

The Effect of Store Atmosphere, Store Image and Servicescape on Purchase Decisions at Gramedia Padang Book Store

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Abstract

This study aims to determine the effect of the influence of Store Atmosphere, Store Image and Servicescape on Purchase Decisions at Gramedia Padang Bookstores. This research is quantitative research, the sampling method using accidental sampling technique with the number of respondents 100 people. The data analysis technique used in this study was multiple regression analysis. The results of this study indicate that Store Atmosphere has a positive and significant effect on purchasing decisions, Store Image has a positive and significant effect on purchasing decisions, and Servicescape has a positive and significant effect on purchasing decisions.

Keywords: Store Atmosphere, Store Image, Servicescape, purchasing decisions

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I. Introduction

Business is an activity or desire carried out by individuals or groups of organizations to seek maximum profit. The recent development of book and stationery retail is based on the increasing demand for comfortable reading rooms and increasing awareness of the importance of reading. Books play a very important and important role in society in increasing self-awareness and insight.

Books is a compilation or group of articles which are placed in one unity that containing ideas, information printed, systematically arranged. The increasing number of modern and non-modern bookstores in Indonesia makes people have many choices for shopping. This provides an advantage for customers to be able to choose a store that suits their needs and desires.

Gramedia is a retail store for books and stationery and various school and office needs that has a comfortable and modern feel. Gramedia bookstore is one of the largest bookstores in Indonesia which has a wide selection of products and is an attraction for the public. Gramedia bookstore has succeeded in positioning itself not only as a bookstore, but as a store that provides the most complete stationery and various academic needs in Indonesia. Currently the Gramedia bookstore is the largest bookstore in the city of Padang, therefore Gramedia is relatively well known in the minds of the people. The Gramedia Padang bookstore is located on Jl. Damar No. 63, Olo, district. West Padang, Padang City, West Sumatra. Here are the sales data:

Table 1
Data on the Number of Transactions at Gramedia Padang Bookstore
January–December 2020

Month	Number of Transactions
January	60,771 People
February	45,833 People
March	31,864 People
April	11,385 People
May	15,153 People
June	27,802 People
July	38,836 People
August	35,237 People
September	33,579 People
October	31,796 People
November	24,904 People
December	28,140 People
Total	385,300 People

Source: Gramedia Padang (2020)

Based on table 1, it can be seen that the data on the number of sales of Gramedia Padang in the period from January to December 2020 were 385,300 people. Based on these data, it can be concluded that sales from January-June fluctuated. From these data, the highest sales occurred in January as many as 60,771 people and the lowest sales occurred in April as many as 11,385 people, meaning that there is a difference in sales each month. This is due to The COVID-19 outbreak that hit Indonesia had an impact on sales at the Gramedia Padang bookstore. Therefore, the Gramedia Padang bookstore must carry out a marketing strategy, one of which is by providing an experience in delivering store atmosphere, store image and Servicescape to improve purchasing decisions at the Gramedia Padang bookstore.

According to Kotler & Armstrong (2016) the purchase decision is one of the shares of Consumer behavior is the study of how individuals, groups, and organizations choose, buy, use goods, services, ideas or experiences to satisfy their needs and wants. Before entering the purchase decision stage, consumers are faced with several choices so that at this stage consumers will take action to decide to buy a product based on the

choices specified. Purchase decisions cannot be separated from consumer behavior so that consumers will have different habits every time they make a purchase.

Hypothesis Development

Store atmosphere is one element of the retailing mix that must also be considered by a retail business. With a good store atmosphere, companies can attract consumers to visit and make purchases.

Previously, this research was carried out by Sulistiorini, (2017) said that store atmosphere is the design of the environment through visual communication, lighting, colors, music, and fragrances to design emotional responses and customer perceptions and to influence customers to buy goods.

According to Ariyanto et al., (2020) Store atmosphere affects the emotional state of the shopper, which then encourages to increase or decrease shopping. The impact of the store atmosphere can create the impression that buyers will increase their purchases or only buy enough and may not intend to return to buy at that place.

