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Research Paper

Analysis the influence of Store Atmosphere, Price and Promotion to Customers' Purchase Decision

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ABSTRACT: *The success of a business is determined by its business strategy, one of which is the marketing strategy. In a latter strategy, purchasing decisions are one of the important aspects that need to be taken into account, so they need to be measured and analyzed. Besides individual factors of the customers in making decisions, external factors also might influence their purchasing decisions. Some of those factors are safety, convenience, service quality, and the seller's persuasion. This research aims to investigate and analyze the role of three factors that are related to purchase decisions, i.e.: store atmosphere, price, and promotion in purchasing decisions for retail products. The questionnaires were distributed to 170 respondents who were frequent customers of consumer retail goods at one of the supermarkets in Jakarta. The research was based on a case study and it is designed as a quantitative research using a causal analysis and a non-probability sampling technique with a purposive technique. The data analysis method uses Partial Least Square software (SmartPLS 3), intending to predict the relationship between constructs. With this approach, path graphs were analyzed and models of the coefficient of determination and hypothesis testing were applied. Every decision taken has an impact on consumers both in the short and long term. The importance of this research is analyzing and collecting information related to products, to achieve decision making. So this research can also indirectly identify and measure the level of technology readiness (TKT) of consumers in making purchasing decisions. The results of this study enrich the insight of the factors that influence marketing strategies in the digital era.*

KEYWORDS: *Marketing, Purchasing Decision, Product Quality, Promotion, Consumer Behavior.*

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I. INTRODUCTION

The retail industry is one of the industries with the most dynamic business environments which has fierce business competition. Particularly for consumer goods, which mostly come in many types and product variants available in the market, consumers have higher bargaining power than producers, which results in consumers having more freedom in determining the choice of products to buy. Furthermore, the retail industry has a large market, making it difficult for sellers to meet the diverse needs of the market. With varying consumer needs and always evolving, retailers must have a close relationship with their consumers, to understand and meet their needs. The challenges in the retail industry sector are becoming more complicated because retailers have to select various partners and locations, maintaining their product quality and service quality. In the retail industry, there is competition between businesses, i.e. retail stores, discount stores, department stores, household furniture stores, wholesale stores, and direct-to-consumer businesses.

In a business with fierce competition and selling directly to consumers, marketing has become one of the most important factors in winning the market competition. A marketing strategy needs to be well-designed and planned to create new markets, reach customers, and add better value to products and brands. Potential consumers become easily interested in products if the company can attract their attention. This also influences customers' purchasing intentions, which finally end with a purchasing decision.

In making purchasing decisions, customers are influenced by several factors. In terms of the product itself, producers must ensure product quality meets consumer expectations. Also, it is added that producers must ensure the quality of the services provided along with the quality of their products. Therefore, marketing strategies should include product pricing strategies and a promotional approach. Furthermore, producers also need to understand the characteristics and behavior of consumers in determining the choice of product to be purchased [1], including the atmosphere of the shop or outlet where the product is sold.

This research focuses on consumer purchases and to what extent the three variables, namely atmosphere, price, and promotion factors, determine purchasing decisions. The influence of the three variables on purchasing decisions were measured and analyzed, individually and together.

The research need is also based on data from central bank on Indonesia, namely Bank Indonesia (BI) that the national Real Sales Index (IPR) (https://databoks.katadata.co.id/datapublish/2023) reached the level of 242.9 in April 2023. This figure is the highest record since the start of the Covid-19 pandemic. Therefore, this research is important, because there is not much research that links store atmosphere with prices and promotions, which finally influence purchasing decisions. Previous research generally looked at store atmosphere variables in purchasing decisions without looking at price and promotion variables.

The research is based on correlational field studies (surveys) with a descriptive comparative and qualitative approach. One of the main strengths of research with a descriptive qualitative approach is its flexibility [2], [3]. With its flexibility, the method can be used in various data and research object situations. Therefore, it can be tailored to the research objectives and questions which are being investigated.

