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The Influence of Store Atmosphere, Promotions and Location on Buying Interest in Indah Sari Pematang Siantar Store in 2024

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ARTICLEINFO	ABSTRACT
	StudyThis aims to determine the influence of shop atmosphere, promotions and location on purchasing interest at the Indah Sari Pematang Siantar shop. This research is survey research using a questionnaire as the instrument. The population used in this research was consumers of Toko Indah Sari Pematang Siantar in Banjarnegara city. The sample used was 130 consumers of Toko Indah Sari Pematang Siantar in Banjarnegara city using the Purposive Sampling method. Test the validity of the instrument using Confirmatory Factor Analysis and test its reliability using Cronbach's Alpha. . The analysis technique used is multiple regression analysis. The research results found that: (1) Store atmosphere has a positive effect on buying interest. (2) Promotion has a positive effect on buying interest. (3) Location has a positive effect on buying interest. (4) Store atmosphere, promotions and location have a positive effect on buying interest. The magnitude of the influence of store atmosphere, promotions and location on purchase interest (adjusted R^2) is 0.467.

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1. INTRODUCTION

In every business activity, the aim is basically to obtain maximum profits in order to maintain the company's existence amidst competition. Companies must be able to satisfy the needs and desires of consumers in order to be profitable. The increase in distros in this modern era has resulted in tight competition in this business. So it requires business people to be able to maximize their company's performance in order to compete in the market. Companies must try hard to study and understand the needs and desires of their customers.

Seeing increasingly tight competition conditions, every modern retail business needs to increase the strengths within its company by bringing out the differences or uniqueness that the company has compared to competitors in order to attract consumer buying interest. The definition of buying interest according to (Durianto and Liana, 2004:44) is something related to consumers' plans to buy certain products and how many units of the product are needed in a certain period. In response to this, retailers who play in this business are required to always innovate so that consumer buying interest is maintained and continues to increase. Attracting consumer buying interest to make purchases can also be done by providing a pleasant store atmosphere for consumers, providing promotions such as signage, discounts or door prizes and easily accessible store locations.

2. RESEARCH METHODS

The store atmosphere is one part of the retail mix which has a very important meaning in running a retail business. With a good store atmosphere, it will attract visitors and make purchases. The store atmosphere is a physical characteristic that is very important for every retail business. This plays a role in creating a comfortable atmosphere in accordance with consumer desires and makes consumers want to linger in the store and indirectly stimulates consumers to make purchases (Purnama, 2011: 62).

Store atmosphere is a planned atmosphere that suits the target market and that can attract consumers to buy (Kotler 2005: 177). The atmosphere of the store influences the emotional state of buyers which causes or influences purchases. Emotional states will create two dominant feelings, namely feelings of joy and arousing desire.

Store atmosphere elements:

The shop atmosphere has elements that all influence the shop atmosphere you want to create. The elements of shop atmosphere according to Berman and Evans in Purnama (2011: 509), consist of the following four elements:

The outside of the shop

The exterior of the shop is the entire physical exterior of a shop that gives an attractive impression. This includes the shop front, entrance, parking area, height and area of the building.

Inside the shop

The inside of the shop gives a comfortable and pleasant impression. This impression can be created, for example, by attractive shop wall and floor colors, air temperature in the shop, salespeople, and cleanliness in the shop.

Store layout

Plans to determine the specific location and arrangement of merchandise equipment in the store, as well as store facilities between grouping of goods, store traffic management, aisle arrangement and space allocation.

Information signs

Information shown to consumers who shop. This includes shelf arrangement, special promotional signs, posters and product displays.

Promotion

According to Simamora (2007:614), promotion is a company's effort to influence potential buyers through the use of all marketing elements or mixes. Meanwhile, according to Griffin and Ebert (2007:419), promotion is any technique designed to sell products. "according to Djaslim Saladin and Yevis Marty Oesman (2002: 123) Promotion is a communication of information between sellers and buyers which aims to change the attitudes and behavior of buyers, from previously unknown people to familiar ones so that they become buyers and remember the product."

