



The influence of store atmosphere, promotion, and location Kenari Jaya Bordir on buying interest

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ABSTRACT

The phenomenon that occurs at "Kenari Jaya Bordir" in Rembang District, Pasuruan Regency based on the results of interviews with the owner of "Kenari Jaya Bordir" can be several problems, such as the Store Atmosphere is comfortable with the right lighting, beautiful exterior and interior, the store has carried out promotions banner installation, the location of the "Kenari Jaya Bordir" shop is also quite strategic in the shop area so that it is easy to reach, however, customers and sales are still relatively small compared to competitors around it. The population in this study were "Kenari Jaya Bordir" consumers, who made purchases from 8 to 21 October 2022. The sampling technique used non-probability sampling with a purposive side method which was judgmental sampling so that 47 respondents were obtained.

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INTRODUCTION

In every business activity, basically the main objective is to obtain maximum profit. Business owners are required to maximize their existing potential in order to survive in increasingly fierce business competition. Companies must be able to identify the needs and desires of consumers. That way, consumers will feel satisfied and ultimately profitable for the company. The increase in the existence of clothing stores such as distros and boutiques and even online shops in this modern era has resulted in intense competition in business. So that requires business people to maximize the existing potential and improve company performance in order to compete in the market.

Seeing market conditions with increasingly fierce competition, business people must be able to identify the strengths and weaknesses of their company. One of the strengths that must be owned by a company is to have uniqueness or characteristics that distinguish it from its competitors. The uniqueness can be in terms of product, Store Atmosphere, location, promotion strategy or even payment methods. In general, consumer behavior has the same character in choosing an item they want. With its uniqueness, it is able to attract consumer buying interest. Because everything that is different and unique will always be embedded in the minds of consumers.

One of the clothing stores in the Rembang area, Pasuruan Regency, is the "Kenari Jaya Bordir" shop which is located in a row of shophouses near the Rembang, Pasuruan highway. Where

the "Kenari Jaya Bordir" shop is a shop that sells products from various apparel manufacturers and sells directly to end-level consumers. In order to win the competition, this "Kenari Jaya Bordir" shop must be able to attract more customers than its competitors.

The objectives to be achieved from this research to find out and explain the influence of Store Atmosphere, promotions and location on buying interest.

Store Atmosphere is one part of the retail mix which has a very important meaning in running a business. Store Atmosphere is a physical characteristic that is very important for every retail business. It acts as a comfortable atmosphere in accordance with the wishes of consumers and makes consumers want to linger in the store and indirectly stimulates consumers to make purchases (Purnama, 2011). According to (Levy, M., & Weitz, 2012) The Store Atmosphere consists of two things, namely: Instore atmosphere and Outstore atmosphere. Instore atmosphere is the setting in the room. Outstore atmosphere is an outdoor setting. A good store atmosphere is able to influence consumer enjoyment when shopping and is able to create a comfortable and enjoyable shopping experience that might make consumers spend a lot of time and money due to a good store atmosphere.

Promotion is a kind of communication that gives convincing explanations to potential consumers about goods and services. And the goal is to get attention, educate, remind, and convince potential customers (Alma, 2013). According to (Ashari, 2012) stated "Promotion is marketers' effort to communicate with target audiences. Communication is the process of influencing others' behavior by sharing ideas, information or feelings with them". Promotion is a business carried out by marketers, communicating with prospective audiences.

In every business activity, location selection will affect the success of a business, although location is not the only factor that influences the success of a business. A strategic location will make it easier for consumers to reach it. Business location is an area where a business operates or a place where a business activity is carried out. (Faradiba, 2013) specifies the location in relation to where the company should be headquartered and conduct operations. A strategic location will make it easier for consumers to reach it. Business location is an area where a business operates or a place where a business activity is carried out.

According to (Hidayat, Elita, 2012) Consumer buying attitudes are often initiated and influenced by many stimuli from outside themselves, both in the form of marketing stimuli and stimuli from the environment. Purchase intention is part of the consumer behavior component. Consumer buying interest is the stage where consumers form their choices among several brands that are incorporated in the choice set and then ultimately make a purchase on an alternative that they like the most or the process that consumers go through to buy an item or service based on various considerations.