The primary data was collected from 170 respondents, to determine consumer perceptions of research variables. The respondents are consumers of consumer products at a supermarket. With a comparative approach, the characteristics of the collected data and research situations can be compared as represented by research variables. If a difference is found between the specified variables, with a sufficient level of possibility or probability, the origin or cause of the difference is sought [2], [4], [5].

II. LITERATURE REVIEW

With fierce competition in retail and intervention digital technology [6], marketing has a function more than only introducing products to the market. Due to rapid competition, in making a buying decision consumers are interested in understanding the value of the product and service they choose [7], [8]. The value of a product is determined by various factors starting from the quality of the product itself [9], the service provided [10], [11], the price of the product [12], the speed of delivery of goods to the hands of consumers which is determined by the sales channel [13], [14] to the conditions around which the product is offered [15], which ultimately forms the image of the product brand [16], [17].

Store atmosphere, price, and promotion are to be believed to create customers' interest in products, and based on their interest it will bring into Purchase Intention. Consumer attitudes toward purchasing intentions are generally influenced by various factors including brand loyalty [16], [18], marketing models, and personal reasons which are usually related to personal preferences for certain things [19], [20], [21]. Another concept in consumer behavior is the Purchase Decision. These two concepts are different but are often used interchangeably, therefore understanding the differences between these two concepts is important, especially for business people and also practitioners in the marketing field.

By clearly understanding the difference between Purchase Intention and Purchase Decision, marketing strategies can be prepared well and achieve results that meet expectations. One of the important things in preparing a marketing strategy is that producers or marketers must change consumers' behavior from intending to buy to deciding to buy, and this is not easy. Manufacturers must have an understanding of the factors that influence consumers in making purchasing decisions. Some of these factors include price, brand image, promotions and advertising, marketing channels, perceived benefits, trust or loyalty, and recommendations from other consumers.

Purchasing decisions have attracted the attention of many researchers in the field of marketing [22]. Investigations related to purchasing decisions have been carried out in several industrial sectors, including the consumer products industry sector [23], [24], retail industry [21], [25], [26], electronic products [27], [28], and certain types of products (eg: healthy products, 'green' products) [19], [29]. This research uses different variables and different consumer characteristics. Factors that are considered to be determining in making decisions to purchase a product are largely determined by the situation and conditions of the purchase made by the consumer, whether the product is for the consumer's main needs or not, and what expectations the consumer has for the product. Furthermore, some factors are specific to individual prospective buyers, including the social and economic background, personality, motivation, and preferences of each prospective buyer.

The factors used as variables for this research are the price factor [12], [30] and other factors considered to have an important role are promotion and advertising. Several studies with this variable discuss it into sub-variables or more specific case studies, including promotion through digital (online) media. Several promotional strategies have also become themes in research related to purchasing decisions [31], [32] and digital promotional strategy with the support of public figures or what is often known as public figure endorsement [33], [34]. However, some research also shows the negative side of promotions on marketing and purchasing decisions [35], [36]. Product image (brand image) is also one of the factors that influence purchasing decisions, both related to the image formed through digital marketing [30], [37] and the social image built through social media [38], [39], [40]. The role of digitalization also influences purchasing decisions through sales channels which ultimately have a role in influencing consumers in purchasing decisions.

III. METHODOLOGY

As explained at the beginning of this paper, this research data was collected by distributing questionnaires to 170 respondents who were consumers of consumer products at a supermarket. Data processing uses SMART PLS to predict the relationship between construct variables. With this approach, path graphs can be analyzed and models of the coefficient of determination and hypothesis testing can be applied. To ensure the accuracy of the data collected, the questionnaire was designed based on variables supported by a comprehensive and in-depth literature review. The literature used as a reference is not only related to the selected variables but also linked to the field of marketing science and digital marketing.

The research was designed with a quantitative approach. Quantitative research is research with data that is based on measurements in quantity or quantity. So this approach is for research with phenomena that can be expressed in quantity [41]. Research with quantitative analysis is based on a certain population or sample, data collection uses research instruments, and data analysis is quantitative, to test the hypothesis that has been determined [42]. Thus, this research also indirectly designed to convert perception data collected from questionnaires into quantitative data using a statistical approach. This research design is often carried out to make it possible to answer important questions or test hypotheses that cannot be answered or tested conclusively without other means. This quantization can be interpreted as adding value to qualitative data only when converting it into quantitative form (i.e., nominal, ordinal, interval level data) thereby allowing more meaning to be extracted [43]. Furthermore, the final part of this research will be carried out with a discussion and discussion regarding the statistical conversion of qualitative data to quantitative variables that were developed and compared with qualitative information obtained from the literature.

