusion, the fourth hypothesis (H4) which states that the Store Atmosphere has a positive and significant effect on consumer purchasing decisions can be accepted.

### **Hypothesis Testing (H5)**

Word of Mouth has a t count of  $2.691 > t$  table of 1.98498 and has a significance t count of  $0.008 < \alpha = 0.05$  (one tail) and the direction is positive, meaning that Word of Mouth has a positive and significant effect on purchasing decisions. In conclusion, the sixth hypothesis (H5) which states that Word of Mouth has a positive and significant effect on consumers can be accepted.

### **Adjusted R2**

The value of Adjusted R2 Regression model 1 is 0.656 which means that the variation in purchase intention can be explained by the store atmosphere and word of mouth variables of 0.656 or 65.6%. The remaining 34.4% is influenced by other variables outside the variables examined in this study.

The value of Adjusted R2 Regression model 2 is 0.763 which means that the variation in the purchasing decision variable can be explained by the Store Atmosphere, Word of Mouth, and on buying interest of 0.763 or 76.3%. The remaining 23.7% is influenced by other variables outside the variables examined in this study.

## **DICUSSION**

### **The Effect of Store Atmosphere on Buying Interest**

The results of this study indicate that Store Atmosphere has a calculated t value that is greater than the t table value and has a significant t calculated value that is less than  $\alpha = 0.05$  (one tail) and the direction is positive,

meaning that the Store Atmosphere has a positive and significant effect on on buying interest. This result can be interpreted that the higher the Store Atmosphere presented, the higher the on buying interest to make purchases at Daily Fresh. The results of this study support the research conducted by Afifi and Wahyuni (2019), where the results of their research are that Store Atmosphere has a positive and significant influence on on buying interest. In addition, this study also supports research conducted by Yusa, et al. (2021), where the result is that the Store Atmosphere has a significant effect on buying interest.

#### **The Effect of Word of Mouth on Buying Interest**

According to Kotler and Keller (2009) in Huzangi and Astuti (2020) Word of Mouth or word of mouth marketing is communication or delivery of information orally, in writing, or using electronic media from person to person related to the use and experience of buying or using products and services. The results of this study indicate that Word of Mouth has a calculated t value that is greater than the t table value and has a significant t calculated value that is less than  $\alpha = 0.05$  (one tail) and has a positive direction, meaning that Word of Mouth has a positive and significant effect on buying interest. This result can be interpreted that the higher the Word of Mouth level that is applied, the higher the buying interest to make purchases at Daily Fresh. The results of this study support the research conducted by Afifi & Wahyuni (2019), where the results of their research are that Word of Mouth has a positive and significant influence on buying interest. In addition, this study also supports research conducted by Aries (2018), Ardiani & Sugiyanto (2020), Yusa, et al (2021), where the result is that Word of Mouth has a direct influence on buying interest in a positive and significant direction.

#### **The Influence of Store Atmosphere and Word of Mouth on Buying Interest**

The results of this study indicate that Store Atmosphere and Word of Mouth have a calculated F value that is greater than F table and have a calculated F significance that is less than  $\alpha = 0.05$  (one tail) and the direction is positive, meaning Store Atmosphere and Word of Mouth as a whole simultaneous positive and significant effect on buying interest. This result can be interpreted that the higher the Store Atmosphere is presented and the higher the Word of Mouth level that is applied, the higher the buying interest to make purchases at Daily Fresh. The results of this study support research conducted by Yusa, et al (2021), where the results of his research are that both store atmosphere and word of mouth affect on buying interest.

#### **The Effect of Buying Interest on Purchasing Decisions**

Kerin et al. (2009) in Aries (2018) states that buying interest is the tendency of consumers to buy a brand or take an action in connection with a purchase. Buying interest is related to emotions and feelings, when someone feels happy when buying goods or services it will increase buying interest. Therefore, buying interest can also be interpreted in an individual as a feeling of pleasure or attitude towards an object so that the individual has the desire to own the desired object and tries to get the desired object by paying money or sacrifice. Entrepreneurs must be able to interact with consumers through their own and well-implemented strategies to be able to provide stimulation to consumers which then influence purchasing decisions. The results of this study indicate that buying interest has a calculated t value that is greater than the t table value and has a significance t count that is less than  $\alpha = 0.05$  (one tail) and the direction is positive, meaning that buying interest has a positive and significant effect on purchasing decisions. These results indicate that the higher the consumer's interest in buying, the more likely they are to make a purchasing decision at Daily Fresh. The results of this study support the research conducted by Afifi & Wahyuni (2019), where the results of the research show that purchase intention has a positive and significant influence on purchasing decisions. In addition, this research also supports research conducted by Ardiani & Sugiyanto (2020), where the result is that buying interest has an influence on purchasing decisions.

