

**THE INFLUENCE OF STORE ATMOSPHERE ON CONSUMER
PURCHASING DECISIONS AT THE EIGER STORE
(Study on the Eiger Store at Setia Budi Street, Medan)
THE INFLUENCE OF STORE**

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Abstract

This study seeks to explore how Store Atmosphere influences consumer purchase decisions on Eiger Store Setia Budi, Medan. This study's population consisted of customers of the Eiger Store Setia Budi Medan. The samples taken were 96 respondents. The data was obtained by distributing the questionnaires. Data analysis was done by Simple linear analysis and instrument tests in the form of validity, reliability, and classical assumption tests in the form of normality and heteroscedasticity tests, as well as hypothesis testing utilizing the T test and coefficient of determination test. According to the findings of this study, the Store Atmosphere has a positive and significant influence on purchasing decisions. This is evident from the 0,540 value of the regression coefficient for the variable Store Atmosphere (X). The t value of the Store Atmosphere (X) variable was 6,299 with a significance level of 0,000, as determined by researchers using a partial test (T-Test) to test the null hypothesis. The value of t table (df = 96 - 2) is 1,985, therefore t statistic > t table (6,299 > 1,985) and it can be concluded that the Store Atmosphere variable has a significant influence on purchase decisions, as indicated by the significant value 0,000 < 0,050.

Keywords: Eiger Store, Purchasing Decisions, Store Atmosphere

1. INTRODUCTION

The development of an increasingly fast era makes businesses in Indonesia grow rapidly, in almost all parts of Indonesia and various kinds of business fields that are very widely run, starting from the culinary business, retail business and various other business fields. The era of globalization presents Indonesian businesses with new commercial prospects and problems. On the one hand, the era of globalization has widened the product market for Indonesian enterprises, while on the other hand, this has led to an increase in competitiveness between domestic and foreign firms. As is the case in the national retail industry, where the development of the number of retailers in Indonesia, including supermarkets, hypermarkets, minimarkets, and others, continues to rise rapidly.

Many things affect consumer decisions to make purchases at a retail store. Factors that need to be considered are not only related to economic needs, because with the increasingly fierce competition between retail stores and also changes in people's lifestyles, emotional needs such as prestige and a pleasant shopping experience need to be considered by retailers in providing services and added value for consumers (Edelia & Aslami, 2022). The city of Medan as one of the big cities in Indonesia is also famous as a city that has a variety of culinary and tourism cultures, so that it invites many tourists, both foreign and domestic. The number of newcomers who visit this city as well as the

development of the city of Medan into a modern city also encourages the growth and development of retail stores and modern shopping centers. Seeing these opportunities, many outdoor equipment centers have sprung up in the city of Medan in particular. Eiger as one of the large outdoor equipment in the city of Medan has a large selection of products to attract tourists and the local community. Located in the heart of the city, which is known for never sleeping and is always bustling with tourists participating in a wide range of social events. Eiger managed to position itself not only as an outdoor equipment store, but also as an outdoor sports tourist destination.

The consumer's decision to buy or not to a product is a challenge and a problem faced by Eiger. This pertains to the continuity of the business, so encouraging managers to be able to enhance marketing techniques and analyze customer behavior so that consumers would receive good service and develop confidence in Eiger.. Understanding consumer behavior is indeed not an easy matter, moreover, every consumer has various tastes, expectations regarding the product to be purchased, the atmosphere obtained, and the reasons for choosing a retail store as a place to shop until finally making a purchase decision. Modern companies or retailers must dare to be different and have a competitive advantage compared to other companies.

To attract consumers to make purchases, it can be done by providing a pleasant atmosphere for consumers while in the store, because happy consumers are expected to make purchases in the store. In the planning and design process, store manager must pay attention to elements such as exterior, general interior, store layout, and interior display. Proper planning can create an attractive feel, atmosphere and aesthetics for consumers.

Product development to create product diversity is also a challenge for every company. Product development can be done by developing existing products. In addition, research can be carried out to create new products with appropriate models. Companies who are unable to generate or provide new items will face risks such as a decline in sales volume as a result of the advent of more innovative competitors, shifting consumer preferences, and the emergence of new manufacturing technologies.