For companies, sales promotions aim to encourage purchases of old and new products, create product testing among non-users, and attract customers who switch. According to Kotler and Keller (2008:6) sales promotion tools include: samples, coupons, cash back offers, discounts, premiums (gifts), frequency programs, subscription rewards, prizes (contests, sweepstakes, games). , co-promotions, cross-promotions, point-of-purchase displays and demonstrations. Sales promotion is a form of promotion that is short term and aims to create immediate purchases of products/services, either at low prices or by increasing added value. Sales promotion targets usually influence behavior more than promotional attitudes. In order for promotions to be effective, there needs to be a promotional mix, namely an optimal combination for various types of activities or selecting the type of promotional activities that are most effective in increasing sales. There are five types of promotional activities, including: (Kotler, 2001:98-100)

a. Advertising, which is a form of non-personal promotion using various media aimed at attracting purchases.

b. Direct selling, namely a form of personal promotion with oral presentations in a conversation with prospective buyers aimed at stimulating purchases.

c. Publicity is a form of non-personal promotion regarding a particular service or business entity by reviewing scientific information.

d. Sales Promotion, namely a form of promotion other than the three forms above which is aimed

at attracting purchases.

e. Direct Marketing, which is a form of personal selling directly aimed at influencing buyers.

3. RESEARCH RESULTS

Normality Test

The normality test is carried out to test whether the data for each research variable is normally distributed or not. The normality test is carried out to fulfill the requirements of parametric statistics which requires data taken from a normally distributed population (Sugiono, 2007: 171). In addition, the normality test is carried out to avoid bias in the calculations. The normality assumption test was carried out using the Kolmogorov Smirnov test. The criterion for accepting normality is that if the significance value of the calculation results is greater than α = 0.05 then the distribution is declared normal, conversely if it is smaller than α = 0.05 then the distribution is declared abnormal (Ghozali, 2011: 163). The calculation results for all variables are presented in Table 12 below:

Table 1. Normality Test Results

Variable	Sig.	Conclusion
Purchase Interest	0.196	Normal
Store Atmosphere	0.551	Normal
Promotion	0.110	Normal
Location	0.092	Normal

(Source: Processed Primary Data, 2015).

Based on the normality test results presented in Table 1, it can be seen that the significance value of each variable is greater than α = 0.05. Thus, it can be concluded that the three research variables are normally distributed, so they can be analyzed further.

Linearity test

The linearity test is carried out to find out whether the independent variable (X) and the dependent variable (Y) have a linear relationship. Linearity testing is used to see whether the model specifications used are correct or not.

The criteria used to test linearity are if the significance value of the regression test shows results that are not significant (>0.05), then it can be concluded that the correlation being tested has a linear model, conversely if the results are significant then it can be concluded that there is a non-linear relationship. The following are presented in Table 13, the results of the research data linearity test:

Table 2. Linearity Test Results

Variable	Sig. deviation from linearity	Conclusion
X1 – Y	0.501	Linear
X2 – Y	0.158	Linear
X3 – Y	0.068	Linear

(Source: Processed Primary Data, 2015)

Based on the calculation results presented in Table 2, it can be seen that the significance value for each variable is > 0.05 so it can be concluded that the relationship between each independent variable and the dependent variable is linear.

Multicollinearity Test

The multicollinearity test aims to test whether the regression model found any correlation between independent variables. A good regression model should not have correlation between independent variables (Ghozali, 2011: 105). The value commonly used to indicate multicollinearity is a tolerance value of not less than 0.10, which means there is no correlation between independent variables whose value is greater than 95% or the same as a VIF value of less than 10. The results of the multicollinearity test can be seen in Table 12 below:

Table 3. Multicollinearity Test Results

Variable	Tolerance	VIF	Conclusion
Store Atmosphere	0.677	1,476	No Correlation
Promotion	0.777	1,286	No Correlation
Location	0.652	1,533	No Correlation

(Source: Processed Primary Data, 2015).

From the results of the multicollinearity test by analyzing the correlation matrix between independent variables, it was obtained that the tolerance value was smaller than 95% and the VIF was smaller than 10, so it was concluded that the independent variables had no correlation (Ghozali, 2011: 106).

