

# PURCHASE DECISIONS AFFECTED BY SHOP ATMOSPHERE, PRICE AND QUALITY OF SERVICE

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## ABSTRACT

This study aims to examine the Effect of Store Atmosphere, Price, and Quality Service To Decision Purchase consumers This sampling technique using nonprobability sampling , with one of the methods used is purposive sampling . Research this data using questionnaire with a sample of 100 respondents. data that obtained then analyzed with program SPSS.Results study this is: (1) Atmosphere Shop influential positive and significant to Purchase Decision . (2) Price has a negative effect on Decision Purchase (3) quality service influential positive and significant to Decision Purchase and (4) in a manner together Atmosphere Shop and Quality Service influential positive and significant to Decision Purchase consumer .

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## 1. INTRODUCTION

The development of the retail or retail business is currently greatly increasing community needs from year to year. This makes the retail business experience good development in Indonesia. So many hundreds of minimarkets appeared, hundreds of these minimarkets including Indomaret, Superindo, Alfamart, and Alfamidi which are standing a lot in the area Demak and dominate business retail. Moment this growth business retail still develop and until now still can endure in world business retail. With lots competitors then the buying decision is very expected by retail business people while purchasing decisions are influenced by many factor among them that is atmosphere shop, product, price, trust, security, service. but in this study the researcher only examined the store atmosphere, prices, and quality service.

Decision purchase is process where consumer choose and evaluate something product which offered by seller, and consumer could consider purchase which in accordance with need in process purchase decision, the factors that influence the purchase decision are atmosphere shop, price and quality service. In previous studies there were many differences from the results of different studies of store atmosphere factors, prices and service quality.

Table 1 Research GAP

No	Title Research	Variables	Results Study	Source
1.	Quality influence product and price against decisions purchase Daihatsu grand max pick up	X1 : quality product X2 : Price Y : Decision purchase	Price matters significant to decision purchase	Igir <i>et al</i> , (2018)
2.	Effect of Price and Product Reviews Against Decisions Product Purchase Fashion kindly On line On Shopee	X1 : Price X2 : ReviewProduct Y : decision purchase	Price no influenceto decision fashion purchases	Mulyana (2021)
3.	Quality Influence Service Against Decision Purchasein UKM mart Kartika Widya Main	X1 : quality service Y : decision purchase	Service effect ondecision purchase	Patmala & Farihah (2021)

4.	Service Influence and Prices Against Buying decision Customer As well as Impact To boredom customer	X1 : Service Price X2 : Decision purchase Y : Decision purchase	Service qualityno effect against decisions purchase	Herlina(2018)
5.	Atmospheric Influence Shops and Attractions Instagram Against Purchase Decision Consumers in Stores Faaza Clothing Image collection Bangil Pasuruan	X1 : Atmosphere Shop X2 : Power Pull Instagram Y : Decision Purchase	Atmosphere shop positive effect and significant to decision consumer purchasesat the Citra Clothing store Faaza Collection	Hidayati & Muzdalifah (2021)
6.	Ouch Store Atmosphere, Location, and Promotion Against Decisions Purchase	X1 : Store atmosphere X2 : Location X3 : Promotion Y : Decision Purchase	Store atmosphere no effect to buying decision	Cape(2020)
7.	Effect of Price and Service quality against the Decision Purchase on NoodlesGacoan Branch Magelang	X1 :Price X2 :QualityService Y : Decision Purchase	Prices are not effect on decision purchase	Nurainiet al, (2022)

Based on table in on could in Explain that Igir *et al*, (2018) states that price has a significant effect on purchasing decisions, meanwhile opinion Mulyana (2021) state Price no influence to decisionpurchase fashion according to Patmala & Farihah (2021), Nuraini *et al*, (2022). Service has an effect on purchasing decisions, while according to Herlina (2018) service has no effect on purchasing decisions. according to Hidayati and Muzdalifah (2021) Store atmosphere has a positive and significant effect on consumer purchasing decisions at Citra Busana Faaza *Collection stores*, meanwhile according to Tanjung (2020) Store atmosphere has no effect on decisions purchase.