From the data released by the climbing room in 2016, the Eiger brand was ranked first as the best outdoor product. This proves that the Eiger product is a product that has the best quality among its competitors. Eiger products always prioritize quality, perfect products, always innovate, and always try to get closer to consumers. Currently, other brands are starting to appear that present similar products and have good quality and affordable prices, such as The North Face, Karrimor, Consina, Avtech, Deuter, Gravell, Rei etc. With the increasing number of companies that produce the same product, it will create intense competition and product quality is one of the factors that influence marketing. This is evidenced by the Eiger brands a lot of recovered by members on the backpacker Indonesia website that reached 41.680 people.

Based on data from backpackerindonesia.com in 2017 it shows that the Eiger product is an outdoor equipment product recommended by the Indonesian backpacker website which reaches around 41.680 people. Besides, many say that the Eiger product is a brand that has good quality and durability.

This study was carried out in The Eiger Store on Medan, which is located Jl. Setia Budi No.55, Tj. Rejo, Medan Sunggal district, Medan City, North Sumatra 20122. The Eiger Tropical Adventure located in the city of Medan is the largest Eiger Store in the city of Medan and has a complete supply of goods among other Eiger Medan shops, the atmosphere in the Eiger Store Medan Setia Budi is very comfortable and has a room concept like the atmosphere outdoor in serving visitors, the store employees are very

friendly to visitors, the Store Atmosphere at the Eiger Store loyal to Medan provides a pretty good attraction for shop visitors by utilizing 2 store floors that are designed as attractive and comfortable as possible so as to make visitors comfortable in making purchases and make consumers to come back to the Eiger Store. The concept of the Eiger Store which has a difference from other outdoor stores is by creating a store atmosphere that can bring visitors like being in nature even though they are indoors, for this reason the author is interested in conducting research on the Eiger Store Jalan Setia Budi Medan. Based on the above background, this study aims to determine the effect of Store Atmosphere on consumer purchasing decisions Eiger Store Setia Budi, Medan.

2. LITERATURE REVIEW

2.1. Store Atmosphere

Store Atmosphere give the impression to the customer to achieve a certain influence and can affect the consumer's perception of the store atmosphere. According to Sutisna (2002) store atmosphere is "arrangement of space in (instore) and space outside (outstore) that can create comfort for customers. According to Utami (2010) store atmosphere is a combination of physical store characteristics such as architecture, layout, lighting, display, color, temperature, music, aroma as a whole will create an image in the form of consumers. Store atmosphere can be described as a change to the planning of the buying environment that produces a special emotional effect that can cause consumers to make a purchase action. Store Atmosphere is measured by indicators according to Barry and Evan (2004:455) in (Angela & Siregar, 2021), including Exterior (the outside of the store), General interior (the inside of the store), Store Layout, and Interior display.

2.2. Decision-Making

Decision Making is a thought process in selecting from several alternatives or possibilities that best suit individual values or goals to obtain results or solutions regarding future predictions. According to (Kotler & Armstrong, 2004) namely the purchase decision is when consumers buy a product within a certain time. This procedure involves at least two possibilities, because if there were only one, there would be no decision to be made. Decision making is a dynamic process that is influenced by a variety of factors, such as the organizational environment, knowledge, abilities, and motivation. Decision making is the science and art of selecting alternative solutions or alternative actions from a variety of available solutions and actions to solve problems. Meanwhile, according to (Schiffman & Kanuk, 2007) that is, the consumer's purchase decision is the selection of two or more options. Dimensions and indicators of purchasing decisions according to (Kotler et al., 2016) explained that the consumer's decision to purchase a product includes six sub-decisions including product choice, brand choice, dealer choice, purchase time, number of purchases.

2.3. Framework of Thinking

A purchase decision is the criterion-driven choosing of decisions or policies. This procedure involves at least two possibilities, because if there were only one, there would be no decision to be made. Store Atmosphere is the construction of a Store Atmosphere via the use of images, arrangement, light, music, and aroma in order to create a comfortable buying experience that influences the perceptions and emotions of

consumers in order to induce them to make purchases. Based on the aforesaid theoretical foundation, the conceptual structure of this study can be organized as follows:



Source: research, 2019

Figure 1. Framework of Thinking

Hypothesis

Ha: Store Atmosphere positive effect on purchasing decisions.