H1 = It is suspected that the store atmosphere has a positive and significant effect on consumer purchasing decisions at the Gramedia Padang Bookstore

Maharta et al., (2019) Store image is an overall picture that is more than just the sum of its parts, where each part interacts with each other in the consumer's mind.

According to Mila Azhari, (2014) Store image is the personality of the store that is attached to the minds of consumers towards a product or store. Personality or store image describes what consumers see and feel about a particular store. For consumers, the personality also represents a picture and designs what consumers want, see, and feel about a particular store.

H2 = It is suspected that store image has a positive and significant effect on consumer purchasing decisions at Gramedia Padang Bookstore

Servicescape are the impressions created on the senses by the disruption of the physical environment in which the service is rendered. Servicescape is the physical environment in which services are provided and how that environment affects consumers (Manambe et al., 2019). Oroh, (2015) Servicescape is an organization's physical facilities that are used to influence consumer feelings to be happy and positive.

Sukadana (2017) Servicescape as a unified physical environment of a service that affects the consumer experience.

Nurochani & Mulyana (2017) It suggests that servicescape has a positive and significant effect on purchasing decisions. The study at the "Bunga Mawarni" Maternity Clinic, Banjar City.

H3 = It is suspected that servicescape has a positive and significant effect on consumer purchasing decisions at the Gramedia Padang Bookstore

II. Material and Method

Types of research

This type of research is quantitative where data in the form of numbers is the result of calculations and measurements (Sugiyono, 2017). Therefore, quantitative research is used to be able to see the results of research in answering the formulation of the problem determined to be studied which is presented in the form of data and conclusions are drawn with the theories that have been studied.

Variable Operational Definition

The dependent variable in this study is the purchase decision, while the independent variables are store atmosphere (X1), store image (X2) and servicescape (X3). The following is a detailed explanation of the operational definition of a variable

Table 2
Operational Definition of Research Variables

No	Variable	Definition	Indicator	Source
1	Purchase Decision (Y)	Purchase decision is the activity of a person directly making a decision to buy the product offered by the seller.	a. Attention b. Interest c. Desire d. Action	Manambe et al, (2019)
2	Store Atmosphere (X1)	Store atmosphere is one element of the retailing mix that must also be considered by a retail business.	a. layout b. Voice c. Smell d. Texture e. Building design	Princess (2014)
3	Store Image (X2)	Store personality that sticks in the minds of consumers towards a product or store	a. Book accessories b. Supporting products c. Strategic location	Mila Azhari, (2014)
4	Services Cape (X3)	Service cape is an organization's physical facilities that are used to influence consumer feelings to be happy and positive.	a. Environmental conditions b. Space and function c. Use of symbols and artefacts.	Oroh, (2015)

In this study using the instrument test data analysis technique, namely the validity test with the provision that if the correlation coefficient > 0.3 then it can be said that the

instrument is valid, then the reliability test where a variable is said to be reliable if it gives a Cronbach Alpha value > 0.700 and the descriptive tcr test is used to see distribution of data in a variable. Furthermore, the classical assumption test consists of a normality test with a standard Alpha of 0.05. If the probability > 0.05 then the distribution of the regression model is normal, the multicollinearity test is If $VIF < 10$ and Tolerance > 0.1 then the study is free from the symptoms of multicollinearity and heteroscedasticity test if the sign is greater than 0.05 then the study has no indication of heteroscedasticity and multiple regression analysis and using the t hypothesis test. Multiple regression analysis aims to examine the relationship between one variable and another. The variables that are affected are called independent variables, while the variables that influence are called independent variables or independent variables (Nugroho, 2005)

The formula is:

$$Y = + 1X_1 + 2 X_2 + 3 X_3 + e$$

Information:

Y = Purchase Decision

α = Alpha

1 = Variable Regression Coefficient X_1 (Store Atmosphere)

2 = Variable Regression Coefficient X_2 (Store Image)

3 = Variable Regression Coefficient X_3 (Servicescape)

