The Influence of Store Atmosphere, Price and Product Quality on Purchasing Decisions at PT Modular Kuliner Indonesia Jakarta

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ARTICLEINFO	ABSTRACT
	This study examines the impact of store atmosphere, price, and product quality on consumer purchasing decisions on Hot Side Story products from PT Modular Kuliner Indonesia. By using a quantitative approach with multiple linear regression analysis, t-test, F test, and determination test using SPSS version 26 calculation tools and sig 0.05, it was found that the three variables produced a positive impact and reached significance for consumer purchasing decisions. Based on the results of the F test, the variables of price, product quality, and store atmosphere together (simultaneously) have a positive effect and have significance on consumer purchasing decisions. The findings of the determination test indicate that factors of product quality, pricing, and store atmosphere can all have an impact on 68.3% of variations in consumer purchasing decisions, and the remaining 31.7% are explained by external variables other than those carried out by researchers. This study provides three factors that drive consumer purchasing decisions on Hot Side Story products from PT Modular Kuliner Indonesia. So, the company still needs to continue to evaluate the store atmosphere, competitive prices, and improve product quality to encourage consumer purchasing decisions.

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1. INTRODUCTION

Indonesia's food and beverage business is a crucial sector that is consistently seeing substantial expansion, making a considerable contribution to the country's GDP. In 2022, the sector experienced a 4.90% growth increase, representing 38.35% of the non-oil and gas processing industry. The export value of this sector reached USD 48.61 billion. The expansion was driven by a rise in caterers and food court sales, while sales in restaurants and quick food establishments experienced a fall (GPR, 2023). The sector experienced a 4.62% increase in GDP during the second quarter of 2023, resulting in total revenue of IDR 209.51 trillion (Badan Pusat Statistik, 2023). The key to success in this competitive market lies in the digitalization and invention of distinctive local products.

PT Modular Kuliner Indonesia or Hangry Indonesia, a business established in November 2019, exemplifies the ability to adjust to the ongoing digitization trend in the food and beverage sector. Hangry provides consumers with a convenient method to order product from multiple brands in a single order with its cloud kitchen concept and HangryApps. As of December 2023, Hangry currently operates 75 shops in different regions of Indonesia and intends to companies that include menus blending Asian and Western culinary themes, offering a range of prices.

This study aims to investigate how the shop atmosphere impacts consumer purchase decisions at PT Modular Kuliner Indonesia's Hot Side Story store. This research aims to provide valuable insights for firms to enchance their marketing strategy and product quality by comprehending the aspect that impact consumer happiness and purchasing decisions. This research is anticipated to make a valuable contribution to the existing body of knowledge on consumer behavior in the food and beverage industry in Indonesia.

According to (Kotler et al., 2019) purchasing decisions are defined by the condition that consumer will prefer to buy something that is already familiar. However, there are two types of factors where there is only an initial intention to buy until the decision to buy. According to Abarca in (Agustina Rennie et al., 2023) the act of buying is the final step buyers take after they make a commitment regarding special considerations in order to carry out the process of purchasing goods or service. This decision is obtained from the efforts of marketers to offer products to consumers. (Kotler et al., 2019) there are five indicators that purchasing decisions can occur, including: Problem Introduction, Information Search, Evaluation of Alternative, Purchase Decision, and Post-purchase Behavior.

According to (Aditia & Heriyanto, 2024) the store atmosphere is a crucial aspect that retailers must focus on in order to develop tactics that cater to their target market. By doing so, stores hope to influence potential buyes and encourage them to make purchase decisions. Kotler in (Yuliacipta et al., 2023) states that the store atmosphere is tailored to appeal to its intended target audience, therefore enticing consumers to make purchases. The ambiance of a store can significantly influence the psychological emotions of consumers, which in turn affects their subsequent buying behavior. When consumers feel at ease in the store environment, they are more likely to spend more and purchase a greater number of products or services. (Kurniawan et al., 2022) propose that the store atmosphere can be categorized into four dimensions: General Exterior, General Interior, Store Layout, and Interior Display.

