

The Influence of Store Atmosphere on Consumer Purchase Decisions at Subasuka Department Store

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Article Info	Abstract
Received: March 23, 2024 Revised: April 18, 2024 Online available: May 30, 2024 Keywords: <i>Store Atmosphere, Purchase Decision, Department Store</i>	This study aims to analyze the influence of store atmosphere on consumer purchase decisions at Subasuka Department Store Kupang, which is located on Jl. R.W. Monginsidi, Fatululi, Oebobo District, Kupang City, East Nusa Tenggara. The sample of this study consisted of 40 respondents who were selected using a nonprobability sampling technique using the purposive sampling method. Data were collected through a closed questionnaire with a Likert scale of 1–5 and analyzed using the SPSS version 27.0 program. This study uses a quantitative approach to test the relationship between store atmosphere as an independent variable and consumer purchase decisions as a dependent variable. The results of the analysis show that the store atmosphere has a significant influence on consumer purchase decisions at Subasuka Department Store. This finding has important implications for store managers to improve store atmosphere elements to encourage consumer purchase decisions.

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INTRODUCTION

Competition in the business world is increasingly competitive, encouraging entrepreneurs to survive and compete by determining the right strategies to meet the diverse needs of consumers (Nikmah & Siswahyudianto 2022). Attracting consumers to make a purchase does not only depend on discounts, gifts, or other promotions, but can also be achieved by creating a pleasant store atmosphere (Merentek et al., 2017). According to Apriliani & Giantari (2015), a comfortable atmosphere can make consumers feel happy, encourage them to make purchases, and add value to the products sold.

In addition to creating a pleasant shopping experience, the store atmosphere also plays a role in building a positive store image. This is the key to forming customer loyalty and maintaining business continuity in the midst of competition. An attractive store atmosphere can be a reason for consumers to choose and revisit (Siregar, 2015). Consumer repurchase interest is not only influenced by the quality of the goods and services offered, but also by a comfortable shopping environment. Thus, the atmosphere of the store is one of the important factors that affect consumers' decision to choose and return to the store. According to Katarika & Syahputra, (2017), the atmosphere of the store is the arrangement of indoor and outdoor spaces that can create comfort for customers so as to determine the image of the store itself. The identity of a store can be conveyed to consumers through its decoration or overall atmosphere. Although it does not

directly communicate the quality of the product like advertising, the atmosphere of the store becomes a form of tacit communication that reflects the social class of the products offered (Yuana & Wahyuati 2018).

In Kupang City, the emergence of new trends has affected changes in consumer behavior, including lifestyles, habits, tastes, and shopping procedures. People tend to be more consumptive and selective in choosing where to shop (Langoday, 2023). This forces business actors to think about strategies that are able to compete in the midst of similar businesses. Subasuka Department Store, one of the retail companies in Kupang City that offers a wide range of products, faces the challenge of fierce competition. Many stores in Kupang City offer similar products with adjacent locations, including Subasuka's competitors. In this condition, consumers tend to choose stores with a comfortable atmosphere and according to their preferences. Therefore, Subasuka needs to prioritize managing the store's atmosphere to attract and retain customers.

Table 1. Subasuka Store Sales Data January - June 2023

No.	Month	Number of Visitors
1	January	512
2	February	780
3	March	745
4	April	689
5	May	600
6	June	590
Total		3.916

Source: Subasuka Department Store Kupang City Data, 2023

From the data above, it can be seen that from January 2023 to June 2023 there was a fluctuation in the number of consumers at the Subasuka Department Store in Kupang City.

Based on the description of the phenomenon above, this study aims to find out the influence of store atmosphere on the purchase behavior of consumers at the Subasuka Department Store.

METHOD

This research method uses a quantitative approach, which is a research method that utilizes numerical data to be analyzed statistically (Prakoso & Sanga, 2023). This study aims to identify and analyze the influence of store atmosphere on consumer purchase decisions at Subasuka Department Store, located on Jl. R.W. Monginsidi, Fatulli Village, Oebobo District, Kupang City. This location was chosen because it is one of the shopping centers that faces stiff competition from other stores that offer similar products. The population of this study is all consumers who have shopped at Subasuka Department Store during the research period, namely January to June 2023. Samples were taken using *the purposive sampling* method, where sample selection was carried out based on certain criteria relevant to the research objectives (Kefi et al., 2024). The criteria used are consumers who have shopped at Subasuka Department Store at least once in the last six months. The number of samples used was 40 consumers.

