



The Influence of Store Atmosphere and Price on Sales Levels Through Purchasing Decisions As A Mediator

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Abstract

This study aims to examine how much influence the store atmosphere and prices have on the level of sales of coffee from Hati Pariaman through purchasing decisions as an intervening variable. Methods of data collection through surveys and distributing questionnaires, with a sample of 100 respondents. The analytical method used is SEM analysis using smartpls. The research results obtained based on hypothesis testing obtained that there is a significant influence of store atmosphere on purchasing decisions. There is a significant effect of prices on purchasing decisions. There is a significant influence store atmosphere on the level of sales. There is a significant effect of prices on the level of sales. There is a significant influence of purchasing decisions on the level of sales. Purchase decisions mediate the effect of store atmosphere on sales levels. Purchasing decisions mediate the effect of prices on sales levels.

Keywords: Store Atmosphere, Prices, Purchasing Decisions and Sales Levels

1. Introduction

The development of coffee business trends in Indonesia has been quite rapid for some time now. More than just an activity, drinking coffee has developed into part of a lifestyle. In fact, nowadays coffee is no longer just a way to relieve sleepiness, but is also a loyal companion when hanging out with friends or while working. Interestingly, even though it may have only started growing in the last 1-2 years, the coffee business trend actually started in 2014. This was conveyed by a lifestyle and food observer, Kevindra Soemantri, as quoted from Kompas.com. This increase in coffee consumption is also accompanied by the habit of hanging out in coffee shops. Nowadays, you can easily find coffee shops in various cities in Indonesia. It is not surprising that the coffee business trend continues to increase. In the current era of globalization, business competition is increasingly sharp, both in the domestic market and the global market. Even though consumers still exist, their purchasing power is still limited. Increasingly tight competition with each other also results in consumers becoming more careful in making purchases and determining the products they want. This situation encourages companies to be able to attract consumers and offer quality products according to their wishes.

According to Arianto (2020) selling is the science and art of personal influence carried out by sellers to invite other people to be willing to buy the goods and services offered. So, sales can create a process of exchanging goods and/or services between the seller and the buyer." Face-to-face selling is communication between individual people that can be done to achieve the goal of all marketing efforts in general, namely increasing sales that can generate profits by offering satisfying needs to the market in the long term.

Purchasing decisions according to Kotler et al (2017) define that Purchasing Decisions are part of consumer behavior regarding how individuals, groups and organizations choose, buy, use and how goods, services, ideas or experiences satisfy their needs and desires. It can be said that the purchasing decision is the final stage where consumers will buy or not from each available alternative to meet their needs.

According to Sunyoto (2018) price is the amount of money charged for a product or service, the amount of value exchanged by customers to get or use a product or service. According to (Berman and Evan, 2018), atmosphere refers to the physical characteristics of a store that are used to build an impression and to attract customers. A comfortable shop atmosphere can

stimulate and arouse consumers' buying interest in the products or services offered. A good store atmosphere can determine the company's brand image in consumers' minds.

Based on the results of previous research conducted by Khumairo (2017) which states that price has a positive and significant influence on purchasing decisions. As well as research conducted by Nurdiansyah (2017) which states that price has a positive and insignificant influence on purchasing decisions. As well as research conducted by Novianty (2019) which states that price and promotion together have a significant influence on purchasing decisions. Research conducted by Made & Rani (2020) states that brand image has a positive and significant effect on purchasing decisions. Research conducted by Ali (2017) stated that brand image, brand awareness and price have a significant influence on purchase decisions. Research conducted by Razak (2018) states that brand image and price have a significant influence on purchase decisions. Research conducted by Nochai & Nochai (2018) states that price has a significant effect on purchase decisions.

2. Research Method

The research method used by researchers is a quantitative method with the sampling method using proportionate stratified random sampling. In this research, the variables are (1) the independent variable consisting of X_1 = Store Atmosphere and X_2 = Price; (2) Intervening Variable, namely Z = Purchase Decision; (3) Dependent Variable, namely Y = Sales Level. The data analysis technique in this research uses Smart PLS, assessing the outer model before elimination and the outer model after subsequent elimination through measuring the inner model (structural model). To test the significance of the research hypothesis, it is carried out by assessing the value of the path coefficient or inner model which is indicated by the T-Statistics or T calculated value compared to the T Table value of 1.96 at an alpha data rejection error of 5% (Saputro & Siagian, 2018) as follows:

- 1) If the statistical T value is > 1.96 then the hypothesis is accepted
- 2) If the statistical T value is < 1.96 then the hypothesis is rejected

The path diagram structure is as follows:

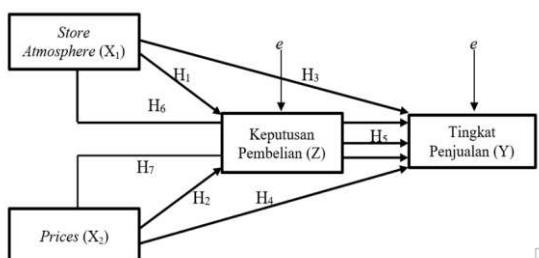


Figure 1. Path Diagram

3. Result and Discussion

Result

Based on the results of testing the outer model using SmartPLS, the correlation values between the research variable statement items were obtained as follows:

