

THE INFLUENCE OF STORE ATMOSPHERE ON CONSUMER PURCHASE DECISION AT KAWAN BARU RESTAURANT MEGA MAS MANADO

*PENGARUH SUASANA TOKO TERHADAP KEPUTUSAN PEMBELIAN KONSUMEN PADA RESTORAN
KAWAN BARU MEGA MAS MANADO*

by:

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Abstract: Culinary business is a business type that's growing rapidly in the city of Manado. Nowadays, a taste of food, price, services and quality of the foods no longer being a major consideration for the culinary connoisseur. The store atmosphere becomes an important factor for consumers to choosing a place for dine. The research aim to analyzing the influence of store atmosphere on Kawan Baru Restaurant Mega Mas Manado. The analytical methods of analysis used by multiple linear regression analysis techniques. The data used in this research is primary data obtained through the questionnaire distributed to consumer Kawan Baru Restaurant Mega Mas Manado. Based on the analysis the results are store exterior, general interior, store layout and interior display significantly influence consumer's purchase decision on Kawan Baru Restaurant Mega Mas Manado. Based on the results of this research, the restaurant management should be more understanding of the marketing strategy related to the restaurant atmosphere and the benefits that accrue when the atmospheric restaurant can impress consumers, this increasing satisfaction and intentions consumer behavior.

Keywords: *store atmosphere, consumer purchase decision*

Abstrak: *Bisnis kuliner adalah jenis bisnis yang sedang berkembang pesat di Kota Manado. Saat ini, cita rasa makanan, harga, pelayanan dan kualitas makanan tidak lagi menjadi pertimbangan utama bagi penikmat kuliner. Suasana toko menjadi faktor penting bagi konsumen dalam memilih tempat untuk makan. Penelitian ini bertujuan untuk menganalisis pengaruh suasana toko terhadap restoran Kawan Baru Mega Mas Manado. Metode analisis yang digunakan asosiatif dengan teknik analisis regresi linier berganda. Data yang digunakan dalam penelitian adalah data primer yang diperoleh melalui kusioner yang didistribusikan ke konsumen restoran Kawan Baru Mega Mas Manado. Hasil analisis adalah eksterior toko, interior umum, tata ruang/letak toko dan display interior signifikan mempengaruhi keputusan pembelian konsumen pada restoran Kawan Baru Mega Mas Manado. Berdasarkan hasil penelitian, manajemen restoran sebaiknya lebih memahami strategi pemasaran yang berhubungan dengan suasana restoran dan manfaat yang diperoleh ketika suasana restoran dapat membuat konsumen terkesan, hal ini akan meningkatkan kepuasan dan ketertarikan pada perilaku konsumen.*

Kata kunci: *suasana toko, keputusan pembelian konsumen*

INTRODUCTION

Research Background

The role consumer behavior necessary to achieve the demands and needs of the target market of the company as a persuasive effort to stimulate and influence the purchase decision making process. Therefore the company needs to take the initiative to influence consumers in making purchasing decisions through consumer information aimed at the target so that the products offered actualized in the buying decision.

Business Catering (food) or is currently better known as the culinary business, the business types who always lively offered in the city of Manado. Until now, even the restaurant business is still very popular, but a change in lifestyle, taste, and enjoy procedures in or consume food in urban communities, especially the city of Manado, these culinary entrepreneurs bring new ideas to the restaurant that is considered more modern and will be preferred.

Associated with the situation, marketing strategy should be a top priority of every company in order to achieve it goals. Basically, the purpose of the company adheres to the concept of marketing is to give satisfaction to the consumers in meeting their wants and needs. For that we need an effective marketing strategy is key to consumer-oriented. One of the marketing strategies in store/retail outlet is designing the store atmosphere or atmospheric stores. The design is done such as to be able to attract consumers, sparking purchases by consumers, creating a certain atmosphere which then can affect people's emotions, and to be able to influence how consumers behave.

Price, quality and service is no longer a major consideration for the culinary connoisseur, the current atmosphere becomes an important factor for consumers in choosing a place to dine. The atmosphere is comfortable and homey into consideration for consumers before deciding to come or visit a particular café. Even some consumers who prefer to eat in a café than to eat at home fore reasons like atmosphere at a café in question. Kotler (2005:45) says the identity of a store can be communicated to consumers through decorating stores or wider than the atmosphere. Although a store's atmosphere is not directly communicate the quality of the product as compared to the ad, the atmosphere of the store is silent communication that can indicate the social class of the products that are inside. Therefore, according to Kotler (2005:80) it can be used as a tool to persuade consumers to use services or purchase of goods sold in the store. Kawan Baru Restaurant selected as the research object because the author wanted to know whether the store atmosphere influence the consumer's decision, more specifically choose the restaurant as a place to eat and drink the restaurant. Currently there are three Kawan Baru Restaurant in Manado.