X_1 = Store Atmosphere

X_2 = Store Image

X_3 = Servicescape

e = Confounding variable / Standard error

III. Results and Discussion

Validity test

a. *Store Atmosphere*

The results of the validity test for the store atmosphere variable (X_1) are presented in the following table:

Table 3

Store Atmosphere Variable Validity Test Results (X_1)

Items	Corrected Total	Item-Correlation	Rule of thumb	Conclusion

SA1	0.509	0.300	Valid
SA2	0.654	0.300	Valid
SA3	0.482	0.300	Valid
SA4	0.630	0.300	Valid
SA5	0.637	0.300	Valid
SA6	0.483	0.300	Valid

Source: SPSS Data (Data processed in 2022)

Based on table 3 the results of the validity test for the store atmosphere variable, the results of 6 statements are declared valid, because the Corrected Item-Total Correlation is greater than 0.300.

b. Store image

The results of the validity test for the store image variable (X2) are presented in the following table:

Table 4
Store image Variable Validity Test Results (X2)

Items	Corrected Item-Total Correlation	Rule of thumb	Conclusion
SI1	0.330	0.300	Valid
SI2	0.464	0.300	Valid
SI3	0.438	0.300	Valid
SI4	0.535	0.300	Valid
SI5	0.384	0.300	Valid

Source: SPSS Data (Data processed in 2022)

Based on table 4 the results of the validity test for the store image variable, the results of 5 statements are declared valid, because the Corrected Item-Total Correlation is greater than 0.300.

c. Servicescape

The results of the validity test for the Servicescape variable (X3) are presented in the following table:

Table 5
Servicescape Variable Validity Test Results (X3)

Items	Corrected Item-Total Correlation	Rule of thumb	Conclusion

SC1	0.482	0.300	Valid
SC2	0.575	0.300	Valid
SC3	0.642	0.300	Valid
SC4	0.433	0.300	Valid
SC5	0.571	0.300	Valid
SC6	0.568	0.300	Valid
SC7	0.670	0.300	Valid
SC8	0.593	0.300	Valid

Source: SPSS Data (Data processed in 2022)

Based on table 5 the results of the validity test for the Servicescape variable, the results obtained from 8 statements are declared valid, because the Corrected Item-Total Correlation is greater than 0.300.

d. Buying decision

The results of the validity test for the purchasing decision variable (Y) are presented in the following table:

Table 6
Purchasing Decision Variable Validity Test Results (Y)

Items	Corrected Item-Total Correlation	Rule of thumb	Conclusion
KP1	0.397	0.300	Valid
KP2	0.421	0.300	Valid
KP3	0.460	0.300	Valid
KP4	0.527	0.300	Valid
KP5	0.605	0.300	Valid
KP6	0.438	0.300	Valid
KP7	0.346	0.300	Valid
KP8	0.436	0.300	Valid

Source: SPSS Data (Data processed in 2022)

Based on table 6, the results of the validity test for the purchase decision variable are obtained from 8 statements that are declared valid, because the Corrected Item-Total Correlation is greater than 0.300.

Reliability Test

Table 7

Reliability Test Results

Variable	Cronbach's Alpha	Rule of thumb	Conclusion
<i>Store Atmosphere</i>	0.807	0.600	Reliable
<i>Store Image</i>	0.676	0.600	Reliable
<i>Servicescape</i>	0.838	0.600	Reliable
Buying decision	0.756	0.600	Reliable

Source: SPSS Data (Data processed in 2021)

From the results of the reliable test, Cronbach's Alpha value for the research variables store atmosphere, store image, servicescape and purchasing decisions is greater than 0.600 which gives the result that the variables studied can be said to be reliable. This means that the statement items in the questionnaire have consistency in measuring the research variables.

CLASSIC ASSUMPTION TEST

Normality test

Table 8

Normality Test Results

Asymp Sig (2-tailed)	Alpha	Conclusion
0.997	0.05	Normal Distributed

Source: SPSS Processed Data (2022)

Based on table 8 above, the test results show that the data is normally distributed, because the Asymp Sig value is 0.997. This shows that the value of Sig. > 0.05 then it can be said to be normally distributed and the data can be used for further research.

