

Analysis of Purchase Decision Estimates Based on Store Atmosphere and Affordable Prices

Kasmad

Universitas Terbuka, Indonesia
ng_kasmtero@gmail.com

Submitted: 19th Oct 2021 | **Edited:** 12th Dec 2021 | **Issued:** 01st Jan 2022

Cited on: Kasmad, K. (2022). Analysis of Purchase Decision Estimates Based on Store Atmosphere and Affordable Prices. *AKADEMIK: Jurnal Mahasiswa Ekonomi & Bisnis*, 2(1), 27-34.

ABSTRACT

There are many ways to satisfy consumers, including providing a comfortable store atmosphere and affordable prices. Of course, these two strategies are commonplace that must be carried out by modern retail business actors. This research is a form of scientific study, which examines the various possibilities of increasing purchasing decisions. The survey method was chosen, in order to get a direct picture of the consumer. Data were collected through questionnaires, which were conducted incidentally to 98 modern retail consumers. The results of the study explain that a good store atmosphere can increase the feeling of comfort, resulting in an increase in purchases. Likewise with competitive prices, can make consumers interested in buying in stores, compared to other places. In simultaneous results, an estimated value of 87% is obtained, this value explains the magnitude of the opportunity for purchasing decisions to increase if the store conditions are pleasant for shopping, and the prices offered for each product are relatively affordable.

Keywords : Purchasing Decision, Store Atmosphere, Price

INTRODUCTION

The retail business in Indonesia is increasing and the business competition is showing a fairly rapid development, such as the development of the number of outlets / supermarkets, *hypermarkets*, *minimarkets*, *department stores* and plazas that are present in various big cities and small towns. Data from the *Top Brand Index* shows that in the last six years, namely 2007 – 2012, the number of modern retail outlets in Indonesia has grown by an average of 17.57% per year. In 2007, the number of retail businesses in Indonesia was 10,365 outlets, then in 2011 it reached 18,152 outlets spread in almost all cities in Indonesia. The growth in the number of outlets is of course followed by sales growth (Marketing.co.id, 2013).

Along with the development of large and small retail businesses, the retail class in the form of *store retailing* has experienced good growth in recent years, and the store

retailer formats that are developing in Indonesia are *convenience stores* and *minimarkets*. *Convenience stores* are defined as retail stores located in residential areas, often open 24 hours 7 days, with relatively high turnover and also selling a limited product line (Kotler and Keller, 2019). *Convenience stores* are aimed at consumers who need a quick purchase without having to spend a lot of effort in finding the desired product.

Convenience stores, such as Indomaret, Alfamart, Alfamidi, and others, mostly have chain stores with varying numbers in close proximity. Recent entrants attract middle class consumers, by differentiating their second presence compared to similar competitors that have developed previously in Indonesia. *convenience stores* AlfamidiModern Internasional Tbk which is a subsidiary of PT. Modern Putra Indonesia after previously experiencing a failed market expansion in Indonesia in the 1990s decade.

Today Alfamidi Indonesia can be said to be quite phenomenal in society, especially the City of Jakarta and become a destination for many communities in Jakarta to gather. Alfamidi which comes with the concept of a *convenience store* is enough to provide a new alternative for retail consumers in Jakarta. Alfamidi's creativity and innovation has increased competition in the retail world. They provide seating and tables to increase comfort, so that customers can spend their time in the shop. When they visit, customers can also buy food and drinks sold by Alfamidi. In this way, the level of sales also increases with the increasing number of customers visiting Alfamidi.

In retail theory, explained by Waters in Setyarini & Hadi (2018), it is the physical characteristics and influences that surround a retail business that can create an image in an effort to attract consumers, for example we must create attractive lighting and arrangements to create an appropriate atmosphere for shop visitors. Because, retailers should design as creatively as possible the appearance of the store they have by creating or designing a store appearance that is in accordance with the store concept related to *positioning* or the target market. The physical characters mentioned are bright, clean rooms, *display* concept *self service*, interesting innovation, friendly and *helpful*, and the freedom to visit anytime and for any length of time without being disturbed by queues.outlets *smoking area* and provided *wifi*. Also affordable prices compared to coffee shops like *Starbucks*.

In addition to the outlet / store atmosphere, price is a very important variable in connection with an increasingly stringent retail business. Cheap and affordable product prices with consumer purchasing power will affect the consumer's decision. According to Tjiptono, that an affordable price will further increase consumers' desire to always buy the products offered (Faaza & Samboro, 2020). In addition to prices that are affordable by consumers, prices have a role in buyers' perceptions, namely, sacrifice, value, and the desire to buy. Prices are also used as an indicator of the quality of products and services (Astutik, et al., 2018).

Relatively cheap prices compared to other modern retail stores with a comfortable place, varied drink and food menus, and different presentations from ordinary fast food restaurants make Alfamidi one of the favorite *hangout* young people in Jakarta. And some consumers who chose Alfamidi, previously, would first identify several stores to get information regarding what each store has to offer. After knowing this, consumers will determine the store of interest to finally make a purchase. As explained by Erianto & Mashariono (2018), that buying interest (*willingness to buy*) is part of the behavioral component in consuming attitudes. Consumer buying interest is the stage where consumers form their choices among several brands that are incorporated in the choice set, then finally make a purchase on an alternative that they like the most or the process that consumers go through to buy an item or service based on various considerations.