According to (Indrasari, 2019) price is the value of a product or service determined by the money exchanged for a buncle of goods or services. According to (Kotler et al., 2019) price is defined as the amount of money asked for a brand or service. Marketers must create a value that has more meaning than just price, meaning that the right pricing is critical to success. Kotler (Indrasari, 2019) identifies five indicators that can influence prices in various ways: Price affordability, Price Compatibility with Product Quality, Price Competitiveness, and Price Compatibility with Benefits.

According to (Rihayana et al., 2021) defines product quality as the endeavor to meet consumer expectations regarding quality. Brands that contain high quality must satisfy specific predetermined criteria, and quality is a characteristic that envolves in response to shifts in consumer preferences or expectations for a product. According (Astuti et al., 2021), product quality is the comprehensive achievement of a food brand's capacity to perform a variety of functions, including reliability, accuracy, and durability. According to Assauri in (Harjadi & Arraniri, 2021), product quality can be influenced by a variety of factors, including product function, product design, and product cost. (Elliyana, 2022) indicators on product quality there are seven points described in performance, features, durability, conformance to specification, reliability, aesthetics, and perceived quality.

According to (Aditya et al., 2019) the store atmosphere itself is one of the important emphases where stores need to study strategies related to creating a target market that is tailored to our store and it is hoped that this can potential buyers to make purchasing decisions. According to (Mendur et al., 2021) store atmosphere is a collection of prearranged physical messages. A shift from the intended shopping environment that creates a unique emotional impact and may persuade customers to make a purchase is referred to as the store atmosphere. This store atmosphere will also have an impact on the psychological emotions of consumers on subsequent purchase actions and when consumers are comfortable with the store environment, consumers can spend more and buy more products or services.

According to research conducted by (Aditya et al., 2019) price has both positive and significant implicatuin for consumer purchasing decisions. These findings are corroborated by prior research conducted by showing that price variables have a large and favorable impact on customer purchasing choices. However, it is different from the results of research belonging to (Hertina & Wulandari, 2022) where on the object studied, the price at Bandung Regency agents, the variable

has a negligible and impact on decisions about skincare produk purchase. Price will indirectly affect how consumers will make purchasing decisions.

Looking at the result of research (Hertina & Wulandari, 2022) results in product quality variables partially having a major influence on judgments made about purchases. These outcomes are likewise similar to those of research belonging to (Widiana S et al., 2023) where the most dominant decisions on what to buy are significantly influence by the product quality variable for cloting at Planet Kids Stores in Mamuju Regency.

Some of the research describe above encourage researchers to raise this as the main topic of research because they see the influence of the three variables judgments about what to buy can be influenced by factors including pricing, product quality, and store atmosphere. However, there are still other factors that encourage consumers to decide on their choice outside the factors being raised.

2.   RESEARCH METHOD

The current research measures data statistically using a quantitative methodology. The aim is to examine how 83 consumers are affected by product quality, price, and store atmosphere on purchasing choices of PT Modular Kuliner Indonesia, especially Hot Side Story product at Pondok Indah Mall 3 Jakarta. The sampling technique used was accidental sampling through Google Form questionnaires, interviews, and literature studies. Samples were selected based on availability and ease of access, because the sample characteristics were not the same every day. Data were analyzed with IBM SPSS version 26 for Windows. This study measure variables with 24 statements using a likert scale consisting of five answer choices. Five answer choices. Each answer choice has a certain score, namely: strongly agree= 5, agree= 4, neutral= 3, disagree= 2, strongly disagree= 1.

3.   RESULTS AND DISCUSSIONS
Instrument Test Results
Validity Test

Tabel 1. Uji Validitas

Variable	Result
Store Atmosphere	Valid
Price	Valid
Product Quality	Valid
Purchase Decision	Valid

The results of table 1 in the validity test above show that the selected research instruments have a validity coefficient value (r) greater that 0.215 (r_{table}), confirming that the complete research instrument is suitable for measuring the factors of store atmosphere, price, product quality and purchase decisions is valid and suitable for the purpose of futher data analysis.

