CONQUERING CONSUMERS' HEARTS: THE SECRET OF STORE ATMOSPHERE AND PRICES IN INCREASING PURCHASE INTEREST CASE STUDY: PD. SANLIA

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ARTICLE INFO	ABSTRACT
Keywords: Store Atmosphere, Price, Purchase Interest	This research aims to investigate the influence of shop atmosphere and prices on consumer buying interest in PD. Sanlia. The research method used is quantitative using a questionnaire as a data collection tool. The research sample is PD consumers. Sanlia, with a total of 68 respondents. Data were analyzed using correlation analysis and multiple regression techniques. The research results show that both store atmosphere and price have a positive and significant influence on consumer purchasing interest individually and simultaneously. The results of the analysis show that the contribution of the influence of store atmosphere and price to consumer buying interest reached 84.7%, while the remaining 15.3% was influenced by other factors not examined in this research. The results of the significance test also show that the shop atmosphere and price simultaneously influence consumer buying interest at PD. Sanlia is significant. These findings emphasize the importance of paying attention to store atmosphere and prices in designing retail marketing and management strategies to increase consumer buying interest and achieve competitive advantage in the market.
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1. INTRODUCTION

In the era of globalization and increasingly fierce business competition, retail companies face increasing challenges in maintaining and increasing consumer buying interest (Ananda, Dewi and Saleh, 2023). In the midst of rapid technological developments and rapid changes in consumer behavior, adaptation is the key to business continuity (Rahmasari, 2023). However, with the emergence of a global pandemic like the one we are currently experiencing, retail business dynamics have become more complex due to dramatic shifts in consumer shopping preferences and the need for adjustments in business strategies by retailers to remain relevant in a changing market (Purwadisastra, 2021). One of the main factors that has been proven to have a significant influence on consumer buying interest is the shop atmosphere and product prices (Olohota Laia, Paskalis Dakhi, 2021). Store atmosphere includes various elements such as layout, interior design, lighting, background music, and aroma, all of which can influence consumer perceptions of brands and products (Pradana and Wardana, 2019). Along with that, price is also a crucial factor that consumers really consider when making purchasing decisions (Agnesh Kurnia Pratama Putri and Ignatius Bondan Suratna, 2021). Price not only influences the perception of product value and quality, but also influences consumer purchasing power (Mayasari and Surono, 2023).

It's important to note that the pandemic has changed the way consumers shop. The surge in e-commerce use, changing product preferences, and the need for safety and health have become factors influencing how retailers interact with consumers and manage their physical stores (Chelsea et al., 2022). In addition, social restrictions and lockdown policies have forced retailers to change their pricing strategies to remain competitive and overcome fluctuations in demand (Dewi and Falah, 2022). In this context, it is important for retail companies to not only understand how store atmosphere and product prices influence consumer purchasing intentions, but also how they can adapt their strategies quickly according to changing market conditions (Paila, 2018). The ability to read signals from the market, respond to changes in consumer behavior with flexibility, and adopt innovative strategies will be the key to remaining relevant and growing amidst continued uncertainty (Sudiantini et al., 2023).

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In this context, PD. Sanlia as the research subject is a retail company that operates amidst intense market competition. PD. Sanlia strives to continue to increase consumer buying interest by optimizing store atmosphere and pricing strategies. Case study on PD. Sanlia will provide valuable insights into how retail companies can manage these factors to increase consumer buying interest and strengthen their position in the market. As dynamic changes in consumer behavior and the business environment continue to change, a deep understanding of how store atmosphere and product prices interact to influence consumer purchasing interest will provide valuable guidance for retailers to develop effective strategies (Catherine and Santoso, 2021). Therefore, this research aims to explore the relationship between store atmosphere and price on consumer purchasing interest, as well as to present findings that can be applied by other retail companies in their efforts to improve their business performance.

By using case studies on PD. Sanlia, this research will present an in-depth analysis of how these companies manage their store ambience and pricing strategies to influence consumers' purchasing intentions. It is hoped that the findings from this research will provide valuable insights for other retail companies facing the same challenges in increasing the attractiveness and performance of their business in a competitive market.