## 2. METHOD

### Population and Sample

#### Research Population

Population is group or gathering individuals or object research that has certain standards of predetermined characteristics previously, Based on these qualities and characteristics, the population can be understood as a group of individuals or objects of observation that have at least one thing in common characteristics of Cooper & Emory (1995). In this study the population is consumer or customer which once shop in Alfamart Mranak Demak. The number of population in this study is unknown. Remember population no got determined in a manner appropriate so for determine total sample, according to Rao Ancient (2011) use formula as following :

$$n = \frac{z^2}{4(moe)^2}$$

Information :

$n$  : Big sample

$Z$  : Got from mark z on the table distribution that is  $1.7 \times 0.010Z = 1.71$

Moe : *Margin of error* or maximum error that can be tolerated is usually 10% or 0.1. With base the then can seen minimum sample size that is must achieved in researcher this is as big :

(Sample 96 people rounded up to 100)

$$\begin{aligned} \text{Purchas } n &= \frac{z^2}{4(Moe)^2} \\ n &= \frac{1,96^2}{4(0,1)^2} \\ n &= 96,04 \end{aligned}$$

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### Sample Study

The sample is part of the population studied. While sampling ie method data collection which its nature no thorough, it means no covers the entire object of research but only a portion of the population, namely only covers sample which taken from population the Supranto (2003).

### Technique Taking Sample

Technique taking sample done with use method *purposive sampling*, namely the sampling technique used by researchers if researchers have certain considerations in sampling or determining a sample for a specific purpose. The criteria used in study this is as following:

1. aged minimum 17 year,
2. Shop on Alfamart Mranak more from 2 time in time 1 month.
3. Populated in Alfamart area .

## 3. RESULTS AND DISCUSSION

### Test Assumption Classic

#### Test Normality

Normal nope data on variable dependent done with look chart plot normal. If data distribution normal, so the plot spread will be along the 45o line. From the normal plot graph (appendix) it can be seen that the distribution of plots is along the line 45 ° or it can be seen from the *Kologogorov Smirnov test value*, which is the *Asymp value Sig* is greater than 5% so it can be concluded that the data is distributed in a manner normal. Information on could depicted as following

Table2. Kolmogorov Smirnov

<i>One-Sample Kolmogorov-Smirnov test</i>		
		Unstandardized residual
N		100
Normal Parameters(a,b)	Means	.0000000
	std. Deviation	2.00942896
Most Extreme Differences	absolute	.084
	Positive	.053
	Negative	-.084
Kolmogorov-Smirnov Z		.842
asymp. Sig. (2-tailed)		.478
a. test distribution is Normal.		
b. Calculated from data.		

Based on table We know that mark *asymp Sig* 0.478 more than 5% then the data is said data distributed normal.

#### Test Multicollinearity

Basically model the multiple regression equation by using two independent variables or more, there is almost always a double collinearity. Test multicollinearity intended for knowing exists connection which perfect Among variable free in model regression.If occur multicollinearity, the collinear independent variables can be eliminated. For knowing there is nope multicollinear according to calculation which is conducted with program SPSS could is known with guided that mark *VIF* < 10 and *Tolerance* >0.1.

referring on second opinion in on so based on resultsstudy which has done could obtained mark :