IV. THE CASE STUDY

The case study in the research took place at a medium-sized supermarket with an area of less than 5000 square meters and is located in the southern part of Jakarta. The owner started this business in 1989 and it has more than 10 outlets.

Data was collected using a questionnaire distributed to 170 respondents with a composition of 75 respondents or 44.1% male and 95 respondents, or 55.9% of respondents were female. This distribution is based on the fact that the population that shops at the supermarket, where the study wsyssas conducted is women and mainly they sell groceries and other household goods. In terms of age grouping of respondents, there were 13 respondents aged 17 years or 7.6%; aged between 18-30 years as many as 34 respondents or 20.0%; respondents aged between 30-40 years were 74 respondents or 43.5%; and the last group was respondents aged >40 years, 49 respondents or 28.8%. So, the majority of respondents in this study were between the ages of 30 and 40 years who shopped at the supermarket. Regarding the occupational statuses of the respondents, 11 respondents (6.5%) were students; private employees were 30 respondents (17.6%); 68 respondents (40.0%) were entrepreneurs; while the housewives were 61 respondents (35.9%). So, the majority of respondents in this study were entrepreneurs, which is very likely to be retailers, who bought capital goods that they will resell in their business.

V. THE VARIABLES

The following part describes the results of data collection from the four variables used in the research. Data was collected based on the response of each respondent to each question statement. Each respondent's answer figures the respondent's perception of the indicators from each dimension in the four dimensions. The four variables and their dimensions can be seen in the picture below.

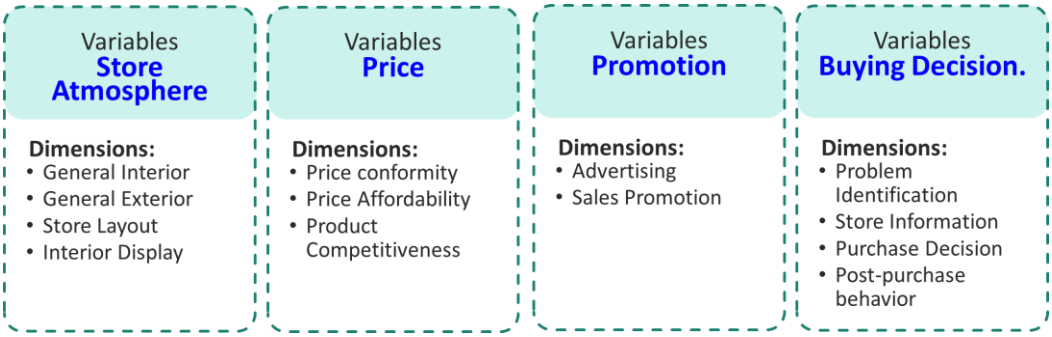

Figure 1: Variables and Dimensions

The four dimensions of the Store Atmosphere variable are defined into thirteen indicators, and each indicator is addressed to one question statement given to respondents. Over the thirteen indicators, the eighth indicator, i.e. Supermarkets have separate doors for entrance and exit and are spaced far apart, has the highest

mean value of 4.15. Meanwhile, the indicator with the lowest mean is indicator 5, i.e. The supermarket has quite a big space parking area, with a mean value of 2.80 which is a part of the General Exterior dimension.

In the Price variable. Based on respondents' answers to the fourth indicator of the Price Affordability dimension, i.e. the price of the product offered is very affordable has the highest mean of 4.25. Meanwhile, the indicator with the lowest mean value, which is also from the Price Affordability dimension is the fifth indicator, i.e. The product price listed does not make consumers consider the product price, with a mean value of 3.67.