Data was collected using a questionnaire instrument, which consisted of structured questions and statements related to the store atmosphere and purchase decisions. The questionnaire uses the Likert scale to measure the variables studied. This technique was chosen because it allows researchers to obtain structured data and makes it easier to analyze. The data obtained were then analyzed using descriptive and inferential statistical methods. Descriptive analysis was used to provide an overview of the characteristics of

respondents and research variables, while inferential analysis was carried out to test the research hypothesis using simple linear regression.

The hypothesis proposed in this study is as follows: H₀ states that there is no influence between store atmosphere and consumer purchase decisions, while H_a states that there is a significant influence. The test was carried out with a significance level of 0.05. If the p-value < 0.05, then H₀ is rejected, which means that the atmosphere of the store has a significant influence on the purchase decision. Data analysis is carried out with the help of statistical software to ensure the accuracy of the results

RESULTS AND DISCUSSION

The instrument is said to be valid if the coreladia value is said to be positive and the r value of the calculation is greater than 0.03 (Sugiyono, 2001:84). The results of the validity and reliability test are presented below.

Validity Test

Purchase Decision Variable (Y)

The results of the validity test on all items of the Consumer Purchase Decision variable instrument in the questionnaire can be seen in the following recapitulation table.

Table 2. Test the Validity of Purchase Decision Variables (Y)

It	Calculate r Value	Limit Value	Information
1	0,684	0,30	Valid
2	0,558	0,30	Valid
3	0,602	0,30	Valid
4	0,532	0,30	Valid

Source: Prepared by the author, 2024

Based on the results of the study shown in Table 4.2, all variable instruments of Store Atmosphere in the questionnaire tested and distributed to 40 respondents were declared valid. This is due to the correlation coefficient of each question item with a total score that indicates a value greater than 0.30.

Store Mood Variable (X)

The results of the Validity Test on all items of the variable instrument of the store company in the questionnaire can be seen in the following recapitulation table.

Table 3. Validity Test of Store Atmosphere Variable (X)

No.	Calculate r Value	Limit Value	Information
1	0,790	0,30	Valid
2	0,564	0,30	Valid
3	0,608	0,30	Valid
4	0,685	0,30	Valid
5	0,646	0,30	Valid
6	0,868	0,30	Valid
7	0,764	0,30	Valid
8	0,530	0,30	Valid

Source: Prepared by the author, 2024

Based on the results of the study seen in table 4.1 above, all the variables of Store Atmosphere in the questionnaire tested and distributed to 40 respondents for each question item as a whole can be declared valid, because the coofiness of correlation between all items with a total score greater than 0.30.

Reliability tests are conducted to determine the consistency of the measuring instrument in its use, or in other words, to ensure that the measuring instrument produces consistent results even though it is used repeatedly at different times. According to Arikunto (2006:145), the reliability test uses Cronbach's Alpha technique, where an instrument is declared reliable if it has a reliability coefficient or alpha value of 0.60 or more. The results of the calculation show that the variables of Store Mood and Consumer Purchase Decision have been tested, and a summary of the results is presented in the research table. Reliability test

Reliability tests are conducted to determine the consistency of the measuring instrument in its use, or in other words, to ensure that the measuring instrument produces consistent results even though it is used repeatedly at different times. According to Arikunto (2006:145), the reliability test uses Cronbach's Alpha technique, where an instrument is declared reliable if it has a reliability coefficient or alpha value of 0.60 or more. The results of the calculation show that the variables of Store Mood and Consumer Purchase Decision have been tested, and a summary of the results is presented in the research table.

Table 4. Reliability Test

Variable	Alpha Value	Limit Value	Information
Shop Atmosphere (X)	0,882	0,60	Reliable
Consumer Purchase Decision (Y)	0,746	0,60	Reliable

Source: Prepared by the author, 2024

Based on the results of the calculations displayed in table 4.3 with reference to the opinions of experts, it is known that the items of the variables of Mood and Consumer Purchase Decision in this study are reliable. Because the test results of the alpha value are greater than 0.60 which states that the variables studied are reliable.

Simple Linear Regression Analysis

A simple regression test was conducted to analyze the relationship between store atmosphere as an independent variable and consumer purchase decisions as a dependent variable. The results of a simple linear regression test are presented in Table 5. Based on the results of a simple linear regression analysis, a p-value of 0.000 was obtained, smaller than $\alpha = 0.05$ ($0.000 \leq 0.05$). This means that H_0 is rejected and H_a is accepted, so it can be concluded that the atmosphere of the store has a significant influence on the purchase decision of consumers at Subasuka Department Store. This shows the importance of creating a comfortable and attractive store atmosphere to improve consumer purchasing decisions.

The regression equations obtained are:

$$Y = 1,854 + 0,367X$$

This means that each unit increase in Store Atmosphere (X) will increase the Purchase Decision (Y) by 0.367, assuming other factors remain.

