
The Effect of Store Atmosphere on Consumer Purchase Decisions at Kentucky Fried Chicken Serpong Branch Tangerang Selatan

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ABSTRAK

Penelitian ini bertujuan untuk mengetahui pengaruh store atmosphere terhadap keputusan pembelian pada Kentucky Fried Chicken Cabang Serpong Tangerang Selatan. Metode yang digunakan adalah explanatory research dengan sampel sebanyak 96 responden. Teknik analisis menggunakan analisis statistik dengan pengujian regresi, korelasi, determinasi dan uji hipotesis. Hasil penelitian ini variabel store atmosphere diperoleh rata-rata skor sebesar 3,41 dengan kriteria baik. Variabel keputusan pembelian diperoleh rata-rata skor sebesar 3,84 dengan kriteria baik. Store atmosphere berpengaruh signifikan terhadap keputusan pembelian dengan persamaan regresi $Y = 9,196 + 0,856X$, dan nilai korelasi 0,777 atau kuat dengan determinasi 60,4%. Uji hipotesis diperoleh signifikansi $0,000 < 0,05$.

Kata Kunci: *Store Atmosphere, Keputusan Pembelian*

ABSTRACT

This study aims to determine the effect of store atmosphere on purchasing decisions at Kentucky Fried Chicken Serpong Branch, South Tangerang. The method used is explanatory research with a sample of 96 respondents. The analysis technique uses statistical analysis with regression testing, correlation, determination and hypothesis testing. The results of this research store atmosphere variable obtained an average score of 3.41 with good criteria. Purchasing decision variable obtained an average score of 3.84 with good criteria. Store atmosphere has a significant effect on purchasing decisions with the regression equation $Y = 9.196 + 0.856X$, and a correlation value of 0.777 or strong with a determination of 60.4%. The hypothesis test obtained a significance of $0.000 < 0.05$.

Keywords: *Store Atmosphere, Purchase Decision.*

INTRODUCTION

1. Research Background

Nowadays, the fast food restaurant business is growing in various cities, supported by the sentiment of improving people's incomes and the increasing trend of eating out of the home. Fast food restaurant is one of the culinary industry sub-sectors with relatively stable performance. "Fast food restaurants are growing steadily and will get better. In addition, the trend of eating outside the home is also increasing. "Millennials have won over getting their friends and family to eat out more often. Thus the fundamental challenge faced by fast food restaurant entrepreneurs today is business planning. The reason is, they no longer rely on shopping centers as a place to sell, but in densely populated areas. The problem is often the condition of the store atmosphere is less comfortable and noisy so that it can interfere with sales

Kentucky Fried Chicken as a fast food industry that is well known to the public, of course, must have the right strategy in maintaining and meeting consumer expectations. Currently, more and more cafe and restaurant manufacturers are involved in meeting the needs and desires of consumers. This makes Starbucks entrepreneurs must try to understand the needs, wants, and demands of the target market. These entrepreneurs must try to get the attention and interest of the general public (in this case potential customers), because they compete with companies that have similar products. Therefore, every entrepreneur with a similar type of product must think of a way to win the market.

saOne way to beat the competition is to make something different. Store atmosphere can be an alternative to distinguish one cafe from another. Difference is necessary because in every business you will find similar products with prices that range from slightly different or even the same. Store atmosphere can be more reason for consumers to be interested and choose where they will visit and buy.

Making consumers interested is clearly one of the initial goals and then definitely aims to encourage consumer desire to buy. The store atmosphere offered by producers, if responded positively by consumers, will have great opportunities for the place to be visited.

SAtmosphere refers to the design of the environment through visual communication, lighting, colors, music and aromas that stimulate customers perceptually and emotionally and ultimately influence their buying behavior. It can be assumed that consumer ratings or responses to store atmosphere will influence consumer purchases. One of the considerations in making purchasing decisions is an attractive store atmosphere.

Store atmosphere not only affects purchasing decisions, but also affects consumer satisfaction. Store atmosphere is a combination of things that are emotional. According to Mowen and Minor (2002: 139) store atmosphere affects the emotional state of the shopper, which then encourages them to increase or decrease spending. The impact of the store atmosphere can create an impression that makes buyers increase their purchases or only buy enough and may not intend to return to buy at that place.