Reability Test

Tabel 2. Reability Test

No	Variabel	Cronbach's Alpha	Keterangan
1	Atmosfer Toko (X_1)	0,866	Reliabel
2	Harga (X_2)	0,796	Reliabel
3	Kualitas Produk (X_3)	0,621	Reliabel
4	Keputusan Pembelian (Y)	0,767	Reliabel

From table 2 the variables used in this study have a Cronbach's Alpha value above 0.60. This indicates that all measurement concepts used in this research questionnaire are highly trustworthy and consistently provide reliable results. As a result of the validity and reliability tests on these findings.

Classical Assumption Test
Normality Test

Tabel 3. Normality Test

		Unstandardized Residual
N		83
Normal Parameters[a,b]	Mean	,0000000
	Std. Deviation	1,68520817
Most Extreme Differences	Absolute	,058
	Positive	,036
	Negative	-,058
Test Statistic		,058
Asymp. Sig. (2-tailed)		,200[c,d]

Table 3 explains the result of the normality test found in the Kolmogorov-Smirnov test table above the probability value Asymp.Sig. (2-tailed) of $0.200 > $ from 0.05 ($0.200 > 0.05$). it can be seen that data used in the study is normally distributed.

Heteroscedasticity Test

Tabel 4. Heteroscedasticity Test

Scatterplot
Dependent Variable: Keputusan Pembelian (Y)
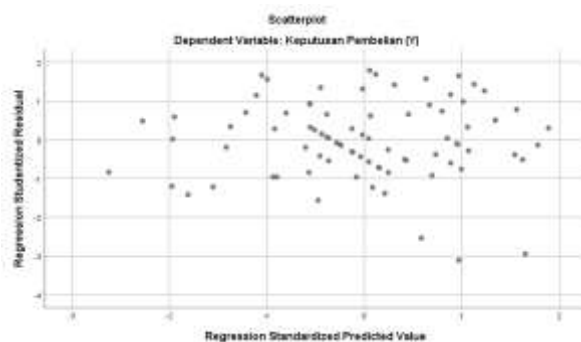
Based on the result shown in table 4, it can be seen that there is no clear pattern and the data points are randomly distributed both above and below zero on the Y-axis. Thus, it can be conveyed that there is no indication in this test.

Multicollinearity Test

Tabel 5. Multicollinearity Test

Coefficients[a]

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.	Collinearity Statistics	
		B	Std. Error	Beta			Tolerance	VIF
1	(Constant)	,286	2,232		,128	,898		
	Atmosfer Toko (X1)	,158	,075	,166	2,114	,038	,649	1,542
	Harga (X2)	,656	,102	,520	6,410	,000	,611	1,638
	Kualitas Produk (X3)	,270	,070	,294	3,860	,000	,691	1,447

a. Dependent Variable: Keputusan Pembelian (Y)

The result of the multicollinearity test in the tolerence value table 5 for the following variables are shown: store atmosphere (X_1) 0.649, price (X_2) 0.611 and product quality (X_3) 0.691, so that the entire variable gets a tolerence value > 0.10. Then it is known that the the Store Atmosphere variable (X_1) has a VIF value of 1.542, Price (X_2) 1.638 and Product Quality (X_3) 1.447, so that all variables have a VIF value < 10.00. Based on these findings, it can be said that the information applied in this study does not show a correlation between independent variables or multicollinearity free tolerence value > 0.10 and VIF value < 10.00.

Multiple Regression Test

Tabel 6. Multiple Regression Test

		Coefficients[a]					
		Unstandardized Coefficients		Standardized Coefficients			
Model		B	Std. Error	Beta	t	Sig.	
1	(Constant)	,286	2,232		,128	,898	
	Atmosfer Toko (X1)	,158	,075	,166	2,114	,038	
	Harga (X2)	,656	,102	,520	6,410	,000	
	Kualitas Produk (X3)	,270	,070	,294	3,860	,000	

a. Dependent Variable: Keputusan Pembelian (Y)

Table 6 the result above can be intepreted with:

The coefficient of the store atmosphere variable (X_1) is 0.158, meaning that a one-score rise will result in a 0.158 increase in purchasing decisions.