3. RESEARCH METHODS

The form of research used in this study is associative research with a quantitative approach. This research was conducted at the Eiger Store Setiabudi Medan, Jl. Setia Budi No.55, Tj. Rejo, Medan Sunggal district, Medan City, North Sumatra 20122. This research was conducted from November to December 2019. The population in this study were consumers who visited the Eiger Store Setiabudi Medan. Sampling in this study using purposive sampling method, is a method of determining respondents to be used as samples based on certain criteria. The criteria for respondents in this study are consumers who are at least 17 years old and have visited and made purchases more than once. According to Rao (1996) if the sample cannot be known with certainty, it can use the following formula:

$$n = \frac{Z^2}{4(Moe)^2}$$

Information:

n : Number of Samples

N : Sampling confidence level

moe : The maximum error rate that can be tolerated is 10%

$$n = \frac{1.96^2}{4(0.1)^2}$$
$$n = 96.04$$

Based on the above, it can be seen that the sample in this study were 96 respondents. The variable measurement scale used for this research is to use a Likert Scale. The analytical technique used is simple linear analysis and instrument tests in the form of validity, reliability, and classical assumption tests in the form of normality and heteroscedasticity tests, as well as hypothesis testing using T test, and coefficient of determination test.

4. RESULTS AND DISCUSSION

4.1. Research Results

4.1.1. Characteristics of Respondents

Based on the characteristics of the respondents, it can be seen that the majority of respondents in this study were male as many as 61 respondents (63,5%), while for the female gender were 35 respondents (36,5%). These results show that Eiger users in Medan City are currently dominated by men. This is because Eiger products are dominated by hiking and outdoor products, where more men have a hobby of hiking or outdoor activities. The majority of respondents in this study were aged between 22-26 years, as many as 45 respondents (46,9%). In addition, the respondents aged 17-21 years were 22 respondents (22,9%), aged 27-31 years were 21 respondents (21,9%) and 32-36 years were 6 respondents (6,3%), and 37 years and over as many as 2 respondents (2,1%). This shows that the use of the Eiger is dominated by young people. This is because at the age of 22-26 more concerned with lifestyle. The majority of respondents in this study were students as many as 34 respondents (35,4%). Private employees were 33 respondents (34,4%), entrepreneurs were 14 respondents (14,6%). Civil servants as many as 11 respondents (11,5%), and others as many as 4 respondents (4,2%). This shows that the use of Eiger is dominated by students. This is because the quality is good and the Eiger brand is well known among students. The number of respondents is dominated by respondents with income below < Rp. 1,000,000, this is because the majority of consumers at the Eiger Store are students.

1) Validity Test

Based on the validity test of 10 questionnaire statement items for the Store Atmosphere (X) variable which was tested for validity, all questionnaire statement items were declared valid because r statistic was greater than r table, namely 0,202. In connection with the Store Atmosphere theory, it can be concluded that from 10 statements are declared valid in purchasing decisions. Of the 10 items of questionnaire questions for the purchasing decision variable (Y) which were tested for validity, all items of questionnaire questions were declared valid because r statistic was greater than r table, namely 0,202. In relation to the theory of purchasing decisions, it can be seen that of the 10 statements greatly influence purchasing decisions.

2) Reliability Test

Reliability measurement is done by measuring only once and the test used is Cronbach Alpha. Where a variable is said to be reliable if it gives a Cronbach Alpha value > 0,60. Store Atmosphere (X) variable obtained Cronbach Alpha results of 0,866 and greater than 0,60 so it can be concluded that the 10 items of the Store Atmosphere (X) questionnaire statement in this study were declared reliable. Purchasing decision variable (Y) results obtained Cronbach Alpha 0,833 and greater than 0,60 so it can be concluded that the 10 items of the purchasing decision questionnaire statement (Y) in this study were declared reliable.

4.1.2. Classic Assumption Test

1) Normality Test

The criteria for assessing the normality test of the Kolmogorov-Smirnov approach is if at the 5% significance level the value of Asymp.Sig (2-tailed) is greater than 5%, meaning that the residual variable is normally distributed.