Based on the explanation on the background of the problems above, the authors are interested in conducting research with the title "The Influence of Store Atmosphere on Consumer Purchase Decisions at Kentucky Fried Chicken Serpong Branch, South Tangerang"

2. Formulation of the problem

- a. How is the store atmosphere at the Kentucky Fried Chicken Serpong Branch, South Tangerang?
- b. What is the buying decision on Kentucky Fried Chicken Serpong Branch, South Tangerang?.
- c. Is there a positive and significant influence between store atmosphere on purchasing decisions at Kentucky Fried Chicken Serpong Branch, South Tangerang?.

3. Research purposes

- a. To find out the condition of the store atmosphere variable at Kentucky Fried Chicken Serpong Branch, South Tangerang.
- b. To find out the condition of the purchasing decision variable at the Kentucky Fried Chicken Serpong Branch, South Tangerang.
- c. To determine the effect of store atmosphere on purchasing decisions at Kentucky Fried Chicken Serpong Branch, South Tangerang.

LITERATURE REVIEW

1. Store Atmosphere

According to Bermen and Evan (2018) argue that store atmosphere is an element of the retail mix that must also be considered by a retail business which includes layout and atmosphere. With a good store atmosphere, companies can attract consumers to visit and make purchases.

2. Buying decision

According to Kotler and Armstrong (2019) argue "consumer behavior is a problem adjustment approach consisting of five stages carried out by consumers. The five stages are problem recognition, information search, evaluation of alternatives, purchase decisions, and post-purchase behavior.

METHODS

1. Population

The population in this study were consumers who made purchases at the Kentucky Fried Chicken Serpong Branch, South Tangerang, totaling 96 respondents.

2. Sample

The sampling technique in this study was non-probability sampling and the number determined in this study was 96 respondents.

3. Types of research

The type of research used is associative, where the goal is to find out the relationship between the independent variables and the dependent variable, in this case the store atmosphere, on purchasing decisions.

4. Data analysis method

In analyzing the data, the authors use the validity test, reliability test, simple linear regression analysis, correlation coefficient analysis, analysis of the coefficient of determination and hypothesis testing.

RESULT

1. Descriptive Analysis

In this test it is used to determine the minimum and maximum scores of the highest scores, rating scores and standard deviations of each variable. The results are as follows:

Table 1. Descriptive Statistics Analysis Results

Descriptive Statistics					
	N	Minimum	Maximum	Means	std. Deviation
Store Atmosphere (X)	96	28	44	34.14	3,911
Purchase Decision (Y)	96	29	49	38.43	4,311
Valid N (listwise)	96				

Store atmosphere obtained a minimum variance of 28 and a maximum variance of 44 with a rating score of 3.41 with a standard deviation of 3.911.

Purchase decisions obtained a minimum variance of 29 and a maximum variance of 49 with a rating score of 3.84 with a standard deviation of 4.311.

2. Verification Analysis.

In this analysis it is intended to determine the effect of the independent variables on the dependent variable. The test results are as follows:

a. Simple Linear Regression Analysis

This regression test is intended to determine changes in the dependent variable if the independent variable changes. The test results are as follows:

Table 2. Simple Linear Regression Test Results

Coefficients ^a						
Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	std. Error	Betas		
1	(Constant)	9.196	2,459		3,740	.000
	Store Atmosphere (X)	.856	.072	.777	11,964	.000

a. Dependent Variable: Purchase Decision (Y)

Based on the test results in the table above, the regression equation $Y = 9.196 + 0.856X$ is obtained. From these equations can be explained as follows:

- 1) The constant obtained is 9.196 which means that if the store atmosphere does not exist or is constant, then there is a purchase decision value of 9.196 points.
- 2) The store atmosphere regression coefficient was obtained for 0.856, where the number is positive meaning that every time there is an increase in store atmosphere by 0.856 points, the purchasing decision will also increase by 0.856 points.

b. Correlation Coefficient Analysis

Analysis of the correlation coefficient is intended to determine the level of the strength of the relationship from the independent variable to the dependent variable is good. The test results are as follows:

Table 3. Test Results for Store Atmosphere Correlation Coefficient on Purchasing Decisions