Price (X_2) has a coefficient of 0.656, meaning that a one-score rise in the price variable will result in a 0.656 increase in purchasing decisions. Price, thus, has a 0.656 influence on buying decisions.

The coefficient of 0.270, the product quality (X_3) indicates that a one-score rise will result in a 0.270 increase in purchase decisions. Therefore, a products quality influences decisions to buy 0.270.

Hypothesis Test

T-Test

Tabel 7. T-Test

		Coefficients[a]					
		Unstandardized Coefficients		Standardized Coefficients			
Model		B	Std. Error	Beta	t	Sig.	
1	(Constant)	,286	2,232		,128	,898	
	Atmosfer Toko (X1)	,158	,075	,166	2,114	,038	
	Harga (X2)	,656	,102	,520	6,410	,000	
	Kualitas Produk (X3)	,270	,070	,294	3,860	,000	

a. Dependent Variable: Keputusan Pembelian (Y)

Looking at table 7, presents the store atmosphere variable (X_1) has a significance of 0.038 < 0.05 and a t_{count} of 2.114 > t_{table} 1.664. H_1 is so approved. It also implies that client choices to buy are greatly influence by the environment of the business.

The price parameter (X_2) has a significance level of 0.000 < 0.05 and a t_{count} of 6.410 > t_{table} 1.664. H_2 is therefore approved. This indicates that a major factor influencing decisions to buy is pricing.

The significance level for the product quality variable (X_3) is 0.000 < 0.05, with a t_{count} of 3.860 > t_{table} 1.664. H_2 is therefore approved. This indicates that decisions about what to buy are greatly influenced by the quality of the goods.

F-Test

Tabel 8. F-Test

		ANOVA[a]				
Model		Sum of Squares	Df	Mean Square	F	Sig.
1	Regression	500,765	3	166,922	56,626	,000[b]
	Residual	232,874	79	2,948		
	Total	733,639	82			

a. Dependent Variable: Keputusan Pembelian (Y)
b. Predictors: (Constant), Kualitas Produk (X3), Atmosfer Toko (X1), Harga (X2)

According table 8, the f_{test} result show that the F table of 2.72 is smaller that the compued F value of 56.525 with 0,000 < 0.05 as the significance level. This demonstrated how the independent factors

of Store Atmosphere (X_1), Price (X_2), and Product Quality (X_3) all work together to significantly influence consumer decisions.

Coefficient Of Determination Test

Partial Determination Coefficient Test

Tabel 9. Partial Determination Coefficient Test

		Coefficients[a]							
		Unstandardized Coefficients		Standardized Coefficients			Correlations		
Model		B	Std. Error	Beta	t	Sig.	Zero-order	Partial	Part
1	(Constant)	,286	2,232		,128	,898			
	Atmosfer Toko (X1)	,158	,075	,166	2,114	,038	,591	,231	,134
	Harga (X2)	,656	,102	,520	6,410	,000	,763	,585	,406
	Kualitas Produk (X3)	,270	,070	,294	3,860	,000	,638	,398	,245

a. Dependent Variable: Keputusan Pembelian (Y)

In the result of the calculation of table 9, it can be seen from the Store Atmosphere variable (X_1), the impact of Price (X_2), and Product Quality (X_3) on buying choices dominated by the price variable with an effect of 39.7%.

The effect of store atmosphere (X_1) on purchasing decisions (Y) 0.166 x 0.591 = 0.098 or 9.8%.

The effect of price (X2) on purchasing decisions (Y) 0.520 x 0.763 = 0.397 or 39.7%.

The effect of product quality (X3) on purchasing decisions (Y) 0.294 x 0.638 = 0.188 or 18.8%.

Simultaneous Determination Coefficient Test

Tabel 10. Simultaneous Determination Coefficient Test

			Model Summary[b]		
Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	,826[a]	,683	,671	1,717

a. Predictors: (Constant), Kualitas Produk (X3), Atmosfer Toko (X1), Harga (X2)

b. Dependent Variable: Keputusan Pembelian (Y)

Through the results presented in table 10, the coefficient of determination over the independent variables, which is represeted by a R^2 score of 0.683 shows the store atmosphere (X1), Price (X2), and then product quality (X3) have a 68.3% influence on puchasing desicions at PT Modular Kuliner Indonesia Jakarta. In light of this outcome, it may be deduced that additional components not included in this finding are responsible for the remaining 31.7%. Together, Store Atmosphere (X1), Price (X2), and Product Quality (X3) have a big impact on what people decide to buy.

