THE IMPACT OF STORE ATMOSPHERE TOWARD PURCHASE INTENTION

(Empirical Study in Miniso Surakarta)

Submitted as a Partial Fulfillment of the Requirement for Obtaining a Bachelor Degree of Management at the Faculty of Economics and Business

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MANAGEMENT DOUBLE DEGREE PROGRAM
ECONOMICS AND BUSINESS FACULTY
UNIVERSITY OF MUHAMMADIYAH SURAKARTA
2021
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Surakarta July 27, 2021
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Abstrak


Kata kunci: Suasana Toko, Niat Beli, Musik, Pencahayaan, Warna, Tata letak.

Abstract

This study was conducted to analyze the effect of store atmosphere (music, lighting, color, and display) on consumer Purchase Intentions. This research was conducted at Miniso Surakarta using a sample of 105 respondents aged 15 years over and stay in Surakarta. This study uses quantitative research to determine the effect of store atmosphere on consumer purchase intention. The data collection method used non-probability sampling with convenience sampling, where the researcher has no special criteria. Methods of data collection using questionnaires. The analytical tool used in this study is a multiple linear regression test through IBM SPSS statistic 25. In this study, it is stated that the influence of store atmosphere on purchase intention is concluded that music, color and display influence consumer purchase intentions while, lighting do not affect consumer purchase intention.

Keyword: Store Atmosphere, Purchase Intention, Music, Lighting, Color, Display.

1. INTRODUCTION

Nowadays people are increasingly selective in choosing the best quality goods and services at the appropriate prices. Therefore, it is important for companies to
determine the right strategy to attract people's purchase intention in a product. Put forward that buying interest is the behavior of consumers who have a desire to buy or choose a product, based on experience in choosing, using, consuming, or even wanting a product according to Kotler and Keller (2016), the consumer behavior and company in addition to providing products, the company also needs to pay attention to the convenience of consumers when visiting. Like shopping centers that we often visit in big cities for example, large malls or other shopping centers.

Purchase intention is a component of consumer attitudes that arise from consumers when they see a product or item. According to Kinnear and Taylor (2003) Purchase intention is the response shown by consumers before making a purchase decision, so this purchase intention is the stage where the respondent's tendency to act before the buying decision is actually implemented.

Companies can improve the facilities and convenience stores to increase sales and attract visitors by providing interior and exterior design of the convenience store to influence consumer purchase intention. According Berman and Evans (2018) defines as follows "Store Atmosphere is a store physical characteristics that can indicate an image impression stores and attract consumers".

One of the companies that implement store atmosphere is Miniso. Miniso is a Chinese retail chain that sells various goods at low prices, including cosmetics, stationery, toys, electronic devices, and kitchen appliances. Miniso was founded in 2011 by Japanese designer Junya Miyake and Chinese conglomerate Ye Guofu. Conducted research was in Miniso because many Surakarta residents like to shop and travel from mall to mall.

Regarding the store atmosphere of the store Levy and Weitz (2012) stated that: "Store atmosphere is an environmental design through visual communication, music, lighting, color, display/layout stimulate customer perceptions and emotional responses and ultimately influence customer behavior in buying goods." Music provides convenience to consumers, and several shops offer entertainment, exciting music, and following the current trend. Lighting, visiting will attract customers to
the brightest things that are in their sights. Color is an essential factor for a store where the color represents the concept of a shop. Product display is the arrangement of merchandise in a particular place to attract consumer interest, making it easier for consumers to see, choose, and finally buy the product or goods offered. And some of the things that have been mentioned above are factors stimulate customer perceptions and emotional responses and ultimately influence customer behavior in buying goods”.

The environment has a significant influence on consumers’ emotions and purchase intention. In previous research, The atmosphere was always presented as the quality of space around, and it was described in sensory terms (Mowen & Minor, 2002). The store atmosphere is a situation of an area. The cafe atmosphere's role is to stimulate customer purchasing decisions, influence positive stimulus through exterior conditions and store layouts, and pay attention to spatial planning and distance between tables.

And other studies stated that the store environment (physical facilities, displays, and point of purchase) affects the emotional response (positive emotions and satisfaction) on the intention to buyback. Physical facilities are considered capable of creating satisfaction, product appearance and place of purchase are considered capable of arousing positive emotions from consumers. Consumers with positive emotions, as a result of a pleasant environment, tend to feel satisfied and intend to buy the same product later. (Gunawan, 2014).