Correlations ^b			
		Store Atmosphere (X)	Purchase Decision (Y)
Store Atmosphere (X)	Pearson Correlation	1	.777**
	Sig. (2-tailed)		.000
Purchase Decision (Y)	Pearson Correlation	.777**	1
	Sig. (2-tailed)	.000	

** . Correlation is significant at the 0.01 level (2-tailed).

b. Listwise N=96

Based on the test results in the table above, a correlation coefficient value of 0.777 is obtained, meaning that store atmosphere has a strong relationship to purchasing decisions.

c. Analysis of the Coefficient of Determination

Analysis of the coefficient of determination is intended to determine the percentage of influence of the independent variable on the dependent variable. The test results are as follows:

Table 4. Test Results for the Store Atmosphere Determination Coefficient on Purchasing Decisions

Summary models				
Model	R	R Square	Adjusted R Square	std. Error of the Estimate
1	.777 ^a	.604	.599	2,729

a. Predictors: (Constant), Store Atmosphere (X)

Based on the test results in the table above, a coefficient of determination of 0.604 is obtained, meaning that store atmosphere has a contribution of 60.4% to purchasing decisions and the remaining 39.6% is influenced by other factors that were not carried out by research.

d. Hypothesis testing

Hypothesis testing with the t test is used with the aim of knowing which hypothesis is accepted.

Hypothesis formulation: There is a positive and significant influence between store atmosphere on purchasing decisions.

Table 5. Store Atmosphere Hypothesis Test Results on Purchasing Decisions

Coefficients^a

Model	Unstandardized Coefficients		Standardized Coefficients	t	Sig.
	B	std. Error	Betas		
1 (Constant)	9.196	2,459		3,740	.000
Store Atmosphere (X)	.856	072	.777	11,964	.000

a. Dependent Variable: Purchase Decision (Y)

Based on the test results in the table above, the value of t count > t table or (11.964 > 1.986) is obtained, thus the hypothesis proposed that there is a significant influence between store atmosphere on purchasing decisions is accepted.

DISCUSSION

1. Conditions of Respondents' Answers Variable Store Atmosphere

Based on the results of the answers given by the respondents, the store atmosphere variable obtained a rating score of 3.41 where this number is in the scale range between 3.40 – 4.19 with good criteria or agree, meaning that the store atmosphere is in good condition.

2. Conditions Answer Respondents Variable Purchase Decision

Based on the results of the answers given by the respondents, the purchase decision variable obtained a rating score of 3.84 where this number is in the scale range between 3.40 – 4.19 with good criteria or agree, meaning that the purchase decision is in good condition.

3. The Effect of Store Atmosphere on Purchasing Decisions

Store atmosphere has a positive and significant effect on purchasing decisions with the regression equation $Y = 17.517 + 0.565X$, a correlation coefficient value of 0.777 or having a strong relationship with a contribution value of 60.4%. Hypothesis testing obtained t count > t table or (11.964 > 1.986). Thus the hypothesis proposed that there is a significant positive and significant effect between store atmosphere on purchasing decisions is accepted.

CONCLUSIONS

1. Conclusion

After testing the data on the results of this study, the authors provide the following conclusions:

- The store atmosphere variable obtained a rating score of 3.41 where the value is in the scale range between 3.40 – 4.19 with good or agree criteria.
- The purchase decision variable obtained a rating score of 3.84 where the value is in the scale range between 3.40 – 4.19 with good or agree criteria.
- Store atmosphere has a positive and significant effect on purchasing decisions with a regression equation value $Y = 17.517 + 0.565X$, a correlation coefficient value of 0.777 or having a strong relationship with a contribution of 60.4% while the remaining 39.6% is influenced by other factors. Hypothesis testing obtained t count > t table or (11.964 > 1.986) and this was also reinforced by a significance value of 0.000 < 0.05).

2. Suggestion

After drawing conclusions from the results of this study, the authors provide the following suggestions:

- PeStore atmosphere design implementation should continue to be improved from time to time and must be adapted to the needs and desires of consumers. This was implemented as an effort to increase the number of purchases.
- BerkaWhen it comes to purchasing decisions, all managers and employees should try to better adapt the design of the existing Store atmosphere to the wants and needs of consumers, so that consumers feel passionate about making purchases that will support Impulse Buying.

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