Heteroscedasticity Test

Heteroscedasticity is the residual variance in a non-homogeneous regression model. The test to detect symptoms of heteroscedasticity is carried out using the Glejser test. 139).The model is declared to have no heteroscedasticity if the probability is greater than the 5% significance level. The results of the heteroscedasticity test can be seen in Table 15 below:

Table 4. Heteroscedasticity Test Results

Variable	Sig.	Conclusion
X1 →Y	0.951	Heteroscedasticity free
X2 →Y	0.623	Free heteroscedasticity
X3→Y	0.554	Free heteroscedasticity

(Source: Processed Primary Data, 2015)

From the results of the heteroscedasticity test using the Glejser test statistic, the significance values for all independent and dependent variables were greater than the error level of 5% (0.05), so it was concluded that the research variables were free from heteroscedasticity.

Multiple Regression Analysis

Multiple regression analysis is used to determine the influence of store atmosphere (X1), promotions (X2) and location (X3) on buying interest (Y). Apart from that, to find out the extent of the influence between the independent variable and the dependent variable (Sutrisno Hadi, 1999: 21). Below we will discuss the results of multiple regression analysis carried out using the SPSS 20.00 for Windows program.

Table 5. Results of Multiple Regression Analysis

Variable	Regression Coefficients (B)	t_{count}	Sig.
Store Atmosphere	0.242	3,404	0.001
Promotion	0.349	4,702	0,000
Location	0.299	3,279	0.001
Constant	2,389	0.793	0.429
Fcount = 38,713			
R = 0.693			
R2 = 0.480			
*Adjusted*R2 = 0.467			

(Source: Processed Primary Data, 2015).

The results of the regression equation testing analysis presented in Table 5 can be written in the form of the regression equation as follows:

$$Y = 2.389 + 0.242X1 + 0.349X2 + 0.299X3 + e$$

Based on this equation, it is known that the regression coefficients for store atmosphere (b1), promotions (b2), and location (b3) have positive regression coefficients. This means that the store atmosphere (b1), promotions (b2), and location (b3) have a positive influence on buying interest (Y).

Hypothesis Testing

Next, to find out whether the hypothesis proposed in this research is accepted or rejected, hypothesis testing will be carried out using the t test and F test. The results of hypothesis testing are explained as follows:

Partial Test (t-test)

The t-test was carried out to partially test whether the independent variables consisting of job satisfaction and employee commitment had a significant influence on employee performance. The t-test results can be seen in Table 17 below:

Table 6. Partial Test Results (t-test)

Variable	B	t_{count}	Sig.	Information
Store Atmosphere	0.242	3,404	0.001	Positive and significant
Promotion	0.349	4,702	0,000	Positive and significant
Location	0.299	3,279	0.001	Positive and significant

(Source: Processed Primary Data, 2015).

Based on Table 6 it can be seen that:

1) Hypothesis testing: store atmosphere influences consumer buying interest.

      The shop atmosphere variable has a positive and significant effect on consumer buying interest, this can be seen from the significant value of 0.001 which is smaller than 0.05 with a t value of (3.404) and a positive regression coefficient of 0.242. So the hypothesis which states that "store atmosphere has a positive influence on buying interest" is proven.

2) Hypothesis testing: promotions influence consumer buying interest.

      The promotional variable has a positive and significant influence on consumer buying interest, this can be seen from the significant value of 0.000 which is smaller than 0.05 with a t value of (4.702) and a positive regression coefficient of 0.349. So the hypothesis which states that "promotion has a positive influence on purchasing interest" is proven.

3) Hypothesis testing: location influences consumer buying interest.

      The location variable has a positive and significant effect on consumer buying interest, this can be seen from the significant value of 0.001 which is smaller than 0.05 with a t value of (3.279) and a positive regression coefficient of 0.299. So the hypothesis which states that "location has a positive effect on buying interest" is proven.

a. Simultaneous Test (F-Test)

      The F test was carried out to test whether the shop atmosphere, promotion and location variables simultaneously or simultaneously had a significant influence on purchase intention. The results of the F-Test can be seen in Table 18 below:

Table 7. Simultaneous Test Results (F-Test)

R	R^2	F count	Sig.
0.693	0.480	38,713	0,000

(Source: Processed Primary Data, 2015).