In the third independent variable, Promotion, the first indicator in the Advertising dimension, i.e. supermarkets using social media, banners, and brochures in promotions, has the highest mean of 4.23. Meanwhile, the indicator with the lowest mean is in the Sales Promotion dimension. The fifth indicator, consumers decide to buy a product after comparing it with other stores, has a mean of 3.11.

On the dependent variable on purchasing decisions, the results of data collection from the questionnaire show that the sixth indicator i.e. Consumers decide to buy products at supermarkets because of the good service, which is also in the purchasing decision dimension has the highest mean of 4.26. Meanwhile, the indicator that has the lowest mean is the fourth indicator of the Information Search dimension, Consumers are interested in buying new products promoted in supermarket advertisements has a mean of 3.14.

Partial Least Square (PLS) Data Analysis Method:

The research uses Partial least squares as a component/variance-based structural equation modeling analysis method. Partial least squares (Smart-PLS) version 3.0. PLS (Partial Least Square) is used as an alternative model to variance-based SEM. The use of PLS is intended for causal-predictive analysis in situations of high complexity and low theoretical support (Ghozali, 2014). With this approach, the optimal predictive linear relationship that exists in the data can be determined. Although PLS can also be used to confirm theories, it can also be used to explain whether or not there is a relationship between latent variables.

Partial Least Square (PLS) is a powerful analysis method because it is not based on many assumptions, the data does not have to be normally distributed in a multivariate manner, and the sample does not have to be large. The model used in this research is First Order where the model built is dimensional to variables. There are two types of testing in this research, Measurement Model Test or Outer Model and Structural Model Test or Inner Model. The result of those two tests are as follows:

Testing of the Measurement Model Test (Outer Model):

The outer model is a measurement model that analyzes the relationship between indicators and paths with latent variables in the form of constructs and factors. Also, this model analysis ensures that the measurements used in the model are suitable for measurement in terms of validity and reliability.

a. Convergent Validity

Convergent Validity testing is tested for each construct indicator. In the convergent validity test, the outer loading or loading factor value is used (Ghozali, 2017). An indicator is said to be valid if its value is greater than 0.70, while a loading factor of 0.50 to 0.60 can be considered sufficient. Based on this criterion, if there is a loading factor below 0.50, it will be dropped from the model.

As mentioned earlier, this research determined four variables with 13 dimensions, which were then divided into 34 indicators. The results of the Convergent Validity test showed that several indicators had outer loadings or loading factor values of less than 0.50. In the Store Atmosphere variable, there are 3 indicators with loading factor values <0.50 which are declared invalid and not significant. In the variables Price, Promotion, and Purchasing Decisions there are 2; 1 and 2 respectively have a loading factor value <0.50 or in other words are declared invalid and not significant. So eight indicators in total are invalid and insignificant. However after eliminating eight indicators that had outer loadings or loading factor values below 0.50, there was a change in the loading factor value.

b. Discriminant Validity

Because there are no convergent validity problems, the next step to be tested is problems related to discriminant validity. In discriminant validity testing, reflective indicators can be seen in the cross-loading between the indicator and the construct. An indicator is declared valid if it has a higher loading factor than other constructs. Thus, latent constructs predict indicators in their block better than indicators in other blocks.

Up to this point, it can be seen that the cross-loading value also shows good discriminant validity because the correlation value of the indicator to the construct is higher than the correlation value of the indicator to the construct. As an illustration, the loading factor X1.2 (store atmosphere indicator) has a value of 0.958 which is higher than the loading factor of other constructs, namely X2 (price indicator) of 0.931.

Thus it can be concluded that latent constructs predict indicators in their block better than indicators in other blocks. From the results of the cross-loading analysis, it appears that there are no problems with discriminant validity.

The next examination is to compare the correlation between variables with the root of AVE. The measurement model has good discriminant validity if the AVE of each variable is greater than the correlation between variables. The AVE value can be seen from the Fornell-Larcker Criterion SmartPLS 3.0 output which is presented in Table 1.