Research Objectives

This research aims are to determine the effect of :

1. Store atmosphere on the consumer purchase decision at Kawan Baru Restaurant Mega Mas Manado.
2. Store exterior on the consumer purchase decision at Kawan Baru Restaurant Mega Mas Manado.
3. General interior on the consumer purchase decision at Kawan Baru Restaurant Mega Mas Manado.
4. Store layout on the consumer purchase decision at Kawan Baru Restaurant Mega Mas Manado.
5. Interior display on the consumer purchase decision at Kawan Baru Restaurant Mega Mas Manado.

THEORITICAL REVIEW

Marketing

Marketing is a total system of business activities specified for planning, pricing, promoting and distributing goods and services and satisfying the existing buyers and potential buyers. Marketing exists because of unfulfilled needs and desires of people (Kotler, 2005:10). As such, the marketing mix is defined as the mix of controllable marketing variables that the firm uses to pursue the desired level of sales in the target market (Churchill and Peter, 1995:16). Marketing is activity of business of communication between company and buyers.

Consumer Behavior

Schiffman and Kanuk (2004:8) defined consumer behavior as the behavior that consumers display in searching for, purchasing, using, evaluating and disposing of products and services that they expect will satisfy their needs. In order for the internet to expand as a retail channel, it is important to understand the consumer's attitude, intent and behavior in light of the online buying experiences. Why they use or hesitate to use it for purchasing? Consumer attitudes seem to have a significant influence on this decision (Greenberg, Sherman & Long, 2008). Consumer behavior is the process of consumer to go through when they make purchases and it involves factors that influence their decision and usage. Knowledge of consumer behavior is an indispensable input to promotional mix decisions. This in turn, is not confined to manufacturers but extends into the realms of the retailer and non profit marketers.

Store Atmosphere

In Atmosphere in marketing is a term used to describe the conscious design of an area in order to create a desired effect on consumers. It is the effort to design a shopping environment that produces emotional effects on the individual in order to increase their likelihood of buying (Kotler, 2005:50). Store atmosphere another element that is owned store weapons. Each store has a physical layout that makes it easy or difficult for buyers to swirl there in. Each store has the appearance. Store should establish a planned atmosphere that suits the target market and that can attract consumer to buy. Appearances store shop positioned in the minds of consumers (Mowen and Minor, 2002:57). The atmosphere is always presented as the quality of space around and it described in sensory terms. Store atmosphere is a situation of an area.

Consumer Decision

Kotler and Amstrong (2006:138) define the buyer recognizes a problem or a need. The need can be triggered by internal stimuli when one off the person's normal need rises to a level high enough to become a drive. A somewhat broader definition suggests they are consciously designed places, calculated to produce commercially significant actions (Arnould, Price & Tierney, 2008:90). Consumer decision is when consumers realize that they have a need for something in process information, select the best option to solve a problem. When a person has been aware of the need for it will search for information about products that can meet their needs. Before you make purchasing decisions of consumers will conduct an evaluation of the information obtained and consumers will seek out and pay attention to the products that can provide advantages or benefits sought by the consumer.

Previous Researchers

Schlosser (2008) in his article *The Functional Theory of Attitudes to Understandings the Influence of Store Atmosphere on Store Inferences*. Past research found there is significant relationship between store atmosphere and customer patronage intention. The use of store atmosphere has a number of purposes, among others, that the appearance of the retail stores to help determine retail store image and store positioning in the minds of consumers, and that an effective store layout will not only ensure the comfort and convenience but also has a considerable influence on traffic patterns and customer shopping behavior (Lamb, Hair and McDaniel, 2001) in their article *The Influence of the Store Atmosphere on the Consumer Behavior*. The aim of this paper is to put in evidence the influence of store atmosphere components on behavior replies (time of presence in the sales outlet, number of purchases articles, upward of buying articles) and emotional replies of consumers.