The shop atmosphere, promotion and location variables have a calculated F value of 38.713 with a significant value of 0.000. The criterion for accepting the hypothesis is that Ho is rejected if the significance value is less than the 5% error level (0.05). The significant value for the store atmosphere, promotion and location variables is less than 5% or 0.05, so the hypothesis which states that "store atmosphere, promotion and location together (simultaneously) has a positive effect on buying interest" is proven.

b. Determination Coefficient Test (Adjusted R2)

      The coefficient of determination (R2) is used to determine how far the model's ability is to explain variations in the dependent variable. The value of the coefficient of determination (R2) is between zero and one. A value close to one means that the independent variables provide almost all the information needed to predict variations in the dependent variable. This means that the model used is increasingly powerful in explaining the influence of the independent variable on the

dependent variable. The results of the coefficient of determination test can be seen in Table 19 below:

Table 8. Coefficient of Determination Test Results

Variable	R	R^2	*Adjusted* R^2	Standard deviation
Purchase Interest	0.693	0.480	0.467	4.26282

(Source: Processed Primary Data, 2015).

Based on Table 8, it can be seen that the Adjusted R2 is 0.467, which means that store atmosphere, promotions and location influence purchasing interest by 46.7%, and the remaining 53.3% is influenced by other factors outside of this research variable.

Discussion

The Influence of Store Atmosphere on Purchase Intention.

mBased on the research results, it is known that the shop atmosphere has a positive effect on buying interest. This is proven by the calculated t value of 3.404 with a significance value of 0.001 which is smaller than the error tolerance α = 0.05. The regression coefficient value of 0.242 which has a positive direction indicates that the better the shop atmosphere, the higher the consumer's buying interest. This result is consistent with research by Triani (2013) which states that the shop atmosphere influences buying interest. Shops must form a planned atmosphere that suits their target market so that can attract consumers' attention. Creating a pleasant, attractive and comfortable atmosphere when consumers are in the store is one way for consumers to take purchasing actions (Levy and Weitz in Achmad, 2010). The shop atmosphere is a very important physical characteristic, this plays a role in creating a comfortable atmosphere in accordance with consumer desires and makes consumers want to linger in the shop and indirectly stimulates consumers to make purchases. Creating a good shop atmosphere will attract visitors and make purchases (Purnama, 2011). Relevant to the previous explanation, Toko Indah Sari Pematang Siantarte has done several things to create a good shop atmosphere, namely Toko Indah Sari Pematang Siantarte has been able to provide an internal and external design of the shop according to the tastes of young people, providing music, air freshener and maintaining shop cleanliness. By creating a good store atmosphere, it is hoped that consumers will come and not switch to competitors (Karmela and Junaedi, 2009).

The Effect of Promotion on Purchase Interest

Based on the research results, it can be seen that promotion has a positive and significant effect on buying interest. The regression results show that there is a positive influence of promotion on buying interest. The results of the partial regression test show significant results for the promotion variable on purchasing interest of 0.000, which is smaller than the error tolerance α = 0.05. The results of the t test show that the calculated t value is 4.702. The regression coefficient value is 0.349 which has a positive direction indicating that the higher the promotion, the higher the consumer's buying interest. This result is consistent with research by Wardhana (2013) which states that promotion has a positive effect on buying interest. .Proper delivery of promotions can attract consumers to buy the products offered. If a shop offers intensive promotions, such as discounts, it will increase consumers' buying interest.

As explained by Tjiptono (2002), promotion is essentially a form of marketing communication. Marketing communication is a marketing activity that seeks to disseminate information, influence/persuade people to be willing to accept, buy and be loyal to the products offered by the company in question. Consumer knowledge will influence purchasing decisions: what to buy, how much to buy, where to buy and when to buy will depend on consumer knowledge about these things. Consumer knowledge is all the information that consumers have regarding various products, as well as other related knowledge and information related to their function as consumers (Sumarwan, 2002). Relevant to the previous explanation, Toko Indah Sari Pematang Siant has carried out several activities related to promotions, namely providing discounts, installing shop identity and installing several banners in several places.