Previous research that underlies this research is research conducted by (Wahuni, 2019) with the title *The Influence of Store Atmosphere and Word Of Mouth Against Purchasing Decisions Through Purchase Intention*. (Murya, TP, & Wulandari, 2016) with the title *The Influence of the Promotion Mix on Purchasing Decisions at the Bandung Coop Store*. (Arifin, 2020) with the title *The Influence of Taste and Promotion on the Purchase Decision of the Surabaya Steamed Coated Hero*. (Purnomo, 2016) with the title *Effect of Price, Product Quality and Location Against Consumer Purchase Interest in Buying Local Rice*. (Gana, 2017) with the title *The Influence of Store Atmosphere on Consumer Purchasing Decisions (Study on Inggil Restaurant consumers in Malang City)*. (Irawan, 2014) with the title *The Effect of Promotional Strategy on Purchasing Decisions Mediated by Buying Interests in Matahari Department Store Yogyakarta Consumers*. (Anwar, 2022) with the title *Customer perceptions of service quality at BMT yadika bangil*. (Suriyok, 2022) *Analysis of Marketing Strategy in an Effort to Increase Number of New Student Admissions*. (Saifudin, 2017) *the Impact of Creativity and Innovation on Increasing Micro Enterprise Income at PKL Gading Fajar Sidoarjo*. (Abdullah, 2021) *The Impact of COVID-19 on the Indonesian Economy*.

RESEARCH METHOD

The population in this study were "Kenari Jaya Bordir" consumers. The sampling technique used was a non-probability sampling technique with a purposive side method which was judgmental sampling so that 47 respondents were obtained. Sources of data in research are primary data, original data sources without going through intermediary media, secondary data are research data obtained by researchers indirectly through intermediary media such as literature, previous research journals. As for data collection techniques through interviews, questionnaires, observation and literature study. The stages of data analysis used are as follows:

Reliability Test

Reliability is a tool for measuring a questionnaire which is an indicator of a variable or construct. A questionnaire is said to be reliable or reliable if one's answers to statements are consistent or stable from time to time (Ghozali, 2016b).

Validity test

In research the validity test is used to measure the legitimacy or validity of a questionnaire. A questionnaire is said to be valid if the questions on the questionnaire are able to reveal something that will be measured by the questionnaire (Ghozali, 2016b).

Classic assumption test

In regression analysis research there may be problems in fitting the predictive model to the model included in the data set. This problem can be tested with the classical assumption test.

Normality test

The normality test aims to test whether in the regression model, the confounding or residual variables have a normal distribution (Ghozali, 2016).

Multicollinearity Test

The multicollinearity test aims to test whether the regression model finds a correlation between the independent variables. A good regression model should not have a correlation between the independent variables (Ghozali, 2016).

Heteroscedasticity Test

The heteroscedasticity test aims to test whether in the regression model there is an inequality of variance from one residual observation to another. One way to detect the presence or absence of heteroscedasticity is to look at the plot graph between the predicted value of the dependent variable, namely ZPRED and the residual SRESID (Ghozali, 2016).

Multiple Linear Analysis

$$Y = \beta_0 + \beta_1 X_1 + \beta_2 X_2 + \beta_3 X_3 + e \quad (1)$$

Source: Research Data for 2022

Determination Coefficient Analysis (R²)

$$R^2 = 1 - \frac{SS\ Error}{SS\ Total} = 1 - \frac{\sum(y^1 - \hat{y}^1)^2}{\sum(y^1 - \bar{y})^2} \quad (2)$$

Source: Research Data for 2022

Hypothesis test

Simultaneous Test (F-Test)

In this study, the simultaneous test (F test) is used to examine if the independent variables simultaneously or together have a significant influence on the dependent variable.

Partial Test (Test t - Test)

Partial test (t test) is used to test the significance of the relationship between variables X and Y, whether the variables X1, X2, X3 (Store Atmosphere, Promotion, Location) really affect Y (Purchasing Interest) separately or partially.

RESULTS AND DISCUSSIONS

Results of Data Analysis

Description of Respondents

Table 1. Characteristics of respondents based on gender

		Gender			
		frequency	percent	Valid Percent	Cumulative Percent
Valid	Man	5	10.6	10.6	10.6
	Woman	42	89.4	89.4	100.0
	Total	47	100.0	100.0	

Source: SPSS 16 output data by 2022

Based on the data in the table above, it can be seen that of the 47 respondents, 5 were male or 10.6% and 42 were female or 89.4%. This shows that there are more female respondents than male respondents.

