



## PURCHASE DECISION: THE ROLE OF STORE ATMOSPHERE AND PRODUCT QUALITY

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**Abstract:** The latest trend of the coffee cafe business is one of the businesses that is in great demand by business actors in Indonesia. The number of coffee cafes creates perfect competition with the trend of creating a cafe atmosphere that has an interior design and development of a natural atmosphere or a certain nuance. The purpose of the study was to determine the role of store atmosphere and product quality on purchasing decisions at the Kompanyon café. This study uses quantitative research methods with questionnaire research instruments. The results of the study partially store atmosphere affect purchasing decisions and the quality of the product affects the purchasing decision. Simultaneous test results store atmosphere and product quality affect purchasing decisions. These results become material for further studies regarding more dynamic determinants in decision making.

**Keywords:** Store Atmosphere, Product Quality, Purchase Decision

### INTRODUCTION

The number of coffee cafes that have sprung up has resulted in business owners trying to win the competition. Therefore, coffee café entrepreneurs are required to have creativity in creating flavored products that are sold, so that they can differentiate them from other coffee-café beverage products and can survive in the competition. The development and improvement of product quality, as well as the store atmosphere applied to each cafe is always different. Intense competition causes cafes to compete with each other to provide the best products so that consumer wants or needs are met so that it can affect consumer satisfaction itself.

Gathering and relaxing at the cafe while enjoying coffee and food with friends and family has become a habit for Indonesian people. This habit was born from changes in people's lifestyles who want something practical in meeting the need for food and drink. A paradigm is needed to shift a traditional thought in the food service business category, especially cafes, which previously only provided a menu of dishes (food and drinks) to a modern concept that offers an unforgettable experience. To create pleasure for customers, cafe characteristics must remind customers of positive experiences when visiting. Positive visitor experiences are usually associated with store characteristics (Cohen, 1990; Kroeber-

Riehl, 1984; Spies et al., 1997). The majority of shoppers share the experience that some stores are more interested in providing a pleasant and comfortable feeling, while other stores unknowingly create store conditions that make consumers irritated or even angry. The tendency of buyers to spend more when in a positive mood than in a negative mood. Thus, there may be important interactions between store characteristics and atmosphere, customer mood and buying behavior (Spies et al., 1997).

A broad theoretical model of environmental psychology that can be applied to interactions which assumes that the characteristics of the stimulus, especially the level of information, affect a person's mood state and have an influence on a person's response, namely his approach or avoidance behavior. (Mehrabian & Russell, 1974; Spies et al., 1997). There are many things that influence consumers to make purchasing decisions including store atmosphere and product quality. Atmosphere is an important factor for a consumer in choosing a place to dine. In addition to store atmosphere, purchasing decisions refer to the perceived quality of a product or service, with the potential to ultimately influence consumers' purchasing decisions (Armstrong & Kotler, 2003; Jin & Yong, 2005; Zeithaml, 1988; Wang & Chu, 2019). Cafe Kompanyon is a shop that serves a variety of beverage products and a variety of food, located in Ciwaringin cafe Kompanyon offers a minimalist concept in the shop section, suitable for students or people who are enjoying their time to relax or just chatting with friends. The lifestyle of today's people who like to relax outside the home, just to enjoy the outdoors with friends or family is taken into consideration by Kompanyon cafe to open a food service that provides food and soft drinks. This study tries to prove the incorporation of store atmosphere design strategies and product quality improvements in improving the decisions of Kompanyon café visitors.