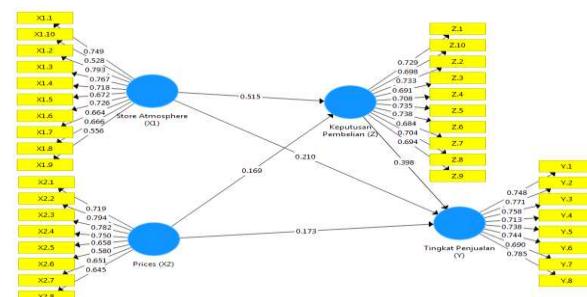


Figure 2. Outer Loadings Before Elimination

In the development stage, a correlation of 0.50 to 0.6 is considered adequate or acceptable. In research, the limit value for convergent validity is above 0.6.

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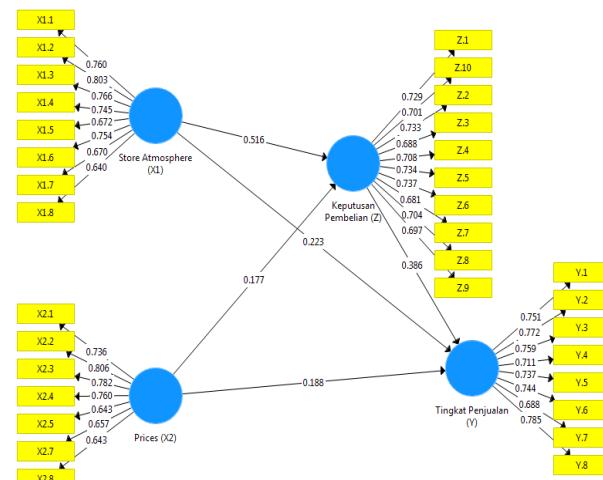


Figure 3. Outer Loadings After Elimination

In the development stage, a correlation of 0.50 to 0.6 is considered adequate or acceptable. In research, the limit value for convergent validity is above 0.6. There are several indicators that are eliminated from the store atmosphere and prices variables on sales levels through purchasing decisions.

The next testing process is testing the inner model or structural model which aims to determine the relationship between constructs as hypothesized. The structural model is evaluated by paying attention to the R-Square value for the endogenous construct from the influence it receives from the exogenous construct. The following is the structural model of test results using SmartPLS.

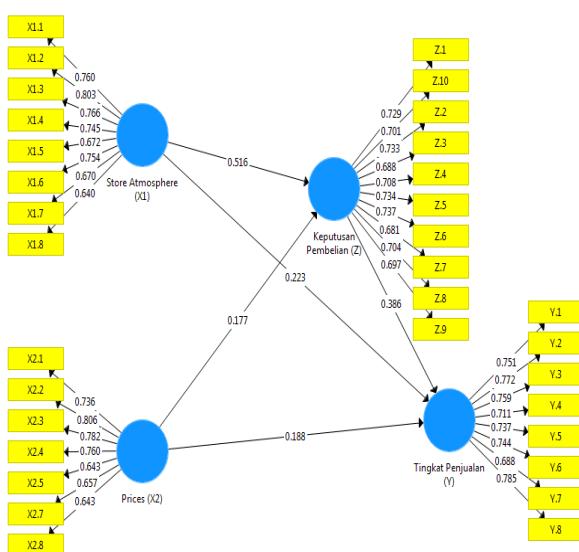


Figure 4. Structural Equation Model

The figure above shows the magnitude of the influence of the constructs of store atmosphere, prices and purchasing decisions on sales levels with each coefficient for each construct plus an error which is an estimation error.

$$Y = 0.223 X1 + 0.188 X2 + 0.386 Z + e$$

Next, as previously explained, the inner model assessment will be evaluated through the R-Squared value, to assess the influence of certain exogenous latent constructs on endogenous latent constructs to see whether they have a substantive influence.

The R-Square value of the sales level construct is 0.422 or 42.2%, which illustrates the magnitude of influence received by the sales level construct from the store atmosphere, prices and purchasing decisions construct. Meanwhile, the R-Square value for the sales level construct is 0.368 or 36.8%, indicating the magnitude of influence exerted by the store atmosphere and prices construct in explaining or influencing purchasing decisions.