Conceptual Framework

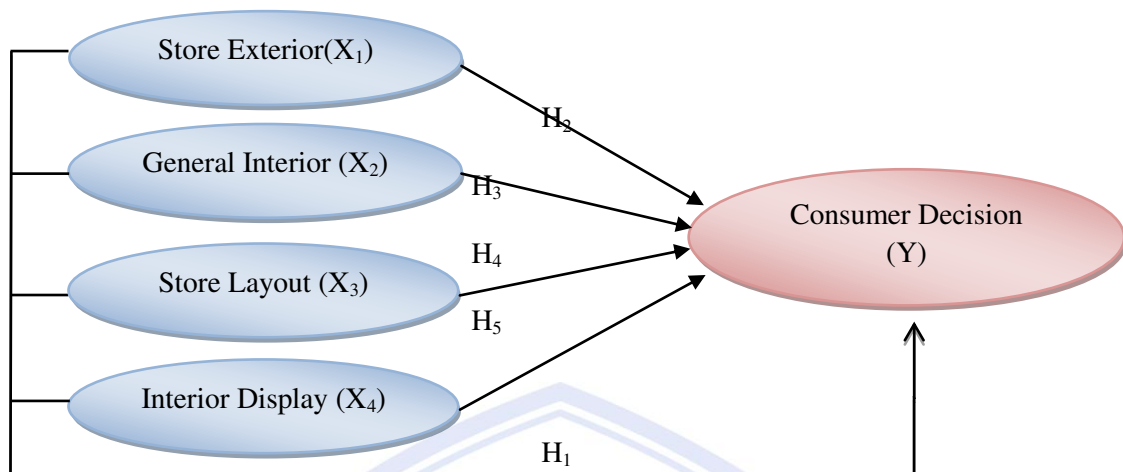


Figure 1. Conceptual Framework

Source :processed data, 2015

Research Hypothesis

The theoretical basis and the results of previous research, the following research hypothesis:

H₁: Store atmosphere influence on consumer decisions on Kawan Baru Restaurant Mega Mas Manado.

H₂: Store exterior influence on consumer decisions on Kawan Baru Restaurant Mega Mas Manado.

H₃: General interior influence the consumer's decision on Kawan Baru Restaurant Mega Mas Manado.

H₄: Store layout influence the consumer's decision on Kawan Baru Restaurant Mega Mas Manado.

H₅: Interior display affect the consumer's decision on Kawan Baru Restaurant Mega Mas Manado.

RESEARCH METHOD

Type of Research

The researcher tries to explore this study using the associative methodology. Specifically the researcher using quantitative methodological approach to explore the problem and reach the research objective which is to analyze how Store Atmosphere affecting the Consumer Purchase Decision on Kawan Baru Restaurant Mega Mas Manado.

Place and Time of Research

Research object was at consumer Kawan Baru Restaurant Mega Mas Manado. The research was conducted in Manado between January-April 2015.

Population and Sample

Population is a generalization region consisting of the object-subject has certain characteristics and the quantity applied by researchers to be learned and then drawn conclusions. The study population was consumer Kawan Baru Restaurant Mega Mas Manado. Sekaran and Bougie (2009:72) defined sample is a subset of a population that comprises some members selected from it. Samples are taken of 75 respondents. This amount meets the minimum standard sampling criteria which is five times larger than the estimated parameters.

Data Collection Method

1. Primary data refer to information obtained first-hand by the researcher on the variables of interest for the specific purpose of the study. Individual provide information when interviewed, administered questionnaires, or observed. Group depth interviews or focus groups, are the other rich source of primary data (Sekaran and Bougie, 2009:85).

2. Secondary data refer to the data gathered for some other purpose than the immediate study. Sometimes it is called desk research while the primary data are called field research.

Data Analysis Method

Multiple Regression Analysis Method

Multiple regression analysis is the appropriate technique to use when there are several independent variables that need to be examined for their influence on a dependent variable.

Test Classical Assumption

Heteroscedasticity

Heteroscedasticity implies that the variances (i.e. - the dispersion around the expected mean of zero) of the residuals are not constant, but that they are different for different observations. This causes a problem: if the variances are unequal, then the relative reliability of each observation (used in the regression analysis) is unequal.

Normality

Normality test aims to test the regression model whether the dependent variable with several independent variables has a normal distribution or not. Normality test is a method for testing whether a specified probability distribution resulted in a given data sample from a population.