2.   METHODS

In this research, the method used is quantitative using a descriptive and associative approach. According to Sugiyono (Amruddin, 2022), descriptive methods are used to explain the existence of independent variables, whether in one or more variables, without making comparisons with other samples or looking for relationships between these variables. Meanwhile, the associative method aims to explore the relationship or influence between two or more variables, with a focus on the form of causal relationship that shows cause and effect Sugiyono (Amruddin, 2022). By using these two methods, research will include an in-depth analysis of the characteristics of a single variable as well as the relationship between these variables in the context of consumer buying interest in PD. Sanlia.

In this research, the population studied is consumers who shop at PD. Sanlia. Because the population size is not known with certainty, samples were taken for this research. The approach used to determine the sample size is based on suggestions from Indrawan and Yaniawati (Rifa'i, 2021), who stated that if the population size (N) is unknown, then the sample size can be calculated using the Lemeshow method. After applying the Lemeshow formula, a sample size of 68 people was obtained. Thus, in this study, the sample taken was 68 people.

The data obtained from this research was then processed and analyzed using data analysis methods, including creating analysis tables. In the analysis process, the author collects data from the questionnaire and processes it by giving an assessment weight to each question based on a Likert scale. Apart from that, researchers also carried out analysis using correlation tests, coefficient of determination tests, and hypothesis tests to gain a deeper understanding of the relationship between the variables studied.

3.   RESULTS AND DISCUSSION

Test the validity of the shop atmosphere instrument

Table 1. Results of Validation Calculation of Store Atmosphere

Item Number Statement	r-count	r-table	Decision
1	0,447	0,238	Valid
2	0,466	0,238	Valid
3	0,349	0,238	Valid
4	0,541	0,238	Valid
5	0,308	0,238	Valid
6	0,517	0,238	Valid
7	0,471	0,238	Valid
8	0,287	0,238	Valid
9	0,524	0,238	Valid
10	0,494	0,238	Valid
11	0,570	0,238	Valid
12	0,422	0,238	Valid

Source: Data processed 2023

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Based on the table presented, it can be concluded that all statements in the shop atmosphere instrument have a correlation coefficient above 0.238. This shows that all items in the instrument are considered valid, because the correlation coefficient value for each item exceeds 0.238. Therefore, this instrument can be used as an effective data collection tool to measure the shop atmosphere in PD. Sanlia. From the test results, it is known that item 11 has the highest validity with a correlation coefficient of 0.570, while item 8 has the lowest validity with a correlation coefficient of 0.287.

Price Instrument Validity Test

Table 2. Price Validation Calculation Results

Item Number Statement	r-count	r-table	Decision
1	0,392	0,238	Valid
2	0,430	0,238	Valid
3	0,520	0,238	Valid
4	0,704	0,238	Valid
5	0,547	0,238	Valid
6	0,563	0,238	Valid
7	0,456	0,238	Valid
8	0,449	0,238	Valid
9	0,366	0,238	Valid
10	0,377	0,238	Valid
11	0,500	0,238	Valid
12	0,458	0,238	Valid

Source: Data processed 2023

From the table presented, it can be concluded that all statements in the price instrument have a correlation coefficient above 0.238. This indicates that each item in the instrument is considered valid, because the correlation coefficient value exceeds 0.238. Thus, the instrument can be considered an effective data collection tool for measuring prices in PD. Sanlia. The test results show that the highest validity is in item 4, with a correlation coefficient of 0.704, while the lowest validity is in item 9, with a correlation coefficient of 0.366.

Validity Test of Consumer Purchase Intention Instruments

Table 3. Results of Validation Calculation of Consumer Purchase Interest

Item Number Statement	r-count	r-table	Decision
1	0,422	0,238	Valid
2	0,564	0,238	Valid
3	0,517	0,238	Valid
4	0,467	0,238	Valid
5	0,408	0,238	Valid
6	0,534	0,238	Valid
7	0,412	0,238	Valid
8	0,381	0,238	Valid
9	0,595	0,238	Valid
10	0,497	0,238	Valid
11	0,476	0,238	Valid
12	0,352	0,238	Valid

Source: Data processed 2023

Based on the table presented, it can be concluded that all statements in the consumer purchase interest instrument have a correlation coefficient above 0.238. This indicates that each item in the instrument is considered valid, because the correlation coefficient value exceeds 0.238. Thus, this instrument can be considered as an effective data collection tool for measuring consumer buying interest in PD. Sanlia. From the test results, it is known that the highest validity is found in item 9, with a correlation coefficient of 0.595, while the lowest validity is found in item 12, with a correlation coefficient value of 0.352.