Consumer purchase interest, namely the attitudes, interests, and actions taken by consumers in the decision-making process and planning purchases of the number of brands. Consumer interest is strongly influenced by product characteristics, selection of the product's benefits, and the price determined by the marketer. Purchase intention is the tendency to buy a brand and generally based on the suitability between the purchase motive, and the attributes or characteristics of the brand can be considered (Belch & Belch, 2004). Based on Kotler and Keller (2016). Purchase intention is a form of consumer behavior who wishes to buy or choose a product based on experience, use, and desire for a product.
The atmosphere is a planned environment following the target market and can attract consumers to buy (Kotler & Philip, 2007). One promotion or marketing strategy that a company can carry out is to create a store atmosphere that is safe and comfortable so it can give an attractive impression to consumers, it creates purchase intention influence consumers to make purchases (Kotler & Philip, 2007).

2. METHOD

2.1 Research design and variables
This study applied quantitative research design. This study consists of the X variable, namely store atmosphere music, lighting, color, display/layout. For variable Y, namely purchase intention. Data collection methods to be obtained using a questionnaire, to get responses from visitors of Miniso Surakarta.

2.2 Data and data sources
The data used in this study is primary data, where data obtained through questionnaires. Primary data using data sources received directly from informants (Sugiyono, 2015). Primary data is data collected from the object of research and gain from respondents’ answers through questionnaires. In this study, the research questionnaire distribution is done online or through Google form.

2.3 Sampling Design
This study uses nonprobability sampling, which does not provide the same opportunities for each element or member of the population to be selected into a sample (Sugiyono, 2015). The non-probability sampling method used in this study is to use convenience sampling. Convenience sampling is a method of determining the model by choosing a random sample (Sugiyono, 2015). Convenience sampling is anyone who agrees to provide the required information with the researcher either meeting directly or indirectly can be used as a sample in this study if the respondent is suitable as a data source. The number of samples in this study as many as 105 people.
2.4 Data Analysis Methods

A validity test is a test used to show the extent to which a measuring instrument is used in a measure of what should be measured. Reliability test is one of the tools used to measure a questionnaire in the form of an indicator of a variable. And the Classical Assumption Test will used Normality Test, multicollinearity test, heteroscedasticity test, Determination Coefficient Test (R²), Test F works to find out if independent variables simultaneously affect dependent variables. And then hypothesis testing will used Multiple Linear Regression Test, T-test, to see the significant effect the independent variable partially to the dependent variable by assuming the other independent variables are constant.

3. RESULT AND DISCUSSION

3.1 Normality Test

Based on the output, it can be seen that the plotting points always follow and approach the diagonal line, thus it can be concluded that the residual values are normally distributed.

3.2 Multicollinearity Test

<table>
<thead>
<tr>
<th>No</th>
<th>Variable</th>
<th>Tolerance</th>
<th>VIF</th>
<th>Explanation</th>
</tr>
</thead>
<tbody>
<tr>
<td>1.</td>
<td>Music</td>
<td>.568</td>
<td>1.756</td>
<td>Non - Multicollinearity</td>
</tr>
<tr>
<td>2.</td>
<td>Lighting</td>
<td>.699</td>
<td>1.432</td>
<td>Non - Multicollinearity</td>
</tr>
<tr>
<td>3.</td>
<td>Color</td>
<td>.533</td>
<td>1.878</td>
<td>Non - Multicollinearity</td>
</tr>
<tr>
<td>4.</td>
<td>Display/layout</td>
<td>.506</td>
<td>1.977</td>
<td>Non - Multicollinearity</td>
</tr>
</tbody>
</table>

Source: processed data by SPSS 2021.

Based on the multicollinearity test, it is known that the tolerance value of each variable is > 0.10 and the VIF value of each variable is < 10. It can be interpreted that each independent variable in the regression model is free from multicollinearity indication.
3.3 Heteroscedasticity Test

In accordance with the data in the table above that can be describe music is 0.319, lighting 0.785, color 0.489, display/layout 0.056 and all variables is more than 0.05 it means that the data is homoscedasticity or no heteroscedasticity.