Multiple Linear Regression Analysis Models

In connection with the problems analyzed in this study consists of three independent variables and one dependent variable, the analysis tool used is multiple regression analysis. This method is used to determine how much influence store exterior (X_1), general interior (X_2), store layout (X_3), interior display (X_4), consumer decision (Y), either simultaneously or partially. The formula for multiple regression analysis method is as follows:

$$Y = a + b_1 X_1 + b_2 X_2 + b_3 X_3 + b_4 X_4 + e$$

Where

Y	=	Consumer decision
X_1	=	Store exterior
X_2	=	General interior
X_3	=	Store Layout
X_4	=	Interior display
b_{1-4}	=	Regression coefficient
e	=	Error

RESULT AND DISCUSSION

Validity and Reliability Test

Result is visible that significant value for each statement is $< \alpha$ which is 0.05. Hence it can be concluded that every statement is valid. Cronbach alpha value for every statement $> 0,6$ for the conclusion shows that every statement is reliable.

Classical Test Assumptions

Heteroscedasticity Test

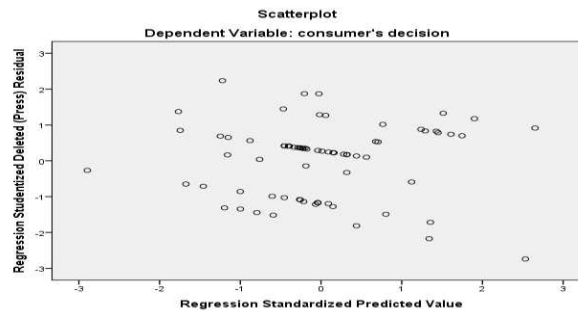


Figure 1. Heterosdasticity Result
 Source :processed data (2015)

Shows that in the regression equation are not heterosdasticity. This is evident from the spread of the points that do not have a clear pattern, and the points are spread above and below the 0 on the Y axis, so that the equation is not the case heterosdasticity symptoms.

Normality Test

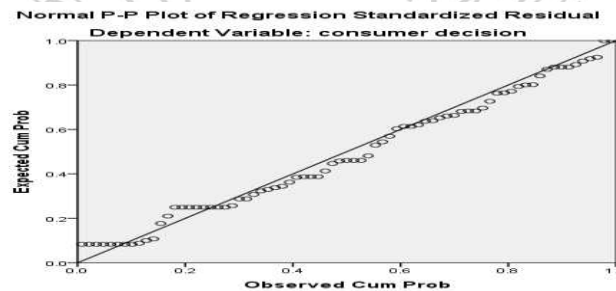


Figure 2. Normality Result
 Source : processed data (2015)

It can be seen that the data is spread around the diagonal line and follow the direction of the diagonal line, then the data is normally distributed with a regression model that can be said to have met the assumption of normality.

Multiple Regression Analysis Method

To measure the effect of independent variables (X) on the dependent variable (Y).

Table 1. Result of Multiple Linear Regression Analysis

Variable	B	Beta	t	Inform
(Constant)	0.519			
Store exterior (X ₁)	0,351	0.354	0,002	Significant
General interior (X ₂)	0.246	0.250	0,000	Significant
Store layout (X ₃)	0,302	0.261	0,001	Significant
Interior display (X ₄)	0.194	0.205	0,004	Significant
t table	= 2.000			
R	= 0.942			
R Square	= 0.887			
Fhitung	= 137.869			
Sig F	= 0.000			
Ftable	= 2.717			

Source : Result of primary data processed, (2015)

The constant value of 0519 means that if the variable store exterior, general interior, store layout and interior display is considered 0 (zero) or omitted, consumer decisions on Kawan Baru Mega Mas Manado is equal to 0519. Value 0.351 X_1 means that, if the variable store exterior (X_1) increased by 1 unit, then consumer decisions on Kawan Baru Restaurant Mega Mas Manado will increase by 0.351 with the assumption that other variables held constant or constant. Value 0.246 X_2 means that, if the variable general interior (X_2) increased by 1 unit, it will increase consumer decisions on Kawan Baru Restaurant Mega Mas Manado for 0246 on the assumption that other variables held constant or constant. Value 0.302 X_3 means that, if the variable store layout (X_3) increased by 1 unit, it will increase consumer decisions on Kawan Baru Restaurant Mega Mas Manado at 0.302 with the assumption that other variables held constant or constant. Value 0.194 X_4 means that, if the variable interior display (X_4) increased by 1 unit, it will increase consumer decisions on Kawan Baru Restaurant Mega Mas Manado at 0.194 with the assumption that other variables held constant or constant.