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Susana Toko Variable Instrument Reliability Test

Table 4. Store Atmosphere Reliability Test

Case Processing Summary

		N	%
Cases	Valid	68	100.0
	Excluded[a]	0	.0
	Total	68	100.0

a. Listwise deletion based on all variables in the procedure.

Reliability Statistics

Cronbach's Alpha	N of Items
.640	12

Source: Data processed 2023

Based on the SPSS output results presented, it can be concluded that the internal reliability value for all shop atmosphere instruments is 0.640. It is known that the reliability value of 0.640 is greater than the specified threshold value, namely 0.600. Therefore, it can be concluded that all instruments that have been prepared meet the validity and reliability requirements. Thus, the store atmosphere instrument can be considered valid and reliable for use in data collection.

Price Instrument Reliability Test

Table 5. Price Reliability Test

Case Processing Summary

		N	%
	Valid	68	100.0
Cases	Excluded[a]	0	.0
	Total	68	100.0

a. Listwise deletion based on all variables in the procedure.

Reliability Statistics

Cronbach's Alpha	N of Items
.700	12

Source: Data processed 2023

From the SPSS output results shown, it can be seen that the internal reliability value for all price instruments is 0.700. With the obtained value of 0.700 which is greater than the predetermined threshold of 0.600, it can be concluded that all instruments that have been prepared meet the validity and reliability criteria. Therefore, price instruments can be considered valid and trustworthy for use in the data collection process.

Reliability Test of Consumer Purchase Interest Instruments

Table 6. Reliability Test of Consumer Purchase Interest

Case Processing Summary

		N	%
	Valid	68	100.0
Cases	Excluded[a]	0	.0
	Total	68	100.0

a. Listwise deletion based on all variables in the procedure.

Reliability Statistics

Cronbach's Alpha	N of Items
.680	12

Source: Data processed 2023

From the attached SPSS output, it can be seen that the internal reliability value for all consumer purchasing interest instruments is 0.680. With this value exceeding the threshold set at 0.600, it can be

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concluded that all instruments that have been prepared meet validity and reliability standards. Thus, the consumer purchasing interest instrument can be relied upon to be used in data collection.

Multiple Correlation Test

Table 7. Multiple Correlation Results
Model Summary

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate	R Square Change	F Change	df1	df2	Sig. F Change
1	.920ᵃ	.847	.842	1.286	.847	180.006	2	65	.000

a.   Predictors : (Constant), Price, Store Atmosphere

Source: Data processed 2023

From the calculation of the correlation coefficient above, a result of 0.920 was obtained, which shows that there is a very strong influence simultaneously (simultaneously) between store atmosphere and price on consumer buying interest. This coefficient is in the interval 0.80 to 1.000, which indicates a close and significant relationship between the variables Store Atmosphere, Price and Consumer Purchase Interest. These results confirm that shop atmosphere and prices have a dominant influence and play an important role in shaping consumer buying interest in PD. Sanlia. Thus, this research provides strong empirical evidence about the importance of paying attention to Store Atmosphere and Price factors in marketing strategies and business decision making in the retail industry.

Coefficient of Determination Test

$Kd = r^2 \times 100\%$
$= 0{,}920^2 \times 100\%$
$= 0{,}847 \times 100\%$
$= 84{,}7\%$

From the calculations carried out, it can be concluded that the contribution of the Store Atmosphere and Price variables to Consumer Purchase Interest in PD. Sanlia is 84.7%. This shows that most of the variation in consumer buying interest can be explained by the Store Atmosphere and Price factors examined in this research. However, there is 15.3% of the variation in consumer purchasing interest which is influenced by other factors not investigated in this study. This highlights the importance of considering additional factors that may influence consumer purchase intentions in PD. Sanlia to gain a more comprehensive and accurate understanding of consumer behavior and the factors that influence their purchasing decisions.