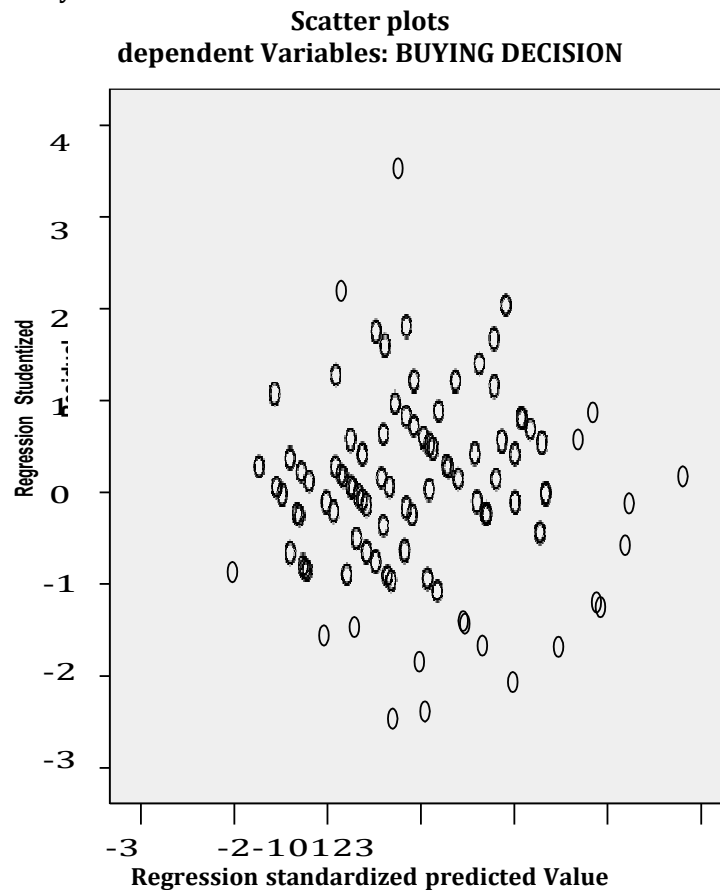
Table 3. Multicollinearity

Modsel	Unstandardized Coefficients		Standardized coefficients		Collinearity Statistics	
	B	std. Error	Betas	t	Sig.	Tolerance VIF

1	(Constant)	3,958	2,484		1593	.114		
	ATMOSPHERE_SH	.456	.095	.510	4,799	.000	.366	2,729
	OP							
	PRICE	-.204	.083	-.232	-2,457	.016	.463	2.162
	QUALITY_PEL	.405	.076	.493	5.314	.000	.481	2079

Based on results the so variable Atmosphere Shop, Price, Service Quality in the regression model above does not have a significant relationship perfect between variable (multicollinearity) because mark VIF < 10 and tolerance > 0.1.

**Test Heteroscedasticity**



Based on the chart research results above, the detection of which there is deployment, and no form pattern certain, so that no occur heteroscedasticity.

**Coefficient Determination**

Table4. Mark Coefficient Determination Model Summary<sup>b</sup>

Model	R	R Square	adjusted R Square	std. Error of the Estimates
1	.776(a)	.603	.590	2041

a Predictors: (Constant), SERVICE QUALITY, PRICE, ATMOSPHERE\_SHOP

b Dependent Variable: DECISION\_PURCHASE

Based on the table above, it can be seen that the *Adjusted R Square value* is of 0.603 which indicates that between price, service, and product quality in a manner together to decision purchase capable

explain as big60.3%, while the rest is influenced by other variables that are not examined as much 39.7%.

### Analysis Regression Double

Table 5. Regression Table Double

Model		Unstandardized Coefficients		Standardized Coefficients		t	Sig.	Collinearity Statistics	
		B	Error Std.	Betas				tolerance	VIF
1	(Constant)	3,958	2,484			1593	.114		
	ATMOSPHERE_SHOP	.456	.095	.510		4,799	.000	.366	2,729
	PRICE	-.204	.083	-.232		-2,457	.016	.463	2.162
	QUALITY_PEL	.405	.076	.493		5.314	.000	.481	2079

$$Y = -0.250X_1 + 0.512X_2 + 0.504X_3$$

Results equality regression double the in on give that sense :

- b 1 (regression coefficient value X 1 ) is positive, has that meaning if atmosphere shop (X 1 ) the more good, so decision purchases will increase and if x1 is decreased by 1 unit so y will ride 0.510 unit.
- b 2 (the value of the regression coefficient (X 2 ) is negative, meaning that if the price (X 2 ) is getting lower, then the buying decision will be increases and if x2 is increased by 1 unit then y will ride -0.232 unit.
- b 3 (the value of the regression coefficient (X 3 ) is positive, meaning that if quality product (X 3 ) the more good, so purchase decision will the more increase and if X 3 raised 1unit so y will ride 0.493 unit.

### Testing hypothesis Partial (Test t)

#### Test hypothesis Among Atmospheric variables on decisions purchase

From the calculation results obtained t value for X 1 is 4,799 and with use *levels significance* (significant level) of 5% obtained t table of 1.66023 which means that the value of t count greater than t table ie  $4.799 > 1.66023$  with Significance value  $t = 0.000 < 0.05$ , indicating that atmosphere shop (X 1 ) influential to purchase decision (Y). Thus can concluded that Ho is rejected and Ha is accepted, so the hypothesis which state guess price (X 1 ) to decision purchase (Y) could accepted.

#### Test hypothesis Among Price variable against decisions purchase

From the calculation results obtained t value for X 2 is -2,457 and with use *levels significance* (significant level) of 5% obtained t table of 1.66023 which means that the value of t count more small than t table value  $-2.457 < 1.66023$ . Significance  $t = 0.000 > 0.05$ , indicating the price (X 2 ) influential negative to decision purchase (Y). Thus can concluded that Ho accepted and Ha rejected, because r count more small from r table so that hypothesis which state guess price (X 2 ) to decision purchase (Y) no could accepted.