## **LITERATUR REVIEW**

### **Purchase Decision**

According to Schiffman & Kanuk (2007:285) in general, purchasing decisions are the selection of two or more alternative choices. Decision-making actions that include decisions about the type and benefits of the product, decisions about product form, decisions about brands, decisions about product quantities, decisions about sellers and decisions about when to buy and how to pay. Purchasing decision indicators are 1) Problem Recognition; 2) Information Search; 3) Alternative Evaluation; 4) Lighting; 5) Post purchase behavior. (Kotler and Armstrong, 2008)

### **Store Atmosphere**

Utami (2010) suggests Store Atmosphere is the character of the state of the store, such as architecture, layout, markers, displays, colors, lighting, temperature, music and aromas, which as a whole will create an image in the minds of consumers. Thus the store atmosphere strategy is carried out by setting the instore aspect as well as outstore atmosphere at the restaurant so that it can influence purchasing decisions. Berman and Evans (2013) developed four dimensions of the Store Atmosphere, namely: 1) Café Exterior Appearance; 2) General Interior of the Café; 3) Cafe Layout; 4) Café Interior View. According to Shaharudin et al., (2011) Product quality is an important element in a restaurant which includes good taste, appetizing food presentation, appropriate temperature and freshness of food so that customer needs are met. Product quality is more important than other aspects, considering that the quality of a product is closely related to customer satisfaction issues, therefore the product must be adjusted to the wishes or needs of the buyer.

## Hypothesis

### The Effect of Store Atmosphere on Purchase Decisions

According to Foster (2008) states that the Store Atmosphere is an emotional effect arising from the existence of changes in purchasing environmental planning that can cause consumers to make purchases. Previous research conducted by Yulinda et al., (2021), it can be concluded that Store Atmosphere has a significant effect on Purchase Decisions. Store layout includes floor space allocation for merchandise and customers, classification of store offerings, determination of traffic flow patterns, determination of space requirements, mapping of in store locations and arrangement of individual products. Another dimension in the store atmosphere is the point of purchase (POP) display. So that it provides information for customers, affects the atmosphere of the cafe and acts as a promotional tool for cafe visitor decisions. This includes assortment display, theme setting display, room display, shelves and bins. (Putra et al., 2019).

**H1: It is suspected that the Store Atmosphere has an effect on purchasing decisions**

### The Influence of Product Quality on Purchase Decisions

Kotler and Armstrong (2008) which states that the better the quality of the products produced, the more opportunities for consumers to make purchasing decisions. In previous research conducted by Yulinda et al., (2021), product quality has a significant effect on purchasing decisions.

Schiffman and Kanuk (2010) describe purchasing decisions as a choice between two or more solutions in making a purchase, it means that when the customer is about to make a decision, there must be several solutions to choose from. According to Kotler and Armstrong (2014), there are four indications of potential consumers in making purchasing decisions, namely as follows: 1) Stability of a product and service, Stability of a product and service is identified from quality, value, and price that convince consumers to buy a product. ; 2) Habits in buying products and services, customer habits in buying products affect purchasing decisions; 3) Provide recommendations for other people, Customers who feel the benefits of using the product influence purchasing decisions; and 4) Make a repurchase, After customers get satisfaction from a product, it will direct them to repurchase the product. Purchase decision is a phase where customers make a choice from several product options that suit their needs Djumarno et al., (2017) identified that great product quality will lead to good purchasing decisions.

**H2: It is suspected that product quality affects purchasing decisions**

### The Influence of Store Atmosphere and Product Quality on Purchase Decisions

Store Atmosphere Is The Design Of A Business Through Visual Communication, Lighting, Color, Music And Smell That Are Used To Stimulate Perceptions And Emotions From Consumers So That In The End It Can Influence Shopping Behavior. Store Atmosphere Is Considered As One Of The Factors That Influence Purchasing Decisions. Product Quality Is A Determining Factor For The Level Of Satisfaction Obtained By Consumers After Making A Purchase And Use Of A Product. Previous Research Conducted By Yulinda Et Al., (2021), Store Atmosphere And Product Quality Together Have A Positive And Significant Effect On Purchase Decisions.

Every Consumer Who Comes To The Cafe Certainly Has Their Own Perceptions And Expectations, Ranging From Wanting To Enjoy Premium Coffee To Wanting To Get Self-Actualization By Being In A Cafe. Cafe Consumers Certainly Have Various Assumptions Regarding The Feelings They Get While In The Cafe, Ranging From The Products Offered, The Cafe Atmosphere, The Various Variations Of Existing Products, To The Consumer's Decision To Buy Products From The Cafe. (Fitrianna, 2022).