Multicollinearity Test

Table 9

Multicollinearity Test Results

Independent Variable	Collinearity Statistics	Conclusion

	<i>Tolerance</i>	<i>VIF</i>	
<i>Store Atmosphere</i>	0.931	1.075	Multicollinearity does not occur
<i>Store Image</i>	0.980	1.020	Multicollinearity does not occur
<i>Servicescape</i>	0.935	1.069	Multicollinearity does not occur

Source: SPSS Processed Data (2022)

The multicollinearity test can be tested with the VIF value for each independent variable, there is a provision to be free from multicollinearity if the tolerance number is above 0.10 and VIF <10 then it can be said that there is no multicollinearity. The results of the normality test can be seen in table 4.9 below.

Heteroscedasticity Test

Table 4.10

Heteroscedasticity Test Results

Variable	Sig.	Alpha	Information
<i>Store Atmosphere(X1)</i>	0.766	0.05	There is no heteroscedasticity
<i>Store Image(X2)</i>	0.992	0.05	There is no heteroscedasticity
<i>Servicescape(X3)</i>	0.337	0.05	There is no heteroscedasticity

Source: SPSS 16 data (Data processed in 2021)

Based on the results of the heteroscedasticity test through SPSS, it can be seen that the significant value for the store atmosphere variable is 0.766 and the store image variable has a significant value of 0.992 then the significant value for the servicecape variable is 0.337. Based on these data, it can be concluded that for all independent variables the significance value is above 0.05, it can be said that the occurrence of heteroscedasticity symptoms.

Multiple Linear Analysis.

Table 11

Multiple Regression Analysis Results

Dependent	Independent	Constants	Regression Coefficient
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Variable	and Variables	
Purchase Decision (Y)	constant ()	17,821
	Store Atmosphere (X1)	0.225
	Store image (X2)	0.347
	Servicescape (X3)	0.135

Source: SPSS 16 data (data processed in 2022)

Based on table 11, the regression equation model can be obtained as follows:

$$Y = + 1 X1 + 2 X2 + 3 X3$$

$$Y = 17.821 + 0.225 (X1) + 0.347 (X2) + 0.135 (X3)$$

Where it means that the regression equation above shows the relationship between the independent variable and the dependent variable partially, from the equation it can be concluded that:

The constant value is = 17,821 meaning that if it is assumed that the store atmosphere, store image and servicescape are worth 0 then the purchase decision is worth 17,821 units.

The value of Store Atmosphere (X1) is = 0.225, meaning that the regression coefficient of store atmosphere shows a positive direction. This means that if the store atmosphere increases by one unit, the purchase decision will increase by 0.225 units. Assuming the store image and brand trust variables are constant.

Store Image (X2) value = 0.347, meaning that the store image regression shows a positive direction. This means that if the store image increases by one unit, the Purchase Decision will increase by 0.347 units. Assuming the store atmosphere and servicescape variables are constant.

Servicescape value (X3) is =0.135it means that servicescape regression shows a positive direction. This means that if the servicescape increases by one unit, the purchase decision will increase by 0.135unit. Assuming the \store atmosphere and store image variables are constant.

HYPOTHESIS TESTING

T. Test Results

To determine the effect of store atmosphere, store image and servicescape on purchasing decisions.mwill be tested the hypothesis through t test with the following results:

Table 12
Regression Coefficient Calculation Results (T Test)

Independent Variable	T Table	T count	Sig.	Conclusion
<i>Store Atmosphere</i> (X1)	1984	2.365	0.020	H1 accepted
<i>Store Image</i> (X2)	1984	2.444	0.016	Hreceived
<i>Servicescape</i> (X3)	1984	2,642	0.010	Hreceived

Source: SPSS Data (Data processed in 2022)

Based on the results of the t test in table 12, it can be explained as follows:

t test results *store atmosphere* on purchasing decisions obtained t count is greater than t table ($2.365 > 1984$) with a value significantly smaller than the alpha value ($0.020 < 0.05$) it can be interpreted that *store atmosphere* positive and significant effect on purchasing decisions.

t test results *store image* on purchasing decisions obtained t count is greater than t table ($2.444 > 1984$) with a value significantly smaller than the alpha value ($0.016 < 0.05$). this can mean that *store image* positive and significant effect on purchasing decisions.

t test results *servicescape* on purchasing decisions obtained t count is greater than t table ($2,642 > 1984$) with a value significantly smaller than the alpha value ($0.010 < 0.05$). This can be interpreted that *servicescape* positive and significant effect on purchasing decisions.