THEORETICAL BASIS

According to Utami (2018), says that *store atmosphere* is an environmental design through visual communication, lighting, colors, music, and fragrances to design emotional responses and customer perceptions and to influence customers in buying goods. In line with this explanation, Yuana & Wahyuati (2018) stated that the state of the store or what is called the *store atmosphere* gives a psychological impression, where visitors feel comfortable, calm and *flash* at a certain time which makes the awareness and feelings of visitors bound to the store. which in the end will often make purchases (loyal) (Yanti & Budiatmo, 2020). The same thing was stated by Perkasa & Prihatin (2018) which stated that *store atmosphere* had a significant effect on purchasing decisions.

In classical marketing or sales techniques, the price method is the universality of consumer interest in buying a product or service. Saputro (2019) stated that price has a major contribution to purchasing decisions. It was further stated, in the analysis of purchasing decisions, there are two basic reasons consumers make purchases, firstly quality considerations and secondly price considerations. However, for the middle class market segmentation such as Indonesia, where the average income level of the population is not high, price is the main consideration.

Anggraeni & Samboro (2019) stated that price has a positive and significant effect on purchasing decisions. The positive meaning is that affordable prices become a magnet (attraction) for consumers to make purchases repeatedly (Syafri & Besra, 2019). While significant means that the price can increase sales volume from an increase in the number of visitors/consumers.

METHOD

This study aims to determine the effect that occurs between the *store atmosphere* and price variables on purchasing decisions with quantitative research methods, but specifically quantitative is a causal associative method by answering hypotheses with descriptive and inferential statistical methods.

The first step in this research is to collect supporting theories and literature studies regarding the variables studied. Furthermore, by distributing questionnaires to consumers Alfamidi Ciputat who became the object of research, where the questionnaire contains questions that include the variables studied, namely *store atmosphere*, prices, and purchasing decisions. After that, the data obtained through questionnaires, were processed using *software*, namely SPSS for Windows 20, the first test carried out was the validity test which aimed to determine the accuracy of the data, and the reliability test aimed to determine the consistency of the measuring instrument.

Furthermore, multiple regression analysis was conducted where this analysis test aims to analyze the causal relationship that occurs in multiple regression if the independent variable affects the dependent variable not only directly, but also indirectly. After going through several testing processes, the results are obtained to draw conclusions and implications.

RESULTS

Partial Analysis

Based on SPSS *output*, an explanation of the research can be put forward as follows:

1. Constant (39,461)

This means that even if there is no influence from the *store atmosphere* and price variables, customers will still make purchases at Alfamidi with a constant value of 39,461

2. Regression Coefficient *Store atmosphere* 0.277(X1)

This simple regression model concludes that the *store atmosphere* has a positive effect on purchasing decisions (Y) with a regression coefficient of 0.277 assuming there is no influence from the price variable. variable *store atmosphere* increases by one unit, then the purchase decision will increase by 0.277.

3. Price Regression Coefficient 0.787(X2)

This simple regression model concludes that the price variable has a positive effect on purchasing decisions (Y) with a regression coefficient of 0.787 assuming there is no influence from the *store atmosphere*. This means that if the price variable increases by one unit, the purchase decision will increase by 0.787.

Based on the regression analysis above, it shows that *store atmosphere* and price have a positive and significant effect on purchasing decisions at Alfamidi minimarkets. These results are in line with the results of research conducted by Ariningtyas (2020) that prices and *store atmosphere* have a significant influence on purchasing decisions. That in his research also explains, in the current modern era the presentation of the store in this case the *store atmosphere* has a big role in attracting buyers' interest, considering consumer behavior in the era of technology and information, consumer style and consumer patterns prioritize shopping convenience. Meanwhile, prices are still in demand, considering that minimarkets are places for selling food that are usually consumed by the public, so that competitive prices are still an option for consumers.

Simultaneous Test

Based on the spss output, it is known that the $F_{\text{calculated}}$ is greater than F_{table} (335.506 > 2.36) and the sig value is more smaller than 0.05 (0.00 < 0.05). This means that the

third hypothesis which states that there is a simultaneous influence of *store atmosphere* and price variables has a positive and significant effect on purchasing decisions.

Determination Test

Based on the spss output, it is known that the coefficient of determination of price and *store atmosphere* on purchasing decisions is 0.873 or 87.3%. This means that price and *store atmosphere* can explain purchasing decisions by 87.3%, while the remaining 12.7% is explained by other variables outside this research, for example location, service quality, promotion, trust and others. The results of this study are in line with the results of research by Syafri & Besra (2019) that price and *store atmosphere* have a positive and significant effect on purchasing decisions.