**H3: It is suspected that the store atmosphere and product quality affect purchasing decisions**

## RESEARCH METHOD

This research method uses quantitative research methods with research instruments namely questionnaires. The population of this study was carried out on the visitor data of the Kompanyon Shop in 2021 as many as 5,585. With a sample of 98 respondents. The sample in this study used a sampling technique using total sampling. According to (Sugiyono, 2016) that the sample is part of the number and characteristics possessed by the population.

Sample measurement is a step to determine the size of the sample taken in carrying out research on an object. The analytical method used in this test is IBM SPSS 20. The size used to obtain answers from respondents is measured using a Likert Scale. This scale is loaded into five forms of responses, namely: Strongly Disagree (STS), Disagree (TS), Simply Agree (CS), Agree (S), and Strongly Agree (SS).

## FINDINGS AND DISCUSSION

### Validity Test

Validity test is a measure that shows the level of validity of an instrument (Sugiono, 2016). Based on 98 respondents, the  $r_{table}$  value can be obtained  $df = n - 2 = 98 - 2 = 96$ , then  $R_{table} = 0.1986$ . The results showed that  $R_{count} > R_{table}$ , so all instruments were valid.

**Tabel 1. Validity Test**

Variable	Statement	$R_{count}$	Result
Store Atmosphere	$X_{11}$	0,7545	Valid
	$X_{12}$	0,7467	Valid
	$X_{13}$	0,4943	Valid
	$X_{14}$	0,7705	Valid
	$X_{15}$	0,6693	Valid
	$X_{16}$	0,6236	Valid
	$X_{17}$	0,6132	Valid
	$X_{18}$	0,5441	Valid
Product Quality	$X_{21}$	0,6334	Valid
	$X_{22}$	0,4470	Valid
	$X_{23}$	0,4535	Valid
	$X_{24}$	0,7217	Valid
	$X_{25}$	0,7650	Valid
	$X_{26}$	0,7776	Valid
	$X_{27}$	0,7877	Valid
	$X_{28}$	0,5432	Valid
	$X_{29}$	0,4535	Valid
	$X_{31}$	0,5454	Valid
	$X_{31}$	0,8309	Valid
Purchasing Decisions	$X_{31}$	0,6017	Valid
	$X_{31}$	0,7871	Valid
	$X_{31}$	0,7052	Valid
	$X_{31}$	0,6814	Valid
	$X_{31}$	0,6104	Valid
	$X_{31}$	0,5448	Valid

Source: SPSS version 20 data processing results

## Reliability Test

**Table 2. Reliability Test**

Variable	Cronbach's Alpha	Result
<b>Store Atmosphere</b>	0,765	Reliabel
<b>Product Quality</b>	0,787	Reliabel
<b>Purchasing Decisions</b>	0,764	Reliabel

The results showed that Cronbach's Alpha value was greater than 0.60 in accordance with Sugiono's (2016) opinion.

## t Test

**Table 3. t Test**

Variabel	T Count	T Table	Sig	Result
<b>Store Atmosphere --&gt; Purchasing Decisions</b>	4,968	1,985	0,000	Significan
<b>Product Quality --&gt; Purchasing Decisions</b>	2,981	1,985	0,004	Significan

Source: SPSS version 20 data processing results

The  $t_{test}$  shows whether the independent variable has a partial effect on the dependent variable. The results showed that Store Atmosphere had a significant effect on purchasing decisions  $t_{count} > t_{table}$   $4,968 > 1,985$  and Sig  $0.000 < 0,05$ . Product quality has a significant effect on purchasing decisions  $t_{count} > t_{table}$   $2,981 > 1,985$  and Sig  $0,004 < 0,05$ .