The Influence of Location on Purchase Intention

Based on the research results, it can be seen that location has a positive and significant effect on buying interest. The regression results show that there is a positive influence of location on buying interest. The results of the partial regression test show significant results for the location variable on buying interest of 0.001, which is smaller than the error tolerance α = 0.05. The results of the t test show that the calculated t value is 3.279. The regression coefficient value is 0.299 which has a positive direction indicating that the better the location, the higher the consumer's buying interest. This result is consistent with research by Triani (2013) which states that location has a positive effect on buying interest. Determining the location for each business is an important task for marketers, because the wrong decision can result in failure before the business starts. Choosing a trading location is an important decision for businesses that must persuade customers to the business location to fulfill their needs.

Kotler (2001) defines location as a means of company activities so that products are easily obtained by target consumers. The strategic location makes it easier for consumers to reach and also guarantees security. Thus, there is a relationship between strategic location and the attractiveness of consumers to purchase a product (Akhmad, 1996). Relevant to the previous explanation, the location of Planet Distro is located in the center of the crowd because it is close to the city market and easy to reach by consumers.

The Influence of Store Atmosphere, Promotions and Location on Purchase Interest.

The results of the F test show that the independent variables consisting of shop atmosphere, promotion and location simultaneously influence purchase interest by 38,713 with a significant value of 0.000. Because the significance is less than 0.05, it can be concluded that shop atmosphere, promotion and location influence purchase interest. This shows that the higher the store atmosphere, promotions and location, the higher the consumer's buying interest. From the research results, it is also known that the coefficient of determination is 0.467, which means that shop atmosphere, promotions and location contribute to influencing buying interest by 46.7%, and the remaining 53.3% is influenced by other variables outside the research variables.

The shop atmosphere, promotions and location are designed by the shop owner to attract consumer attention. If the shop atmosphere is well organized and makes visitors comfortable, the promotions carried out by the shop are maximized so that consumers are interested, and the strategic location is easy to reach, it will increase buying interest in consumers' minds.

The atmosphere of the store, both physical and non-physical, maximum promotions and the right location have an influence on consumers in determining their shopping choices. If the store atmosphere shown by the exterior, general interior, store layout and interior display is better and in line with consumer expectations, coupled with maximum promotions carried out by the company and choosing the right location, it will tend to make consumers more interested and in turn will create desire. them to shop.

On the other hand, if the shop atmosphere, promotions and shop location are not good, it tends to turn off their interest in shopping. Consumers are not only not interested in purchasing products, but consumers are also reluctant to return to visit the shop.

4. CONCLUSION

Based on the results of the analysis carried out at a significance level of 5%, the conclusions that can be put forward in this research are as follows:The shop atmosphere (X1) has a positive and significant effect on consumer buying interest. It is shown from the results of the t test that it is 3.404 with a significance of 0.001, and a regression coefficient of 0.242. This means that creating a good shop atmosphere that suits consumer tastes is very important, especially to maintain consumer buying interest at the Indah Sari Pematang SiantarBanjarnegara Shop so that it increases. Promotion has a positive and significant effect on consumer buying interest. This is shown by the calculated t test results of 4.702 with a significance of 0.001, and a regression coefficient of 0.349. Therefore, intensive and continuous promotion is very important, especially to increase consumer buying interest at the Indah Sari Pematang SiantarBanjarnegara Store. Location has a positive and significant effect on consumer buying interest.It is shown from the results of the t test that it is 3.279 with a significance of 0.001, and a regression coefficient of 0.299. This means that choosing a strategic location is very important to increase consumer buying interest in the products at the Indah Sari Pematang SiantarBanjarnegara Store.Store atmosphere, promotions and location have a

positive and significant effect on consumer buying interest. This is shown by the calculated F test results of 38,713 with a significance of 0.000, and a correlation coefficient of 0.693. This can be interpreted as if Toko Indah Sari Pematang SiantarBanjarnegara creates a good store atmosphere that suits consumer tastes, then carries out intensive promotions and chooses strategic locations, this will also increase consumer buying interest.

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