Simultaneous Hypothesis Test (F Test) The Influence of Store Atmosphere and Price on PD Consumers' Purchase Intention. Sanlia

Table 8. F test
ANOVAᵃ

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	595.087	2	297.543	180.006	.000ᵇ
	Residual	107.443	65	1.653		
	Total	702.529	67			

a. Dependent Variable: Consumer Purchase Interest
b. Predictors: (Constant), Price, Store Atmosphere

Based on the results of the table above, it can be seen that the significance value for the influence of the Store Atmosphere and Price variables simultaneously on Consumer Purchase Interest is 0.000, which means sig < 0.05. Apart from that, the f-count value of 180.006 is also greater than the f-table value of 3.14. Thus, the hypothesis can be accepted, which indicates that there is a positive and significant influence between the Store Atmosphere and Price variables together on Consumer Purchase Interest in PD companies. Sanlia. These findings confirm that both store atmosphere and price have an important and significant impact on consumer purchasing decisions at PD. Sanlia, and need to be considered in designing effective retail marketing and management strategies.

Discussion

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The results of this research highlight the important role of store atmosphere and prices in influencing consumer buying interest in PD. Sanlia, a local retail company. From the data obtained, it can be seen that these two factors, Store Atmosphere and Price, have a positive and significant influence simultaneously on Consumer Purchase Interest.

First of all, Store Atmosphere has a high correlation coefficient, indicating that elements such as layout, interior design, lighting, background music and aroma have a strong impact on consumers' perception of brands and products. It was found that each item in the Store Atmosphere instrument had a correlation coefficient above the specified threshold, confirming that the instrument is valid and reliable for measuring store atmosphere in PD. Sanlia. Furthermore, analysis of the Price instrument also shows satisfactory results. All statements in the Price instrument have significant correlation coefficients, confirming the validity and reliability of the instrument in measuring price factors in PD. Sanlia. From the results of correlation and simultaneous tests, it is known that shop atmosphere and prices together contribute 84.7% to consumer buying interest at PD. Sanlia. These findings suggest that these factors play a crucial role in shaping consumer preferences and purchasing decisions. In the final stage, the significance test confirms the influence of store atmosphere and price simultaneously on consumer buying interest at PD. Sanlia is significant, with an f-count value that is much greater than the f-table value, as well as a very low significance value (0.000).

The results of this study are consistent with findings from previous research. Research conducted by (Jahroni et al, 2021), shows that the store atmosphere and price variables have an influence on purchasing decisions. Furthermore, research conducted by (Riyad, 2023), also confirmed that store atmosphere has a positive and significant influence on purchasing decisions, while price also has a positive influence on purchasing decisions. Thus, the findings of this study are in line with previous research, which shows that store atmosphere and price play an important role in shaping consumer purchasing decisions. This provides further support for the importance of paying attention to these factors in retail marketing and management strategies to achieve successful business goals.

Conceptually, these findings strengthen the idea that creating an attractive store atmosphere and setting competitive prices can increase consumer buying interest. It also illustrates the importance of a holistic marketing strategy that takes into account various aspects, from the visual setup of the store to pricing strategies, in order to achieve competitive advantage and win the hearts of consumers. Thus, this research not only provides insight into the factors that influence consumer buying interest in PD. Sanlia, but also contributes to the theoretical understanding of consumer behavior and retail marketing strategy in general.

4. CONCLUSION

Based on the results of research conducted on PD. Sanlia Garut, it can be concluded that shop atmosphere and prices have a very significant role in shaping consumer buying interest. These findings illustrate the importance of paying attention to these factors in retail marketing and management strategies to increase the attractiveness of products and services. First, analysis of Store Atmosphere shows that various elements such as layout, interior design, lighting, background music and aroma have a strong influence on consumer perceptions of brands and products. From the data obtained, it can be ascertained that an attractive store atmosphere can increase consumer buying interest. Second, the results of the analysis of the price factor show that competitive pricing strategies also have a significant impact on consumer purchasing interest. Prices that match the value of the products and services offered can influence consumer perceptions and encourage them to make purchases. In this context, the finding that Store Atmosphere and Price together contribute 84.7% to Consumer Purchase Interest illustrates the importance of paying attention to these two factors holistically. The significant influence of these two variables is also supported by the results of the significance test which shows that the simultaneous influence of store atmosphere and price on consumer buying interest in PD. Sanlia Garut is significant. In conclusion, this research provides strong empirical evidence that marketing strategies that seriously consider store atmosphere and price factors can increase consumer buying interest. Therefore, to achieve a competitive advantage and win the hearts of consumers, retailers must pay attention not only to the quality of their products and services, but also to the overall shopping experience and prices offered to consumers.

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