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

Safitri & Sulaeman (2022), the concept of Store Atmosphere is to create a pleasant atmosphere with the aim of encouraging and dominating consumers through their emotional feelings so that they decide to visit to buy a product. The higher the creativity and innovation of entrepreneurs in managing the store atmosphere, the more positive impact it will have on store development. With a comfortable atmosphere, consumers will get their own stimulation which will have an impact on purchasing decisions. the results of this study indicate that store atmosphere has a calculated t value that is greater than the t table value and has a significant t calculated value that is less than  $\alpha = 0.05$  (one tail) and the direction is positive, meaning that the store atmosphere has a positive and significant effect on purchasing decisions. This result means that the higher the Store Atmosphere



presented, the more likely consumers are to make purchasing decisions at Daily Fresh. The results of this study support the research conducted by Afifi & Wahyuni (2019), where the results of their research are that Store Atmosphere has a positive and significant influence on purchasing decisions. In addition, this research also supports research conducted by Hartini & Hartalena (2022), Indratno & Supardin. (2022), Putri (2018), Safitri and Sulaeman. (2022), as well as Savira and Putro. (2020), where the result is that Store Atmosphere has a positive and significant effect on purchasing decisions.

#### **The Effect of Word of Mouth on Purchasing Decisions**

Word of mouth promotion is a marketing strategy that does not require expensive costs. In addition, word of mouth communication is more convincing, because considerations from people who have experience are more acceptable. Satisfied consumers will give good reviews to family, friends, and co-workers. Conversely, dissatisfied consumers will also give their reviews. So, word of mouth can be a reason for consumers to make a purchase decision. The results of this study indicate that Word of Mouth has a calculated t value that is greater than the t table value and has a significant t calculated value that is less than  $\alpha = 0.05$  (one tail) and has a positive direction, meaning that Word of Mouth has a positive and significant effect on decisions purchase. These results can be interpreted that the higher the word of mouth level that is applied, the higher the possibility for consumers to make purchasing decisions at Daily Fresh. The results of this study support research conducted by Aries (2018), Hartini & Hartalena (2022), Huzangi & Astuti (2020), Indratno & Supardin (2022), Ningsi, et al. (2021), Putri (2018), Safitri & Sulaeman (2022), where the result is that word of mouth has a positive and significant influence on purchasing decisions. This research is different from the results of research that has been conducted by Afifi & Wahyuni (2019), where the results of the research are that Word of Mouth has a positive and insignificant influence on purchasing decisions.

#### **Purchase Intention Mediates the Influence of Store Atmosphere on Purchasing Decision**

Kotler & Susanto in Aries (2018) state that interest is motivation, namely a strong motivational internal drive to act, where this motivation is influenced by stimulation and positive feelings towards the product. To be able to evoke the consumer's emotional state, a store needs to project the store's image to consumers which then has an impact on purchasing decisions. The results of this study indicate that purchase intention has a positive and significant effect mediating the effect of the store atmosphere variable on purchasing decisions because the direct effect of store atmosphere on purchasing decisions is smaller than the indirect effect of store atmosphere on purchasing decisions through purchase intention. The results of this study support the research conducted by Afifi & Wahyuni (2019), where the results of the research show that buying interest is proven to be an intervening variable.

#### **Buying Interest Mediates Word of Mouth Influence on Purchasing Decision**

Promotion carried out through the Word of Mouth concept includes how consumers convey information or tell about their experiences in consuming a product or service. If the experience is bad, other people as the other person will definitely not be interested in trying or visiting the company or product. But on the contrary, if the experience that is told is good and interesting and finally recommends it, this gives a good impression of the product or service which has an impact on the buying interest of new consumers before finally deciding to make a purchasing decision. The results of this study indicate that purchase intention has a positive and significant effect mediating the influence of Word of Mouth variables on purchasing decisions because the direct influence of Word of Mouth on purchasing decisions is smaller than the indirect influence of Word of Mouth on purchasing decisions through purchase intention. The results of this study support the research conducted by Afifi & Wahyuni (2019), Aries (2018), where the results of their research show that buying interest is proven to be an intervening variable. This research also supports research conducted by Ardiani & Sugiyanto (2020), word of mouth has an indirect influence on purchasing decisions through buying interest.

### **CONCLUSION**

The study examines how store atmosphere, word of mouth communication, and buying interest influence consumers' purchasing decisions. The hypotheses are tested using quantitative methods, and the results indicate significant relationships between these variables.

The study highlights that the store atmosphere, which includes factors like visual communication, lighting, color, music, and aroma, can significantly influence consumers' emotional responses and purchasing behavior. Word of mouth communication, where consumers share their experiences with others, also plays a vital role in influencing purchasing decisions due to its perceived honesty and authenticity.



Buying interest is identified as a key factor that influences purchasing decisions. The more interested and emotionally invested consumers are in a product, the more likely they are to make a purchase. Additionally, the study suggests that factors such as store atmosphere and word of mouth can indirectly influence purchasing decisions through their impact on buying interest.

The research uses statistical analyses and hypothesis testing to validate these relationships and provides insights into how retail businesses can create effective strategies to enhance store atmosphere, encourage positive word of mouth, and stimulate buying interest to drive purchasing decisions.

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