Hypothesis Testing

Hypothetical Formula which is examined with the significance stage used in this research is 5% or $\alpha = 0,05$. Therefore, the result of this research is:

Simultaneously Hypothesis Testing (F-test)

To determine the influence of independent variables together on the dependent variable. Of the value F_{hitung} showed a value of 99.374 (significance $F = 0.000$). So $F_{hitung} > F_{table}$ ($137\ 869 > 2.471$) or $Sig\ F < 5\%$ ($0.000 < 0.05$). It means that together store exterior variable (X_1), general interior (X_2), store layout (X_3) and interior display (X_4) significantly influence consumer decision variable (Y) simultaneously or H_1 is accepted.

Hypothesis Testing In Partial (t-test)

Partial hypothesis test is used to determine the influence of independent variables on the dependent variable together if the value $t_{count} > t_{table}$ or $p < 0.05$ then H_a accepted.

The calculation that can be seen the following results:

Variable store exterior (X_1) t_{count} of 5.074 with a probability of 0.000. Because $t_{count} > t_{table}$ ($5.074 > 2.000$) or $sig\ t < 5\%$ ($0.000 < 0.05$) the partially variable store exterior (X_1) positive significant effect on consumer decision variable (Y) when the other independent variables fixed value or H_1 is accepted. Variable general interior (X_2) t_{count} of 3.653 with a probability of 0.000. Because $t_{count} > t_{table}$ ($3.653 > 2.000$) or $sig\ t < 5\%$ ($0.000 < 0.05$) the partially variable general interior (X_2) positive significant effect on consumer decision variable (Y) when the other independent variables fixed value or H_2 is accepted. Variable store layout (X_3) t_{count} of 4.289 with a probability of 0.000. Because $t_{count} > t_{table}$ ($4.289 > 2.000$) or $sig\ t < 5\%$ ($0.000 < 0.05$) the partially variable store layout (X_3) positive significant effect on consumer decision variable (Y) when the other independent variables fixed value or H_3 is accepted. Variable interior display (X_4) t_{count} of 2.969 with a probability of 0.000. Because $t_{count} > t_{table}$ ($2.969 > 2.000$) or $sig\ t < 5\%$ ($0.000 < 0.05$) the partially variable interior display (X_4) positive significant effect on consumer decision variable (Y) when the other independent variables fixed value or H_4 is accepted.

Discussion

This concept describes the relationship between the concept of linkage relationship between the atmosphere and stores buying interest. Strategies store atmosphere is a strategy involving various attributes stores to attract consumer's purchasing decisions. This opinion is supported by the notion that store atmosphere can affect the positive buyers an emotional state and circumstances can lead to the purchase is exactly what happened. Positive emotional state will create two dominant feelings that evoke feelings of pleasure and desire. Schlosser (2008) says that consumers often judge a store on the first visible impression of the atmosphere of the store, whether it be the layout, lighting, music, color shop and spatial. And it's often also the reason why a consumer has an interest or not to shop to the store. Store atmosphere designed appropriately and good will can certainly encourage consumers to buy goods. The support elements include a store room atmosphere exterior, general interior, store layout, interior display, all of which will be integrated to form an image or image store expected (Berman & Evans, 1992:354). This store image creates a perception in the eyes of visitors and can be stimuli to get into the store, which continues the process of interactions to purchase. It is important for all concerned to be able to understand well the object store as well as the desired image so that resulting design is

not just an ideal but an attractive design and can sell. Store exterior significantly influence consumer decisions. Berman and Evan (1992:463) that the characteristic exterior has a positive effect on consumer purchasing decision to make the purchases so it needs a mature concept and creative in planning the building exterior of the store. General interior significantly influence consumer decisions. Berman and Evan (1992:63) states that influence consumer decision to purchase goods with a certain amount is structuring general interior.

CONCLUSION AND RECOMMENDATION

Conclusion

The conclusion of this research concluded as follows:

1. Store exterior significantly influence consumer purchase decisions on Kawan Baru Restaurant Mega Mas Manado.
2. General interior significantly influence consumer purchase decisions on Kawan Baru Restaurant Mega Mas Manado.
3. Store layout significantly influence consumer purchase decision on Kawan Baru Restaurant Mega Mas Manado.
4. Interior display significantly influence consumer purchase decision on Kawan Baru Restaurant Mega Mas Manado.

Recommendation

1. The owner of the restaurant need to understand consumer behavior. Consumer behavior is a science that can be learned, so that marketers can capture the opportunities how to create an attractive restaurant that consumers visit.
2. The restaurant management need to understand the marketing strategy related to the atmosphere and the benefits that accrue when the atmosphere restaurant can impress consumers, this increasing satisfaction and positive intentions consumer behavior.

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