Table 2. Heteroscedasticity Test

<table>
<thead>
<tr>
<th>No</th>
<th>Variable</th>
<th>Significance</th>
<th>Significance level</th>
<th>Conclusion</th>
</tr>
</thead>
<tbody>
<tr>
<td>1</td>
<td>Music</td>
<td>0.319</td>
<td>0.05</td>
<td>Non-heteroscedasticity</td>
</tr>
<tr>
<td>2</td>
<td>Lighting</td>
<td>0.785</td>
<td>0.05</td>
<td>Non-heteroscedasticity</td>
</tr>
<tr>
<td>3</td>
<td>Color</td>
<td>0.489</td>
<td>0.05</td>
<td>Non-heteroscedasticity</td>
</tr>
<tr>
<td>4</td>
<td>Display/layout</td>
<td>0.056</td>
<td>0.05</td>
<td>Non-heteroscedasticity</td>
</tr>
</tbody>
</table>

Source: processed data by SPSS 2021.

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</tr>
</tbody>
</table>

Source: processed data by SPSS 2021.
3.5 Determination Coefficient Test (R²)

Table 4. Determination Coefficient Test (R²)

<table>
<thead>
<tr>
<th>Model</th>
<th>R</th>
<th>R Square</th>
<th>Adjusted R Square</th>
<th>Std. Error of the Estimate</th>
</tr>
</thead>
<tbody>
<tr>
<td>1</td>
<td>.858&lt;sup&gt;a&lt;/sup&gt;</td>
<td>.736</td>
<td>.726</td>
<td>1.441</td>
</tr>
</tbody>
</table>

Source: processed data by SPSS 2021.

From the table above, the value of Adjusted R Square is 0.858 or 85.8%. This shows that Purchase Intention can be explained by music, lighting, color, display/layout, while 26.4% is explained by other variables outside the study.

3.6 F-Test

From the information of ANOVA table, the F calculated is 69.736 and F table is 2.42 (df 1 (k)=4, df 2 (n-k) 0=100). When the F count is contrasted to F table esteem can be seen that the factual trial of the dispersion F count > F table is 69.736> 2.70. The test result can be seen additionally centrality of the significance value (0.000) < 0.05, so Ho in this research is rejected or Hi is accepted. It means that the H₁, H₂, H₃, and H₄ in this research are accepted.

Table 5. F-Test

<table>
<thead>
<tr>
<th>ANOVA&lt;sup&gt;a&lt;/sup&gt;</th>
</tr>
</thead>
<tbody>
<tr>
<td>Model</td>
</tr>
<tr>
<td>-------</td>
</tr>
<tr>
<td>1</td>
</tr>
<tr>
<td></td>
</tr>
<tr>
<td></td>
</tr>
</tbody>
</table>

a. Dependent Variable: Purchase Intention (Y)

b. Predictors: (Constant), music (X₁), lighting (X₂), color (X₃), display/layout (X₄)

Source: processed data by SPSS 2021.
3.7 Multiple Linear Regression

Table 6. Multiple Linear Regression

<table>
<thead>
<tr>
<th>Model</th>
<th>Unstandardized Coefficients</th>
<th>Standardized Coefficients</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>B</td>
<td>Std. Error</td>
</tr>
<tr>
<td>(Constant)</td>
<td>-1.388</td>
<td>1.302</td>
</tr>
<tr>
<td>Music (X1)</td>
<td>.278</td>
<td>.057</td>
</tr>
<tr>
<td>Lighting (X2)</td>
<td>.106</td>
<td>.077</td>
</tr>
<tr>
<td>Color (X3)</td>
<td>.209</td>
<td>.102</td>
</tr>
<tr>
<td>Display/layout (X4)</td>
<td>.518</td>
<td>.082</td>
</tr>
</tbody>
</table>

a. Dependent Variable: Purchase Intention (Y)

Source: processed data by SPSS 2021.