Discussion

Partial Effect of Store Atmosphere on Purchasing Decisions

The store atmosphere variable partially influences purchasing decisions, as shown by the t_{test} results which show that t_{count} for the store atmosphere (X_1) is 2.114 which means that $t_{count} > t_{table}$ (2.114 > 1.664) with a significant value of t_{count} 0.038 less than the probability value of 0.05, or 0.038 less than 0.05. This suggests that purchase decisions are influenced by the environment to some extent. So, it can be concluded that H_1 is approved because there is an influence between the store atmosphere and the purchasing decision of PT Modular Kuliner Indonesia. The study's findings are consistent with those of earlier research conducted by (Janah et al., 2023) which demonstrates that the store atmosphere has a partial but substantial beneficial impact on purchasing decisions. Previous research (Yuliacipta et al., 2023) also found that the store atmosphere has a positive and significant

effect on purchasing decisions. Strategic and appropriate arragement of store atmosphere element will influence consumer perceptions and considerations for buying.

Partial Effect of Price on Purchasing Decisions

Result from the test demonstrate that purchasing decisions are significantly influenced by the price variable (X_2). The t_{count} number of 6.410, which is higher than t_{table} of 1.664, and the significance value of 0.000, which is lower than 0.05, both support this. Therefore, it can be said that H_1 gets authorized, which indicates a positive influence between price and purchasing decisions of PT Modular Kuliner Indonesia Jakarta (Hot Side Story). The conclusions of this analysis are consistent with recent research (Aditya et al., 2019) and (Krisna et al., 2022) which show that the price variable has a positive and significant influence on consumer client purchasing.

Partial Effect of Product Quality on Purchasing Decisions

Based on the results of t_{test}, it was found that there is a significant influence between product quality and purchasing decisions. This is envidenced by the t_{count} value for the product quality variable (X_3) of 3.860 which is greater than the ttabel of 1.664, as well as a significant value of 0.000 which is less than 0.05. Thus, it can be concluded that H_1 is accepted, which indicates a positive influence between product quality and consumer purchasing decisions. The result of research (Hertina & Wulandari, 2022) results in product quality variables partially having a significant affect on purchasing decisions. These results are also comparable to the results of research belonging to (Widiana S et al., 2023) where the most dominant product quality variable has a significant effect on purchasing decisions for cloting at Planet Kids Stores in Mamuju Regency.

Research Limitations

The research only focuses on Hot Side Story product, which allows the results obtained to not be generalized to other PT Modular Kuliner Indonesia products and the research only focuses on three independent variables (store atmosphere, price, and product quality) that are measured for their effects on purchasing decisions, so there may be additional variables that influence customer purchasing decisions, but have not been studied.

4. CONCLUSION

This study uses a quantitative approach by measuring data statistically. The aim is to examine the impact of PT Modular Kuliner Indonesia's store atmosphere, price, and product quality on 83 client purchasing choices, especially Hot Side Story product at Pondok Indah Mall 3 Jakarta. The sampling technique used was accidental sampling through Google Form questionnaires, interviews, and literature studies. Data were analyzed with IBM SPSS version 26 for Windows. The decision to buy PT Modular Kuliner Indonesia Jakarta (Hot Side Story) products has a positive and significant influence from the store atmosphere variable. Therefore, the first hypotesis is approved. The decision to buy PT Modular Kuliner Indonesia Jakarta (Hot Side Story) products highly and positively affects the price variable through partial tests. For this reason, the second hypotesis can be accepted. The decision to purchase PT Modular Kuliner Indonesia Jakarta (Hot Side Story) products is significantly influenced by the product quality variable from the partial test. Thus, the third hypothesis is recognized.

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