## F Test

The F test also shows whether all the independent variables included in the model affect the dependent variable together. The F test has a significance of 0.05, Ghazali, (2018). Hypothesis testing resulted in  $F_{count} 78,814 > F_{table} 3,091$ .

**Table 4. F Test**

Model	F hitung	F tabel	Sig.	Keputusan
Regression	78,814	3,091	0,000	Significan

Source: SPSS version 20 data processing results

## Path Analysis

According to Ghazali (2018), path analysis is an extended model of multiple linear regression analysis to measure the relationship between variables that have been previously defined. Path analysis is used to determine the direct and indirect effect between the independent and dependent variables.

**Table 5. Correlation Test Correlations**

	x1	X2
x <sub>1</sub>	Pearson Correlation	1
	Sig. (2-tailed)	,798**
	N	98
X <sub>2</sub>	Pearson Correlation	,798**
	Sig. (2-tailed)	,000
	N	98

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

Source: SPSS version 20 data processing results

**Table 6. The Influence of Store Atmosphere on Purchase Decisions**

Influence	Score
Pengaruh Langsung Store Atmosphere terhadap Keputusan Pembelian $0,519^2$	<b>0,270</b>
Pengaruh tidak langsung Store Atmosphere melalui Kualitas Produk $0,519 \times 0,798 \times 0,311$	<b>0,128</b>
<b>Total Influence</b>	<b>0,398</b>

Source: SPSS version 20 data processing results

**Table 7. The Influence of Product Quality on Purchase Decisions**

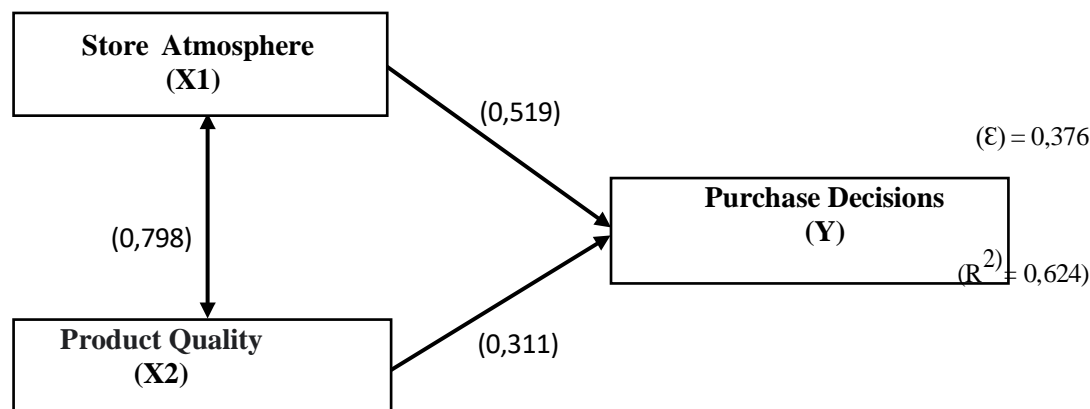
Influence	Score
The Direct Effect of Store Atmosphere on Purchase Decisions $311^2$	<b>0,098</b>
Indirect influence of product quality through the store atmosphere $0,311 \times 0,798 \times 0,519$	<b>0,128</b>
<b>Total Influence</b>	<b>0,226</b>

Source: SPSS version 20 data processing results

**Table 8. The Influence of Store Atmosphere and Product Quality on Purchase Decisions**

Influence	Score
The Influence of Store Atmosphere on Decisions Purchase	<b>0,398</b>
The Influence of Product Quality on Purchase Decisions	<b>0,226</b>
The Influence of Store Atmosphere and Product Quality on Purchase Decisions	<b>0,624</b>

Source: SPSS version 20 data processing results

**Figure 1. Path Analisis Model**

## DISCUSSION

### The Influence of Store Atmosphere on Purchase Decisions

Based on the test results, it can be concluded that the store atmosphere has a positive and significant effect on purchasing decisions. This shows that the more store atmosphere that is fed, the higher the consumer decides to buy. The results of this study are in line with and are strengthened by previous research conducted by Desyyana (2013) which also states that store atmosphere has a significant and positive effect on purchasing decisions.