Table 1. Kolmogorov-Smirnov Normality Test Results

		Unstandardized Residual
N		96
Normal Parameters ^{a,b}	Mean	.0000000
	Std. Deviation	2.73871222
Most Extreme Differences	Absolute	.072
	Positive	.066
	negative	-.072
Test Statistics		.072
asymp. Sig. (2-tailed)		.200 ^{c,d}

a. Test distribution is Normal.

b. Calculated from data.

c. Lilliefors Significance Correction.

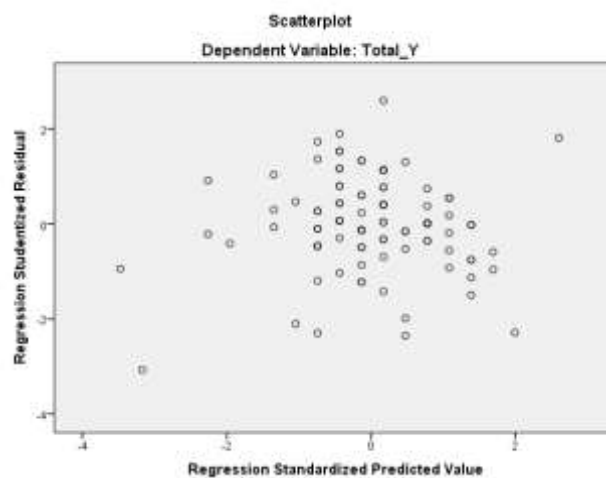
d. This is a lower bound of the true significance.

Source: Data Processing Results (2019)

Based on table 1, the results of the Kolmogorov-Smirnov normality test are known as the Asymp value. Sig. (2-tailed) $0,200 > 0,05$, it can be concluded that the residual value is normally distributed.

2) Heteroscedasticity Test

Heteroscedasticity test aims to test whether a group has the same variance between the groups. This study tests heteroscedasticity by looking at the scatterplot graph on the resulting output, if the resulting points form a pattern, this indicates the presence of heteroscedasticity symptoms.



Source: Data Processing Results (2019)

Figure 2. Heteroscedasticity Test Result

3) Simple Linear Regression Analysis

Table 2. Simple Linear Regression Analysis Results

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	18,727	3,481		5.380	.000
	Store Atmosphere	.540	.086	.545	6.299	.000

a. Dependent Variable: Purchase Decision

Source: Data Processing Results (2019)

Based on table 2, the results when written in standardized form from the regression equation are as follows:

$$Y = \alpha + bX$$

$$Y = 18,727 + 0,540X$$

The simple linear regression equation can be described as follows:

- a) The positive constant (α) value of 18,727 shows that it has a positive effect, namely the independent variable store atmosphere. If the independent variable increases or has an effect, the purchase decision variable will increase or be fulfilled/bound.
- b) The coefficient value of the Store Atmosphere (X) variable of 0,540 indicates that the Store Atmosphere variable has a positive effect on purchasing decisions or if the Store Atmosphere value is increased by 1%, it will increase purchasing decisions by 0,540.

4) Partial Test (T Test)

Partial test or t-test to test or measure how far the influence of the independent variables individually in explaining the dependent variable. The following are the results of the t-test in this study:

The decision-making criteria are as follows:

- a) If t statistic > t table then H₀ is rejected and H_a is accepted at ALPHA = 5%
- b) If t statistic < t table then H₀ is accepted and H_a is rejected at ALPHA = 5%

Error rate (α) = 5% and degrees of freedom (df) = (n-k)

n = 96 (number of samples)

k = 2 (number of variables used)

Degrees of freedom (df) = n – k = 96-2 = 94

Then the r table used is t (5%) 94 or t table (94) = 1,985

Table 3. Partial Test Result (T Test)

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	18.727	3.481		5.380	.000
	Store Atmosphere	.540	.086	.545	6.299	.000

a. Dependent Variable: Purchase Decision

Source: Data Processing Results (2019)

Based on the statistical software testing of individual parameters, the test results are obtained and are related to the theory of the Store Atmosphere variable that has a significant effect on purchasing decisions, this can be seen from the significant value of the Store Atmosphere variable, namely sig. 0,000 < 0,05 and the t-statistic value is 6,299 > t-table 1,985, then H_a is accepted. Thus, it can be concluded that the Store Atmosphere (X) variable has a significant effect on the purchasing decision variable (Y).

