

CHAPTER I

INTRODOCTION

A. Background

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". Therefore, Store atmosphere is one of the essential things to attract consumers' purchase intention. Providing a comfortable store atmosphere can give a good impression to visitors so that consumers are interested in visiting and staying longer in the store. The shopping convenience primarily determined by the physical facilities in the sales area or the store's atmosphere. The selection of unique product types and aesthetic product appearance will provide interest and convenience. Hence, consumers feel comfortable, then ultimately stimulates consumer purchase intentions, makes the consumer feel satisfied with the experience of visiting and buying goods in the store.

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. Miniso is one of the outlets that young people in Surakarta often visit because they offer "Simple life" and unique products that attract many people. This study wants to know what factors affect consumers to cause consumer purchase intention. Seeing Miniso is a retailer that provides some products or goods in great demand by the public, especially among teenagers. The target market Miniso leads to millennials who love cute characters and modern fashion that is affordable.

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).

According to the background, the researcher intends to examine the effect of the store atmosphere, which consists of music, lighting, color, and display/layout, on consumer buying interest in Miniso Surakarta.

B. Research Problem

Based on the background of the problems that have been discussed previously, then the research problem in this study is:

1. Does music store significantly affect purchase intention in Miniso store in Surakarta?
2. Does lighting store significantly affect purchase intention in Miniso store in Surakarta?
3. Does color store significantly affect purchase intention in Miniso store in Surakarta?
4. Does display/layout store significantly affect purchase intention in Miniso store in Surakarta?

C. Research Purposes

Based on the previous research problem, then this research aimed at

1. To analyze the effect of music store on purchase intention in Miniso store in Surakarta

2. To analyze the effect of lighting store on purchase intention in Miniso store in Surakarta
3. To analyze the effect of color store on purchase intention in Miniso store in Surakarta
4. To analyze the effect of display store on purchase intention in Miniso store in Surakarta

D. Research Benefit

1. The theoretical benefit

This research is expected to provide thought contribution benefits for further research and add research data related to marketing strategies that can be used for further researchers to serve as a research reference. And this research also expected to be useful in management science Marketing, which is related to the effect of store atmosphere on consumer purchase intention in Miniso Surakarta

2. Practical benefits

- a) For authors

This research is an implementation of the knowledge that has been acquired during the lecture period and to improve writing knowledge and skills.

- b) For companies This study aims to provide input for companies in implementing appropriate marketing strategies in selling their products.

E. Thesis Structure

The writing system of this thesis which consist of five chapter with the following details.

CHAPTER I INTRODUCTION

This chapter discusses several things such as the background of the problem, problem formulation, research objectives, research contributions and overall writing systematics.

CHAPTER II LITERATURE REVIEW

This chapter describes the theories that form the basis of research analysis which includes literature review, previous research, hypotheses and frameworks of thought.

CHAPTER III RESEARCH METHODS

This chapter describes the type of research, research design, data and data sources, data collection methods, variables and measurements, and data analysis methods.

CHAPTER IV RESEARCH RESULTS AND DISCUSSION

This chapter includes an overview of the research object, data description, results of data analysis and discussion.

CHAPTER V CONCLUSION

This chapter contains conclusions, research limitations and suggestion.