Table 1: Discriminant Validity Test Results (Fornell Larcker Criterion)

	Price (X_2)	Purchase Decision (Y)	Promotion (X_3)	*Store Atmosphere* (X_1)
Price (X_2)	0,952			
Purchase Decision (Y)	0,718	0,865		
Promotion (X_3)	0,898	0,796	0,956	
Store Atmosphere (X_1)	0,749	0,828	0,745	0,933

From Table 1 above, it can be seen that the Fornell Larcker Criterion value for each construct is greater than the correlation between one construct and the other constructs in the model. As an illustration, the price has a value of 0.952 which is higher than the correlation between the purchasing decision construct (0.718), promotion (0.898), and store atmosphere (0.749). Thus, it can be concluded that all constructs in the estimated model have met the discriminant validity criteria.

c. Average Variance Extracted (AVE)

The AVE value aims to measure the level of variance of a construct component which is collected from its indicators by adjusting for the error level. Testing with AVE values is more critical than composite reliability. The minimum recommended AVE value is 0.50. The AVE output obtained from SmartPLS 3.0 is presented in Table 2.

Table 2: Average Variance Extracted (AVE) Test Result

Variabel	***Average Variance Extracted* (AVE)**
Price (X_2)	0,726
Purchase Decision (Y)	0,748
Promotion (X_3)	0,914
Store Atmosphere (X_1)	0,871

From table 2 above, the test results with AVE values show that all constructs have potential reliability for further testing. This is because the AVE value for store atmosphere, price, promotions, and purchasing decisions is greater than 0.50.

d. Composite Reliability and Cronbach's Alpha

To ensure that there are no problems related to measurement, the final step in evaluating the outer model is to test the reliability of the model. Reliability testing was carried out using Composite Reliability and Cronbach's Alpha indicators.

Composite Reliability Testing with Cronbach's Alpha aims to test the reliability of the instrument in a research model. Or measure internal consistency and the value must be above 0.60. If all latent variable values have Composite Reliability or Cronbach's Alpha values ≥ 0.70, this means that the construct has good reliability or the questionnaire used as a tool in this research is reliable or consistent.

Table 3: Composite Reability dan Croncbach's Alpha

Variable	***Composite Reability***	***Croncbach's Alpha***	**Note**
Price (X_2)	0,949	0,936	Reliable
Purchase Decision (Y)	0,947	0,932	Reliable
Promotion (X_3)	0,969	0,952	Reliable

Store Atmosphere (X_1)	0,985	0,983	Reliable

Based on Table 3 above, it can be seen that the composite reliability and Cronbach's alpha test results show satisfactory values, namely that all latent variables are said to be reliable because all latent variable values have composite reliability and Cronbach's alpha values ≥ 0.70. So it can be concluded that the questionnaire used as a research tool is reliable and consistent.

Structural Model Testing (Inner Model)

After the estimated model meets the Outer Model criteria, the next step is testing the structural model (Inner Model). Inner model testing is the development of a concept and theory-based model to analyze the relationship between exogenous and endogenous variables which have been described in a conceptual framework. The testing stages of the structural model (inner model) are carried out in the following steps.

R-Square Value (R^2)

Look at the R-square value which is a goodness of fit model test.

Table 4: Uji Nilai R-Square (R^2) Result

Variabel	R Square	Adjusted R Square
Purchase Decision (Y)	0,879	0,876

From the data above it can be concluded that the model of the influence of the independent latent variable store atmosphere, price, and promotion variables gives an R-Square (R^2) value of 0.879 and it is interpreted that the variability of the purchasing decision construct that can be explained by the store atmosphere, price and promotion variables is equal to 87.9% while 12.1% is explained by other variables not examined in this model.

Q-Square (Goodness of Fit Model)

Testing the Goodness of Fit of the structural model on the inner model uses the predictive relevance value (Q_2). A Q-Square value greater than 0 (zero) indicates that the model has a predictive relevance value. The Q-Square value for each endogenous variable in this research can be seen in the following calculation:

Table 5: Q-Square

	Q^2 (=1-SSE/SSO)
Purchase Decision (Y)	0,639

The calculation results above show a predictive relevance value of 0.639 which is greater than 0 (zero), thus the model is said to be worthy of having a relevant predictive value.