Table 2. Characteristics of respondents based on age

		Age			
		frequency	percent	Valid Percent	Cumulative Percent
Valid	<20	1	2.1	2.1	2.1
	>40	13	27.7	27.7	29.8
	20-30	20	42.6	42.6	72.3
	30-40	13	27.7	27.7	100.0
	Total	47	100.0	100.0	

Source: SPSS 16 output data by 2022

Based on the data in the table above, it can be seen that out of the 47 respondents, most of them were aged 20-30 years, as many as 20 people with a presentation of 42.6% of the total respondents, followed by the age group 30-40 years and >40 years, the number of which was the same, each of which was 13 people with a presentation of 27.7%. the rest is for the age group <20 years as much as 1 person with a presentation of 2.1%.

Table 3. Characteristics of respondents based on education

		Education			
		frequency	percent	Valid Percent	Cumulative Percent
Valid	D3	5	10.6	10.6	10.6
	S1	9	19.1	19.1	29.8
	Senior High School	22	46.8	46.8	76.6
	SMK	11	23.4	23.4	100.0
	Total	47	100.0	100.0	

Source: SPSS 16 output data by 2022

Based on the table above presented above, it can be seen that the majority of respondents came from respondents with the last high school education, namely as many as 22 people with a presentation of 46.8%. Then for the vocational education level, they were in second position, namely 11 people with a percentage of 23.4%, followed by 9 people with an S1 degree with a presentation of 19.1% and the remaining 5 people for D3 education level with a presentation of 10.6%.

Table 4. Characteristics of respondents based on the number of purchases

		Purchase			
		frequency	percent	Valid Percent	Cumulative Percent
Valid	>4	10	21.3	21.3	21.3
	2	22	46.8	46.8	68.1
	3	15	31.9	31.9	100.0
	Total	47	100.0	100.0	

Source: SPSS 16 output data by 2022

Based on the table above, it can be described the discussion of respondents who made purchases at the "Kenari Jaya Bordir" shop in Rembang Pasuruan with a total of 22 people making purchases with a presentation of 46.8%, consumers who made purchases 3 times as many as 15 people with a presentation of 31.9% and the rest were consumers have made purchases more than 4 times as many as 10 people with a percentage of 21.3%.

Validity test

Table 5. Variable validity test

No	Variable	Indicator	r count	r table	statement
1	<i>Store Atmosphere</i> (X1)	X1.1	0.494	0.291	Valid
2		X1.2	0.696	0.291	Valid
3		X1.3	0.443	0.291	Valid
1	Promotion (X2)	X2.1	0.564	0.291	Valid
2		X2.2	0.608	0.291	Valid
3		X2.3	0.301	0.291	Valid
1	<i>Location</i> (X3)	X3.1	0.438	0.291	Valid
2		X3.2	0.436	0.291	Valid
3		X3.3	0.458	0.291	Valid
1	Buying Interest (Y)	Y1.1	0.619	0.291	Valid
2		Y1.2	0.454	0.291	Valid
3		Y1.3	0.457	0.291	Valid

Source: SPSS 16 output data to be processed in 2022

In the table above it can be seen that the calculated r value of all the indicators tested is positive and greater than the r table. So it can be concluded that all the indicator items used in this study passed the validity test and were said to be valid.

Reliability Test

Table 6. Variable reliability test

No	Variable	<i>cornbach's alpha</i>	Information
1	<i>Store Atmosphere</i> (X1)	0.721	Reliable
2	Promotion (X2)	0.655	Reliable
3	<i>Location</i> (X3)	0.635	Reliable
4	Consumer Buying Interest (Y)	0.689	Reliable

Source: SPSS 16 output data to be processed in 2022

Based on the data in the table above it is known that the value of cornbach's alpha for all variables is more than 0.60. From the variables studied showed various results. However, all the statement items of the independent variable (X) and the dependent variable (Y) have an Alpha coefficient value greater than 0.60. Thus it can be concluded that the measuring instrument used in this study is reliable.