#### Hypothesis test between service quality variables on decisions purchase

From the calculation results obtained t value for X 3 is 5.314 and with use *levels significance* (significant level) of 5% obtained t table of 1.66023 which means that the value of t count more big than t value table  $5.314 > 1.66023$ . Signification  $t = 0.493 < 0.05$ , signify quality service (X 3 ) has a positive effect on decisions purchase (Y). Thus can concluded that Ha accepted and Ho rejected, so that that hypothesis state guess quality service (X 3 ) against decisions purchase (Y) could accepted

### F test (Test Simultaneous)

Table 6 F Test Table ANOVA<sup>b</sup>

Model		Sum of Squares	Df	Mean Square	F	Sig.
1	Regression	606,417	3	202,139	48,54	.000(a)

residual	399,743	96	4,164	5	)
Total	1006.160	99			

a Predictors: (Constant), SERVICE QUALITY, PRICE, ATMOSPHERE\_SHOP

b Dependent Variable: DECISION\_PURCHASE

Based on calculation with use program SPSS obtained F count of 48,545 at the level of significance (significant level) as big 5 % obtained F table as big 2.70 so that mark F count = 48,545 > from F table = 2.70 or a significant 0.000 less than 5%, meaning there is influence Among atmosphere shop, price, and quality service in a manner simultaneous to decision purchase.

## Discussion

Atmosphere shop influential to decision purchase, matter this proven with mark sig 0.000 > 0.05, coefficient regression which positive value means that if the store atmosphere is getting better, then decision purchase will the more increase. Results study this support Research conducted by (Hidayati & Muzdalifah, 2021) state that atmosphere shop influential to decision purchase. Another study conducted (Tanjung, 2020) shop atmosphere no influential to buying decision.

Price no influential to decision purchase, matter this evidenced by a sig value of 0.000 > 0.05, a valuable regression coefficient Negative means that if the price goes down, then the decision is made purchase will the more increase. Results study this support Research conducted by Igir et al, (2018) states that price influence the purchase decision. Other research conducted Mulyana (2021) service no influential to decision purchase.

Service quality influences purchasing decisions, this is the case proven with mark sig 0.493 < 0.05, coefficient regression which worth positive can interpreted that when the quality of service is higher, then the purchase decision will increase. The results of this study support Study which done by Fatmala & Fariyah (2021) state that quality product influential to decision purchase. Another research conducted by Herlina (2018) is service quality no influential to decision purchase. Based on calculation with using the SPSS program obtained F count as big 48,545 on levels significance (significant level) as big 5% obtained F table of 2.70 so that the calculated F value = 48,545 > from F table = 2.70 or significant 0.000 less than 5%, meaning that there is an influence between the store atmosphere, price, and service quality together decision purchase.

## 4.CONCLUSION

Store atmosphere influences purchasing decisions, this is evidenced by the sig value 0.000 < 0.05 and the value of t count 4,799 as big greater than the t table value of 1.66023, with mark coefficient regression which worth positive could interpreted that if the store atmosphere is getting better, then the purchase decision will be the more increase.

Prices are not influence the purchase decision, this thing proven with mark sig 0.000 > 0.05 and mark t count small -2.457 smaller than the t table value of 1.66023, with mark coefficient regression which worth negative could interpreted that if the price goes down, then the purchase decision will the more increase.

Service quality affects purchasing decisions, matter this is proved by mark sig 0.493 < 0.05 and t value count of 5,314 is greater than the value of t table only 1.66023, with mark coefficient regression which worth positive could interpreted that if quality service the higher, so decision purchase will the more increase.

Based on calculations using the SPSS program obtained F count of 48,545 at the level of significance (level significant) of 5% obtained F table of 2.70 so F count = 48,545 > from F table = 2.70 or significant 0.000 not enough from 5%, it means there is intermediate influence atmosphere shop, price, and quality service in a manner together to decision purchase.

The coefficient of determination ( adjusted R square) is 0.590 meaning there are as many as 59% of the independent variables consisting of price, service, product quality affect the variables dependent, namely the purchase decision, while as much as 41% influenced by variable other which no used in study this.

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