5) Coefficient of Determination Test (R^2)

The coefficient of determination is used to measure how far the ability of the independent variables to explain the variation of the dependent variable and determine how much influence the Store Atmosphere has on purchasing decisions. The calculation of determination in this assessment is as follows:

Table 4. Coefficient of Determination Test Result (R^2)

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.545 ^a	.297	.289	2.753

a. Predictors: (Constant), Store Atmosphere

Source: Data Processing (2019)

Based on table 4. it can be seen that the R value is 0,545 (54,5%), where the value of this correlation coefficient indicates that the relationship between Store Atmosphere and purchasing decisions is quite close. The value of R Square or the value of the coefficient of determination above shows that the variation of the independent variable, namely Store Atmosphere, can explain the purchase decision variable (29,7%), while (70,3%) is influenced by other variables not included in this study such as discounts, prices, services, and other variables.

4.2. Discussion

Overall, this study shows that respondents' assessment of the variables of this study, namely Store Atmosphere (X) is generally good. This is indicated by the many responses that agree with the respondents to the research variable, namely the independent variable of purchasing decisions on people's purchasing decisions in the city of Medan.

Based on respondents' answers to several indicators of service quality variables such as exterior, interior, store layout, and interior display, respondents are very happy to shop and use Eiger products. The 10 item statements of respondents' answers from the 10 items provide This can be seen from the distribution of positive answers and from the 10 statement items it can already describe how the influence of the Store Atmosphere on purchasing decisions of the Eiger Store.

Based on the partial test or (t test) this can be seen from the significant value of the Store Atmosphere variable, which is $0,000 < 0,05$ and the t-statistic value is $6,299 > t$ table 1,985. This shows that the Store Atmosphere has a positive effect on purchasing decisions. This means that when the Store Atmosphere becomes a company's trust, purchasing decisions will also increase. Therefore, Store Atmosphere has a significant effect on purchasing decisions.

Thus, if the Eiger Store is able to provide trust and good service and continue to innovate again by carrying out promotional strategies and increasing the level of trust and quality of service, the purchasing decisions of the people will also increase. This finding is in accordance with previous research and strengthens the results of the study carried out by Mardhikasari (2014), with the title "The Effect of Store Atmosphere, Store Location, and Product Diversity on Consumer Purchase Decisions Mirota Kampus Jl. C. Simanjuntak 70, Yogyakarta (Study on Students of the Faculty of Economics, Yogyakarta State University)." The results of the study found that Store Atmosphere has a positive effect on consumer purchasing decisions, store location has a positive effect on consumer purchasing decisions, product diversity has a positive effect on consumer purchasing decisions, and Store Atmosphere, store location, and product diversity simultaneously have a positive effect on consumer purchasing decisions. Likewise, Wido (2013) with a research entitled "The Effect of Atmosphere Stores and Product Variations on Consumer Purchase Decisions for Citra Bandar Create Padang Supermarkets", which concludes that store atmosphere and product variations either partially or simultaneously have a positive effect on consumer purchasing decisions.

5. CONCLUSION

From the findings and discussion above, Store Atmosphere has a positive and significant effect on purchasing decisions at the Eiger Store on Setia Budi Street, Medan. Besides, Store Atmosphere influences purchasing decisions by 29,7% while the remaining 70,3% is influenced by other variables not included in this study such as prices, discounts, and other variables. In conclusion, if purchasing decisions increase, sales will also increase, otherwise if purchasing decisions decrease, sales will also decrease.

Therefore, it is hoped that the Eiger Store company can add components to make it more attractive, lighting and layout as well as the exterior of the Eiger Store. To further increase sales of their products, Eiger must often hold discounts on the products they market to attract more consumers to shop at the Eiger Store more often, and not only discount what they can do but can also add a Buy One Get one Strategy free items from the products they sell on big days like independent day because this kind of strategy is rarely done by eiger stores that already have a fairly well-known brand in Indonesia.

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