**Classic assumption test
Multicollinearity Test**

Table 7. Multicollinearity test results

Model	Sig	Collinearity Statistics	
		tolerance	VIF
(Constant)	0.706		
<i>Store Atmosphere</i>	0.000	0.837	1,195
Promotion	0.246	0.882	1,134
<i>Location</i>	0.034	0.855	1,169

Source: SPSS 16 output data to be processed in 2022

From the test results it was found that the overall VIF value was less than 10 (VIF <10) or the tolerance value was not less than 0.1 (tolerance <0.1), so it can be concluded that there is no multicollinearity between the independent variables. Thus the classical assumption test of the absence of multicollinearity can be fulfilled and can be used in research.

Heteroscedasticity Test

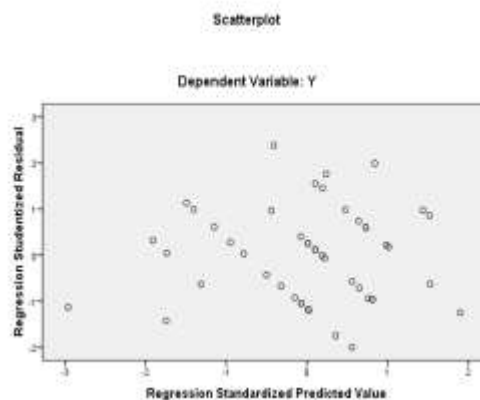


Figure 1. Heteroscedasticity test

Source: SPSS 16 output data to be processed in 2022

From the picture above it can be seen that the scatter plot of the data points spreads above and below or around the number 0 and the points do not form a pattern. So it can be concluded that the multiple linear regression model is free from the classical assumption of heteroscedasticity and is suitable for use in research..

Normality test

Histogram displays normal curves

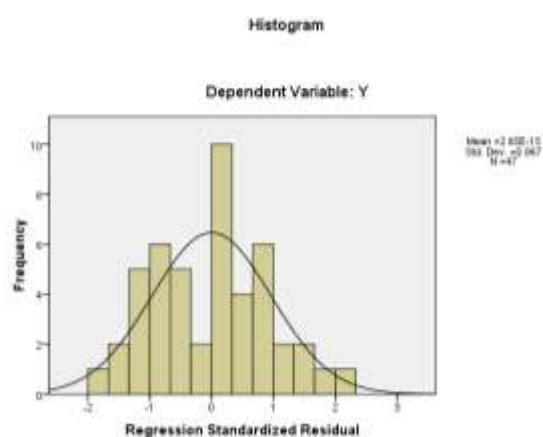


Figure 2. Histogram display normal curve
Source: SPSS 16 output data to be processed in 2022

Data on the variable curve *imageStore Atmosphere*, *promotions* and *Location* to buying interest forms an inverted bell-like shape, in the image it is not leaning to the right or to the left, so that the image above can be said to pass the normality test. So variable data *Store Atmosphere*, *promotions* and *Location* on buying interest has a tendency to be normally distributed.

Normal probability plots

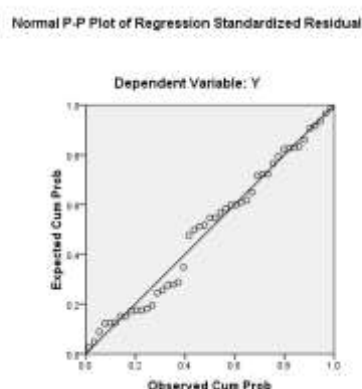


Figure 3. Normal probability plots
Source: SPSS 16 output data to be processed in 2022

The data in the image above can be seen that the plotting in the image follows a diagonal line, it can be concluded that all data is normally distributed.

Table 8. Analysis of multiple linear regression equations

Model	Coefficients ^a					Collinearity Statistics	
	Unstandardized Coefficients		Standardized Coefficients	t	Sig.	tolerance	VIF
	B	std. Error	Betas				
(Constant)	.363	.330		1.101	.277		
1 X1	.663	.085	.709	7,805	.000	.837	1,195
X2	.087	.074	.104	1.176	.246	.882	1,134
X3	.182	.083	.197	2,188	.034	.855	1,169

a. Dependent Variable: Y

Source: SPSS 16 output data to be processed in 2022

From the results of multiple linear regression analysis, the following equation is obtained:
 $Y = 0.363 + 0.663 X1 + 0.087 X2 + 0.182 X3 + e$