Hypothesis Testing Results (Path Coefficient Estimates)

The significance of the estimated parameters provides very useful information about the relationship between the research variables. The basis used in testing the hypothesis is the value contained in the output result for inner weight. This test was carried out based on the results of data processing which was carried out using the PLS (Partial Least Square) program. The results of this test will show whether all the analyzed paths show significant results as seen from the original sample results and the t-statistic. To test the proposed hypothesis, the size of the t-statistic value can be seen. The limit for rejecting and accepting the proposed hypothesis is +-1.96, which means that if the t value is in the range of -1.96 and 1.96 then the hypothesis will be rejected or in other words accept the null hypothesis (H0). The t-statistic estimation results can be seen in the path coefficient (t-statistics).

Table 6: Hypothesis Testing Results

	Original Sample (O)	**Average Sample (M)**	**Deviation Standard (STDEV)**	**T Statistic (|O/STDEV|)**	**P Values**	**Notes**
Price → Purchase Decision	0,452	0,460	0,120	3,762	0,000	Positive - Significant

Promotion → Purchase Decision	0,267	0,266	0,122	2,182	0,030	Positive - Significant
Store Atmosphere → Purchase Decision	0,250	0,249	0,088	2,839	0,005	Positive - Significant

Based on the table above, the results show several things as follows:

1) The Influence of Store Atmosphere on Purchasing Decisions
   Based on the first hypothesis test (H1) in this research, the results show that store atmosphere has a positive and significant effect on purchasing decisions. Because the T statistic > T table (2.839 > 1.96) and the P value (0.005 < 0.050), the hypothesis is accepted.
2) The Influence of Price on Purchasing Decisions
   Based on the second hypothesis test (H2) in this research, the results show that price has a positive and significant effect on purchasing decisions. Because the T statistic > T table (3.762 > 1.96) and the P value (0.000 < 0.050), the hypothesis is accepted.
3) The Effect of Promotion on Purchasing Decisions
   Based on the third hypothesis test (H3) in this research, the results show that promotion has a positive and significant effect on purchasing decisions. Because the T statistic > T table (2.182 > 1.96) and the P value (0.030 < 0.050), the hypothesis is accepted.

VI. DISCUSSION OF RESEARCH RESULTS

Based on the results of the PLS (Partial Least Square) analysis, this section will discuss the results of the calculations that have been carried out. This research aims to determine the factors that influence purchasing decisions, namely store atmosphere, price and promotions. Testing is shown through existing hypotheses so that you can find out how each variable influences the other variables.

1. Influence of Store Atmosphere on Purchasing Decisions
   Based on the results of the data analysis carried out, it can be seen that store atmosphere is a design activity through visual communication, lighting, color, music, and fragrance, which is designed to produce an influence or emotional response and special perception in consumers so that they are willing to make a purchase and the possibility of increasing the purchase. Store atmosphere has a P-value of 0.005, which is smaller than 0.05, which is the alpha of this research. Apart from that, the T-statistic obtained by the store atmosphere variable is 2.839, which is greater than 1.96. Thus, it can be concluded that the store atmosphere variable has a positive and significant effect on purchasing decisions.

2. Effect of Price on Purchasing Decisions
   Based on the results of the data analysis carried out, it can be seen that price is several values exchanged by consumers to obtain a benefit for goods or services that can be owned or used, because in the eyes of consumers price is an important attribute that is evaluated which can improve consumer purchasing decisions. Price has a P-value of 0.000, which is smaller than 0.05, which is the alpha of this research. Apart from that, the T-statistic obtained by the price variable is 3.762, which is greater than 1.96. Thus, it can be concluded that the price variable has a positive and significant effect on purchasing decisions.

3. Effect of Promotion on Purchasing Decisions
   Based on the results of the data analysis carried out, it can be seen that promotional activities are the most important part of introducing a company's product to consumers in the target market so that consumers know about the existence of the product. Promotion has a P-value of 0.003, which is smaller than 0.05, which is the alpha of this research. Apart from that, the T-statistic obtained by the promotion variable is 2.182, which is greater than 1.96. Thus, it can be concluded that the promotional variable has a positive and significant effect on purchasing decisions.

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