The results of the analysis above are in line with Utami's (2018) theory, which states that *store atmosphere* is an environmental design through visual communication, lighting, color, music, and fragrances to design emotional responses and customer perceptions and to influence customers in buying goods. In other words, *store atmosphere* is one element of *retailing mix* that must also be considered by a retail business. With a *store atmosphere*, companies can attract consumers to visit and make purchases.

The explanation above is in line with the explanation of Kotler and Keller (2019) that purchasing decisions are the purchasing decisions of individual and household end consumers who buy goods and services for personal consumption. In simple terms, purchasing decisions are individual activities that are directly involved in making decisions to make purchases of products offered by sellers. Therefore, it is important for companies to study what factors cause consumers to make purchases.

CONCLUSION

The results of the analysis and discussion can be concluded as follows: 1) Based on the questionnaire analysis, *the store atmosphere* and prices are perceived as good, but *store atmosphere* is considered better than its competitors. 2) The results of regression analysis prove that *store atmosphere* has a positive and significant effect on purchasing decisions with a regression coefficient of 0.277. 3) Price has a positive and significant effect on purchasing decisions with a regression coefficient of 0.787. and 4) Simultaneously the *store atmosphere* and price variables proved to have a positive and

significant effect on purchasing decisions with a coefficient of determination of 87.3%, while the remaining 12.7% was explained by other variables outside this research, for example location, service quality, promotion, and consumer trust.

REFERENCES

- Anggraeni, R. N., & Samboro, J. (2019). Pengaruh Harga Dan Suasana Toko Terhadap Keputusan Pembelian Di Baegopa? Malang. *Jurnal Aplikasi Bisnis*, 5(1), 105-108.
- Ariningtyas, E. (2020). Menguji Pengaruh Keragaman Menu, Kualitas Produk, Store Atmosphere, Dan Harga Terhadap Loyalitas Pelanggan Di Wedangan Jimboeng. *EXCELLENT*, 7(1), 115-123.
- Astutik, A. D., Pujiyanto, A., & Maduwinarti, A. (2018). Pengaruh Store Atmosphere, Harga dan Promosi terhadap Keputusan Pembelian. *Jurnal Dinamika Administrasi Bisnis*, 4(1).
- Erianto, R. A., & Mashariono, M. (2018). Pengaruh Store Atmosphere, Kualitas Produk, Harga Dan Word Of Mouth Terhadap Keputusan Pembelian Pada Furore Coffee. *Jurnal Ilmu dan Riset Manajemen (JIRM)*, 7(5).
- Faaza, M. M., & Samboro, J. (2020). Pengaruh Store Atmosphere Dan Harga Terhadap Keputusan Pembelian Pada Amstirdam Coffee & Roastery Malang. *Jurnal Aplikasi Bisnis*, 5(2), 630-633.
- Kotler, Philip dan Kevin Lane Keller. (2019). Manajemen Pemasaran. Diterjemahkan oleh Bob Sabran. Jakarta: Erlangga.
- Madyan, I. S., & Tiarawati, M. (2018). Pengaruh Kualitas Produk, Citra Merek, dan Harga Terhadap Keputusan Pembelian Pond's Flawless White. *BISMA (Bisnis dan Manajemen)*, 6(2), 98-105.
- Perkasa, A., & Prihatini, A. E. (2018). Pengaruh Atmosphere Toko Dan Kebijakan Harga Terhadap Keputusan Pembelian Di Giant Tlogosari Semarang. *Jurnal Ilmu Administrasi Bisnis*, 7(4), 230-235.
- Saputro, I. (2019). Pengaruh Price Discount Dan Store Atmosphere Terhadap Impulse Buying Dengan Positive Emotion Sebagai Variabel Mediasi Pada Konsumen Ritel Minimarket Kota Yogyakarta. *Jurnal Ilmu Manajemen*, 16(1), 35-47.
- Setyarini, N. I., & Hadi, M. (2018). Pengaruh Store Atmosphere Dan Harga Terhadap Keputusan Pembelian Konsumen Royal Atk Malang. *Jurnal Aplikasi Bisnis*, 3(1), 201-206.
- Syafri, H., & Besra, E. (2019). Pengaruh Hedonic Shopping Motivation, Store Atmosphere Dan Sales Promotion Terhadap Impulse Buying (Survey: Pada Konsumen Kosmetik Transmart Kota Padang). *Jurnal Ilmiah Mahasiswa Ekonomi Manajemen*, 4(4), 786-802.

- Utami, Widya, Christina. (2018). *Manajemen Barang Dagangan Dalam Bisnis Ritel. Malang: Banyumedia Publishing.*
- Yanti, M. M., & Budiatmo, A. (2020). Pengaruh Store Atmosphere dan Harga terhadap Keputusan Pembelian melalui Minat Beli sebagai Variabel Intervening (Studi pada Konsumen Gelael Ciputra Mall Semarang). *Jurnal Ilmu Administrasi Bisnis*, 9(4), 582-589.
- Yuana, D., & Wahyuati, A. (2018). Pengaruh Harga, Store Atmosphere Dan Kualitas Pelayanan Terhadap Keputusan Pembelian. *Jurnal Ilmu dan Riset Manajemen (JIRM)*, 7(12).