The interpretation of the multiple linear regression equation is as follows: a. If the variable X1 (Store Atmosphere), variable X2 (Promotion), and variable X3 (Location) are considered non-existent (zero), then the value of Y (purchasing interest) is 0.363; b. If the variable X1 (Store Atmosphere) is considered 1 then the equation $Y = 0.363 + 0.663$ and $Y = 1.02$ will be obtained, meaning that if applied to the Store Atmosphere factor, the consumer's buying interest is 1.02. Or if the Store Atmosphere (X1) increases by one unit, buying interest (Y) also increases by 0.663; c. If the variable X2 (promotion) is considered 1 then the equation $Y = 0.363 + 0.087$ and $Y = 0.45$ means that if it is applied to the promotion factor then the buying interest is 0.45 or if there is an additional value for the variable X2 (promotion) of 1.00, then there is an increase in the value of Y (buying interest) of 0.087; d. If the variable X3 (Location) is considered 1, the equation $Y = 0.363 + 0.182$ and $Y = 0.545$ means that if applied to the location factor, the consumer's buying interest is 0.545. Or if there is an additional value of variable X3 (Location) of 1.00, there will be an increase in the value of Y (purchasing interest) of 0.182.

Table 9. Analysis of the coefficient of determination (R²)

Model	R	R Square	Adjusted R Square	std. Error of the Estimate
1	.838a	.703	.682	.2372

a. Predictors: (Constant), X3, X2, X1

b. Dependent Variable: Y

Source: SPSS 16 output data to be processed in 2022

The results of the regression calculation can be seen that the correlation between the variables of consumer buying interest and all independent variables, namely Store Atmosphere, Promotion, and Location is said to be good because the adjusted R Square has a value above 0.5. In the table above it is known that the adjusted R Square value is 0.682, meaning that consumer buying interest in the "Kenari Jaya Bordir" store is influenced by Store Atmosphere, promotions, and Location by 68.2%, while the remaining 31.8% is influenced by other factors such as price and goods quality.

Hypothesis test Hypothesis I (F/Simultaneous Test)

Table 10. Hypothesis testing results I (F test / simultaneous)

ANOVA b						
Model		Sum of Squares	Df	MeanSquare	F	Sig.
1	Regression	5,722	3	1907	33,888	.000a
	residual	2,420	43	056		
	Total	8.142	46			

a. Predictors: (Constant), X3, X2, X1

b. Dependent Variable: Y

Based on the ANOVA test or F test, the calculated F value is 33.888. Meanwhile, the F table (df1 = 3 and df2 = 43) is 2.821 with a significant level (a) of 0.05 and sig F < level of significant (a), namely 0.000 < 0.05, it can be concluded that the independent variables which include Store Atmosphere (X1), promotion (X2) and Location (X3), simultaneously or jointly influence the variable of buying interest (Y) significantly.

Hypothesis II (t test / Partial)

Table 11. Hypothesis testing results II (T test/partial)

Coefficientsa								
Model	Unstandardized Coefficients		Standardized Coefficients	t	Sig.	Collinearity Statistics		
	B	std. Error	Betas			tolerance	VIF	
(Constant)	.363	.330		1.101	.277			
1	X1	.663	.085	.709	7,805	.000	.837	1,195
	X2	.087	.074	.104	1.176	.246	.882	1,134
	X3	.182	.083	.197	2,188	.034	.855	1,169

a. Dependent Variables:

Source: SPSS 16 output data processed in 2018

Based on the calculation, the t table value is 2.015 (df residual = 47) $nk / 47-3 = 44$, with a significant level (a) of 0.05 and the following results are obtained: a. The Store Atmosphere variable (X1) has a tcount > ttable value, namely 7.805 > 2.015 and sig < a, namely 0.000 < 0.05, so it can be concluded that H2 is accepted. So it can be explained that the Store Atmosphere (X1) has a positive and significant effect on buying interest (Y); b. The Promotional Variable (X2) has a t count > t table, namely 1.176 < 2.015 and sig > a, namely 0.246 < 0.05, so it is concluded that H3 is rejected. So it can be explained that promotion (X2) has an effect but not significant on consumer buying interest (Y). c. The location variable (X3) has a tcount > ttable value, namely 2.188 > 2.015 and sig < a, namely 0.034 < 0.05, so it can be concluded that H4 is accepted, so it can be explained that Location (X3) has a significant and significant effect on buying interest (Y).