Based on the description above, using the Unstandardized Coefficients column, the following multiple linear regression equation is obtained:

a) Variable music (X1)

The value of the regression coefficient of music variable is 0.278, it can be interpreted that music has a positive impact on consumer purchase intention.

b) Lighting variable (X2)

The regression coefficient of lighting variable is 0.106. It can be interpreted if there is no positive impact on consumer purchase intention.

c) Variable color (X3)

The regression coefficient of the lighting variable is 0.209. It can be interpreted if color has a positive impact on consumer purchase intention.

d) Variable display/layout (X4)

The regression coefficient value of the lighting variable is 0.518. It can be interpreted that display has a positive impact on consumer purchase intention.
3.8 T-Test

Based on the t test, it can be concluded:

a) Based on the data analysis obtained, there is a significant influence between the music variable on purchase intention. This is because the t-count value is 4.899 > t-table 1.984 and the significance value is 0.000 < 0.005. So, it can be concluded that the music variable has a positive and significant influence on purchase intention.

b) Based on the data analysis obtained, there is an insignificant effect between the lighting variable on purchase intention. This is because, the value of t arithmetic is 1.372 > t table is 1.984 and the significance value is 0.173 > 0.005. So, it can be concluded that the lighting variable partially has a positive but not significant effect on the purchase intention.

c) Based on the acquisition of data analysis, there is a significant effect between the color variable on purchase intention. This is because, the value of t arithmetic is 2.052 > t table is 1.984 and the significance value is 0.43 > 0.005. So, it can be concluded that the lighting variable partially has a positive but not significant effect on the purchase intention.

d) Based on the acquisition of data analysis, there is a significant influence between display variables on purchase intention. This is because the t-count value is 6.29 > t-table 1.984 and the significance value is 0.000 < 0.005. So, it can be concluded that the music variable has a positive and significant influence on purchase intention.

3.9 The impact of Music on Purchase Intention

The first hypothesis test result show there is a significant influence between the music variable on purchase intention. Because the significance value is 0.000 < 0.005. The result supported by the previous research that is Music defined as a pleasant sound that influences the conscious and unconscious decisions of consumers (Banat & Wandebori, 2012). So, it can be concluded that the music variable has a positive and significant influence on purchase intention.
3.10 The impact of Lighting on Purchase Intention
Testing the two hypothesis shows lighting has a positive but not significant effect. Because significance value is 0.173 > 0.005. Lighting does not effect on customer purchase intention.

3.11 The impact of Color on Purchase Intention
Based on the acquisition of data analysis, there is a significant effect between the color variable on purchase intention. Because significance value is 0.43 > 0.005. So, it can be concluded that color partially has a positive and significant effect on purchase intention. Color shows significant impact on the consumer purchase intention which means the color of the retail chain outlets has a significant and positive impact on consumers while shopping.

3.12 The impact of Display
Based on the acquisition of data analysis, there is a significant influence between display variables on purchase intention. Because the significance value is 0.000 <0.005. Which means that there is a significant relationship between the consumers’ purchase intention and product display/layout. Therefore it is important for the store to pay attention to the arrangement of the store because the display of the store can affect consumers' purchase intentions. It is supported by previous research. Customer movement in the store is influenced by the appearance of products in the store (Belch & Belch, 2004).

4. CONCLUSION
Based on the research results on Music, Lighting, Color, Display/Layout, On Customer Purchase Intentions at Miniso Surakarta, it can be concluded.

4.1 Implication of Study
1. Music has a positive effect on consumer purchase intentions. This shows that the presence of music in a store positively influences consumers' purchase intentions.
2. Lighting does not have a positive effect on consumer purchase intentions. This shows that the presence of lighting in a store does not positively influence consumers’ purchase intentions.

3. Color does not have a positive effect on consumer purchase intentions. This shows that the presence of color in a store does not positively influence consumers' purchase intentions.

4. Display/layout has a positive effect on consumer purchase intentions. This shows that display/layout in a store has a positive influence on consumers' purchase intentions.

4.2 Limitations of the Research

This study has several limitations, including:

1. The number of samples taken is small, only 105 respondents. A larger and more representative sample can produce stronger results.

2. In this study only had four variables studied, namely music, lighting, color and display.

3. Media dissemination questionnaire is limited via online (google form) only, due to the Covid-19 pandemic in most of the Indonesia, especially Surakarta, so that the distribution of data unevenness.

4.3 Suggestion

Based on the results of research, discussion, and conclusions obtained, the suggestions that can be given are as follows:

1. Based on the analysis that the researchers conducted on the influence of store atmosphere on purchase intentions, it was concluded that music and displays are factors that influence consumers’ purchase intentions, while lighting and color do not affect consumers’ purchase intentions.

2. For further researchers, if you want to do research with the same theme, it is recommended to choose another research object or add additional variables to existing variables.
BIBLIOGRAPHY