DISCUSSION

The Influence of Store Atmosphere on Purchase Decisions

Based on the results of testing the first hypothesis test, it states that the store atmosphere variable has a positive and significant effect on purchasing decisions at the Gramedia Padang bookstore. With t-count value greater than t-table ($2.365 > 1984$) with a value significantly smaller than the alpha value ($0.020 < 0.05$) then in this study it is stated that the first hypothesis (H1) is accepted.

Store atmosphere This has the aim of making consumers feel interested in the product offering. By showing a store that has a good and elegant atmosphere, the store can give a good social impression in the eyes of consumers and if the positive impression lasts a long time, then the store will be the main choice for consumers to make buyer decisions.

Nurjaya et al. (2020) the research concluded that store atmosphere has a positive and significant effect on purchasing decisions at Starbucks in the Cianjur area. If the

store atmosphere can provide satisfaction in the minds of consumers, it will have an impact on purchasing decisions.

Tansala & Walangitan (2019) concluded that store atmosphere has a positive and significant influence on consumer purchasing decisions at Gramedia Manado. This shows that there is a strong influence between store atmosphere and purchasing decisions.

Influence of Store Image on Purchase Decision

From the results of data analysis obtained from testing the second hypothesis, it states that the store image variable has a positive and significant effect on purchasing decisions at the Gramedia Padang bookstore. With t-count value greater than t-table ($2.444 > 1.984$) with a value significantly smaller than the alpha value ($0.016 < 0.05$) then in this study it is stated that the first hypothesis (H1) is accepted.

Store image This is important before consumers make purchasing decisions because consumers can feel the sensation in the store from the aroma, temperature, lighting, service friendliness, and product arrangements that make it easier for consumers to choose in the store room so as to create a good image or impression for consumers.

Maharta et al. (2018) states that store image has a positive and significant effect on consumer purchasing decisions at Krishna 5 Singaraja. When consumers have a good experience with the store, the consumer will have a positive image of the company or store and in the end, consumers will decide to make a purchase decision.

Influence of Servicescape on Purchase Decision

From the results of data analysis obtained from testing the second hypothesis, it states that the servicescape variable has a positive and significant effect on purchasing decisions at the Gramedia Padang bookstore. With t-count value greater than t-table ($2.642 > 1.984$) with a value significantly smaller than the alpha value ($0.010 < 0.05$) then in this study it is stated that the first hypothesis (H1) is accepted.

Servicescape or the service environment is the existing physical form of a store and can be seen directly by customers, for example, how the building is, whether the interior design is good or ordinary. From the statement above, it can be seen that the servicescape has a direct relationship with the interaction between the store and the customer. So that a good servicescape can influence purchasing decisions.

Research conducted Emor & Soegoto (2015) stated that servicescape had a positive and significant effect on consumer purchasing decisions at Tanjung Batu Indomaret. Zulkarnain & Latif (2021) states that servicescape has a positive and significant effect on purchasing decisions.

IV. Conclusion

Based on research results the influence of Store atmosphere, Store image, and Servicescape on purchasing decisions at Gramedia Padang bookstores. From the discussion processed using SPSS, it can be conveyed some research conclusions as follows:

1. Store Atmosphere (X1) positive and significant effect on purchasing decisions at the Gramedia Padang bookstore.
2. Store Image (X2) has a positive and significant effect on purchasing decisions at the Gramedia Padang Bookstore.
3. Servicescape (X3) positive and significant effect on Purchase Decision at the Gramedia Padang bookstore

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