From the table of coefficients it can be seen that the value of unstandardized coefficient B in Store Atmosphere is 0.663, promotion is 0.087, and Location is 0.182. These results indicate that the value of unstandardized coefficient B on the Store Atmosphere variable is greater than the promotion and Location variables. From unstandardized coefficient B it can be concluded that Store Atmosphere is a variable that has a more dominant influence on buying interest.

Discussion

Based on the research results from the analysis of hypothesis testing I that Store Atmosphere (X1), Promotion (X2), and Location (X3), simultaneously have a significant influence on purchase intention, as evidenced by $F_{count} > F_{table}$, namely $33.888 > 2.821$ and $sig < \alpha$, namely $0.000 < 0.05$.

The Store Atmosphere variable (X1) has a $t_{count} > t_{table}$ value, namely $7.805 > 2.015$ and $sig < \alpha$, namely $0.000 < 0.05$, so it can be concluded that H2 is accepted. So it can be explained that the Store Atmosphere (X1) has a positive and significant effect on buying interest (Y). Because a beautiful, neat and comfortable Store Atmosphere will make consumers feel at home for long in the store thereby stimulating consumer buying interest. Based on gender characteristics, the majority of respondents were women. So it is very natural that the Store Atmosphere has a significant and significant effect on consumer buying interest. Because women really like beauty and comfort. At "Kenari Jaya Bordir" Store The atmosphere both interior and exterior is very beautiful, neat and comfortable so that it attracts consumers to make purchases.

The Promotional Variable (X2) has a $t_{count} < t_{table}$, namely $1.176 < 2.015$ and $sig > \alpha$, namely $0.246 < 0.05$, so it is concluded that H3 is rejected. So it can be explained that promotion (X2) has an effect but not significant on consumer buying interest (Y). Based on interviews with several respondents, they said that they did not really know the promotional activities carried out by the "Kenari Jaya Bordir" shop. This shows that the promotion carried out by "Kenari Jaya Bordir" is still lacking, especially through online media such as social media. Characteristics of respondents based on age are mostly 20-30 years old where at this age they definitely have social media such as Facebook, Instagram, Twitter and others.

The location variable (X3) has a $t_{count} > t_{table}$ value, namely $2.188 > 2.015$ and $sig < \alpha$, namely $0.034 < 0.05$, so it can be concluded that H4 is accepted, so it can be explained that Location (X3) has a significant effect on purchase intention (Y). The location of the "Kenari Jaya Bordir" store is quite strategic because it is in the heart of the city and the center of the crowd, so that consumers are not difficult to reach.

The results of the regression calculation can be seen that the correlation between the variables of consumer buying interest and all independent variables, namely Store Atmosphere, Promotion, and Location is said to be good because the adjusted R Square has a value above 0.5. In the table above it is known that the adjusted R Square value is 0.682, meaning that consumer buying interest at the "Kenari Jaya Bordir" shop is influenced by Store Atmosphere, promotions, and Location by 68.2%, while the remaining 31.8% is influenced by other factors such as price and goods quality.

CONCLUSION

From the discussion that has been described, it can be concluded as follows: a. From the results of the calculation of the ANOVA table, it shows that Store Atmosphere, Promotion and Location simultaneously have a significant influence on buying interest. This is indicated by the calculated F value $> F_{table}$, namely $33.888 > 2.821$ and $sig < \alpha$, namely $0.000 < 0.05$; b. The Store Atmosphere variable (X1) has a $t_{count} > t_{table}$ value, namely $7.805 > 2.015$ and $sig < \alpha$, namely $0.000 < 0.05$, so it can be concluded that H2 is accepted. So it can be explained that the Store Atmosphere (X1) has a significant and significant effect on buying interest (Y); c. The Promotional Variable (X2) has a $t_{count} < t_{table}$, namely $1.176 < 2.015$ and $sig > \alpha$, namely $0.246 < 0.05$, so it is concluded that H3 is rejected. So it can be explained that promotion (X2) has an effect but not significant on consumer buying interest (Y); d. The location variable (X3) has a $t_{count} > t_{table}$ value, namely $2.188 > 2.015$ and $sig < \alpha$, namely $0.034 < 0.05$, so it can be concluded that H4 is accepted, so it can be explained that Location (X3) has significant and significant influence on consumer buying interest (Y).

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