### **The Influence of Product Quality on Purchase Decisions**

Based on the test results, it can be concluded that product quality has a positive and significant effect on purchasing decisions. This shows that the higher the quality of the products offered, the higher the consumer decides to buy. The results of this study are in line with and reinforced by previous research conducted by Linda & Andreyan, (2019) which explained that product quality has an impact on purchasing decisions of a product itself.

### **The Influence of Store Atmosphere and Product Quality on Purchase Decisions**

Based on the test results, it can be concluded that the store atmosphere and product quality have a significant simultaneous effect on purchasing decisions. This shows that the higher the store atmosphere and the quality of the products offered, the higher the consumer decides to buy. The results of this study are in line with and strengthened by previous research conducted by Yulinda et al., (2021), entitled The Effect of Store Atmosphere and Product Quality on Purchase Decisions

## **CONCLUSION**

The results of this study are to test and measure the effect of Store Atmosphere and Product Quality on coffee purchasing decisions in case studies at Kompanyon shops that have never been studied before. The results of the study show three hypotheses that describe the Store Atmosphere have a positive and significant effect on purchasing decisions by 39.8% and have a fairly good criterion value. The results also found that product quality has a positive and significant effect on purchasing decisions by 22.6% and has a fairly good criterion value. In addition, the results of the study also found that Store Atmosphere and Product Quality simultaneously had a significant effect of 62.4% and had a fairly good criterion value.

Customers have a tendency to get the feeling that they can handle shopping situations, where customers are required to have a high degree of personal control. (Hui & Bateson, 1991; Spies et al., 1997) explained that the perception of personal control in shopping situations is positively related to increased pleasure so that it affects consumer purchasing decisions. Control over personal feelings may be due to a clear store layout (Bitner, 1992; Spies et al., 1997). In Scherer's approach, comparison with norms and standards primarily refers to a person's evaluation of his or her own behavior. The stimulus for evaluation checks is relevant to the findings (Parasuraman et al. 1990; Spies et al., 1997) that customers compare the actual evidence of a store with what they think.

The results of the field findings indicate the need for Kedai Kompanyon to repair the front store and the internal decoration of the Kompanyon store will generate customer interest in taking advantage of photo spots in front of the store. The Kompanyon Shop also needs to further expand its parking facilities so that it can accommodate more vehicles. Room lighting at the Kompanyon Shop needs to add pendant lights in each room. The Kompanyon Shop should also provide live music which is currently a trend, the improvement of the seat layout at the Kompanyon Shop should be varied, there is a need for additional shelves for goods and it is better to clarify the signs, such as free wifi, directions to the toilet.

Kedai Kompanyon intensively through social media brings up the latest types and variants for food and beverage products, There needs to be an equalization of product presentation with the provided catalog, there is a need for more instagramable product plating, It is better to use airtight containers so that product durability is more durable , The aesthetics of presentation needs to use a unique plate, add toppings to make the presentation of the product more attractive, Pay more attention to prices with the amount of products offered, Pay more attention to critique and suggestion services, you should provide admin for criticism & suggestion services so that they respond more quickly to consumer/visitor

complaints, need to improve product quality with selected ingredients, it is better to do promotions through social media more often. Product quality that must be improved especially has product certification.

This is in line with the opinion (Wang and Chu, 2019) Certification is about product differentiation, promising higher standards and giving consumers a channel to choose safer and healthier supply chains over standard ones. Thus the recognition of product quality can be a reference for visitors. In addition, it is necessary to add photo spots in front of the store such as rattan swings, and other photo spots as well as add decorations, it is better to choose a location that is not on a bend in the road, every weekend it is better to do a buy 2 get 1 promotion or a 10% discount on all products, it's better to add payment methods using ovo, gopay and others.

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