Table 5. Simple linear regression test results

Type	Unstandardized Coefficients		Standardized Coefficients	t	Sig.
	B	Std. Error	Beta		
1 (Constant)	1.854	1.644		1.098	.312

ATMOSPHERE (X)	.367	.056	.735	9.667	.000
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a. Dependent Variable: Purchase Decision (Y)

Coefficients of Determination and Correlation

It is used to find out the income variable in explaining the dependent variable. The magnitude of the determination coefficient can be seen in the following table:

Table 6. Coefficient of determination

Type	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.876a	.676	.690	1.230

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

b. Dependent Variables of Consumer Purchase Decisions

Based on Table 4.4 of the Model Summary, the R Square value or determination coefficient shows how well the regression model is formed by the relationship between the variables Store Mood (X) and Consumer Purchase Decision (Y). The results of the analysis show that the R Square value is 0.676 or 67.6%, which means that the Store Atmosphere variable has an influence of 67.6% on the Consumer Purchase Decision variable. The remaining 32.4% was influenced by other factors that were not included in this research model.

In addition, the table also shows that the relationship between the variables Store Mood (X) and Purchase Decision (Y) has a correlation value of 0.876, which belongs to the category of very strong relationships. This indicates that the atmosphere of the store created plays a very important role in encouraging consumer purchase decisions.

Discussion

The results of this study show that the atmosphere of the store has a significant influence on consumer purchase decisions at Subasuka Department Store. Based on regression analysis, it was found that the store atmosphere variable (X) contributed 67.6% to consumer purchase decisions (Y), indicating a strong and positive relationship between the two variables. A pleasant and comfortable atmosphere inside the store can increase consumer interest in buying the products offered. This is in line with the findings of Widayat & Purwanto (2020) that the store atmosphere plays an important role in creating a positive shopping experience and driving purchase decisions.

Factors that shape the atmosphere of a store such as lighting, scents, music, and interior design can affect consumer perception of the products offered. For example, research by Spence et al. (2014) shows that visual elements such as good lighting and attractive interior design can create a more pleasant atmosphere, which in turn extends the time spent inside the store and increases the chances of consumers making a purchase. At Subasuka Department Store, the use of these factors has proven to be effective in creating an atmosphere that supports purchasing decisions.

The importance of store atmosphere can also be seen from the strong relationship found between these two variables, with a correlation of 0.876. This confirms previous research that a good atmosphere not only improves the shopping experience, but also plays a key role in influencing purchase decisions (Jahroni et al., 2021; Mendur et al., 2021). In line with the opinions of Kotler and Keller (2013), consumers' purchasing decisions are not only influenced by the price and quality of the product, but also by psychological factors

such as the atmosphere of the store that affect the mood and behavior of consumers. This research contributes to the importance of store atmosphere in influencing consumer purchasing decisions, especially in the context of Subasuka Department Store in Kupang. Improving the store atmosphere at Subasuka Department Store can be considered as one of the effective strategies to increase sales and customer loyalty. Therefore, management needs to continue to pay attention to the quality of the adequate store atmosphere.

This research also has some limitations. First, the relatively small sample size, consisting of only 40 respondents, may not fully represent the diversity of Subasuka Department Store's consumer base. A larger sample size is likely to provide stronger results and a more comprehensive understanding of consumer behavior. Second, the study focused on only one department store in one city, which limited the ability to generalize findings to other retail settings or other geographic locations. Future research could be expanded to include multiple stores or cities to validate the results in a broader context. Finally, while the study measures the impact of a store's atmosphere on purchasing decisions, it does not consider other external factors, such as price or product quality, that may also influence consumer decisions. These factors can be explored in future studies to provide a more holistic view of consumer purchasing behavior

CONCLUSION

This study aims to identify the influence of store atmosphere on consumer purchase decisions at Subasuka Department Store, Kupang City. Based on the results of the analysis, it can be concluded that the atmosphere of the store has a significant influence on consumer purchase decisions. The results of a simple linear regression test show that every increase in a unit in the atmosphere of the store can increase the purchase decision by 0.367, assuming other factors remain. This indicates that a comfortable and attractive store atmosphere can encourage consumers to make a purchase.

In addition, the analysis of the determination coefficient (R Square) showed that the atmosphere of the store contributed 67.6% to consumers' purchase decisions, while the remaining 32.4% was influenced by other factors that were not included in this research model. Creating an atmosphere that is pleasant and in accordance with consumer preferences is an important factor in improving purchasing decisions and building customer loyalty in the midst of fierce competition.

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