Hypothesis testing aims to answer the problems in this research, namely the influence of certain exogenous latent constructs on certain endogenous latent constructs, either directly or indirectly through mediating variables. Hypothesis testing in this research can be assessed from the value of the t-statistic or t-count compared to the t-table of 1.96 at an alpha of 5%. If the t-statistic/t-count < t-table 1.96 at alpha 5%, then H_0 is rejected and if the t-statistic/t-count > t-table 1.96 at alpha 5%, then H_a is accepted. The following are the SmartPLS output results, which describe the estimated output for testing the structural model:

Table 1. Hypothesis Test Results

	Sampel Asli (O)	Rata-rata Sampel (M)	Standar Deviasi (STDEV)	T Statistik (O/STDEV)	P Values
Store Atmosphere (X1) -> Tingkat Penjualan (Y)	0.223	0.215	0.101	2.206	0.028
Store Atmosphere (X1) -> Keputusan Pembelian (Z)	0.516	0.513	0.078	6.629	0.000
Prices (X2) -> Tingkat Penjualan (Y)	0.188	0.199	0.075	2.512	0.012
Prices (X2) -> Keputusan Pembelian (Z)	0.177	0.183	0.066	2.694	0.007
Keputusan Pembelian (Z) -> Tingkat Penjualan (Y)	0.386	0.393	0.093	4.129	0.000

Source: Data Processed by author, 2023

Based on the SmartPLS test results above, you can see the results of research hypothesis testing starting from the first hypothesis to the fifth hypothesis, which is the direct influence of the store atmosphere and prices construct on purchasing decisions and the influence of the store atmosphere, prices and purchasing decisions construct on sales levels.

Based on the results of data testing using the SmartPLS program tool, the path analysis results can be seen from the following table:

Table 2. Result Path Analysis

	Sampel Asli (O)	Rata-rata Sa...	Standar Devies...	T Statistik (O/...	P Values
Store Atmosphere (X1) -> Keputusan Pembelian (Z) -> Tingkat Penjualan (Y)	0.199	0.203	0.064	3.088	0.002
Prices (X2) -> Keputusan Pembelian (Z) -> Tingkat Penjualan (Y)	0.068	0.072	0.031	2.217	0.027

Source: Data Processed by author, 2023

Based on the path diagram, the t-statistic or t-count value is useful for assessing whether a hypothesis is accepted or rejected, by comparing the t-statistic or t-count value with the t-table at 1.96 (with an error of rejecting the data of 5%).

The t-statistic value > t-table 1.96 or 3.088 > 1.96 P-Value value 0.002 < 0.05, thus the hypothesis can be accepted or H_0 is rejected and H_6 is accepted, in other words there is a significant influence of store atmosphere on the level of sales through purchasing decisions. Purchasing decisions mediate the influence of store atmosphere on sales levels.

The t-statistic value < t-table 1.96 or 2.217 > 1.96 P-Value value 0.027 < 0.05, thus the hypothesis can be accepted or H_0 is rejected and H_7 is accepted, in other words there is a significant influence of prices on sales levels through purchasing decisions. Purchasing decisions mediate the influence of prices on sales levels.

Discussion

The Influence of Store Atmosphere on Purchasing Decisions

The results of data testing using the SmartPLS program tool found a store atmosphere coefficient value of 0.516, which is the magnitude of the influence this construct has on purchasing decisions. Next, to assess whether this hypothesis is accepted or rejected, a comparison of the t-statistic or t-count value with the t-table is 1.96 at an alpha of 5%. Where the t-statistic value $>$ t-table 1.96 at alpha 5% or 6.629 $>$ 1.96 P-Value value 0.000 $<$ 0.05 therefore H0 is rejected and H1 is accepted, in other words there is a significant influence of store atmosphere on buying decision. The results of this research are in line with research conducted by (Khumairo, 2017) that there is a significant influence of store atmosphere on purchasing decisions.

The Influence of Price on Purchasing Decisions

From the results of data testing with the SmartPLS program, it was found that the prices coefficient value was 0.177, which is the magnitude of the influence that this construct has on purchasing decisions. Next, to assess whether this hypothesis is accepted or rejected, the t-statistic or t-count value is compared with the t-table of 1.96 at an alpha of 5%. Where if the t-statistic value $>$ t-table 1.96 at alpha 5% or 2.694 $>$ 1.96 P-Value value 0.007 $<$ 0.05 then the hypothesis can be accepted or H0 is rejected and H2 is accepted, in other words there is a positive influence Prices are significant in purchasing decisions. The results of this research are in line with research conducted by (Novianty, 2019) that there is a significant influence of prices on purchasing decisions.

The Influence of Store Atmosphere on Sales Levels

Based on the results of data testing using the SmartPLS program tool, it can be seen that the store atmosphere coefficient value is 0.223, which is the magnitude of the influence that the Price construct has on sales levels. To find out whether this hypothesis is accepted or rejected, a comparison of the t-statistic or t-count value with the t-table is 1.96 at an alpha of 5%. Where the t-statistic value $>$ t-table 1.96 at alpha 5% or 2.206 $>$ 1.96 P-Value value 0.028 $<$ 0.05 therefore H0 is rejected and H3 is accepted, in other words there is a significant influence of store atmosphere on sales level. The results of this research are in line with research conducted by (Yasmin, 2017) that there is a significant influence of store atmosphere on sales levels.

The Effect of Price on Sales Levels

Based on the results of data testing using the SmartPLS program tool, it can be seen that the prices coefficient value is 0.188, which is the magnitude of the influence that this construct has on the formation of sales levels. To find out whether this hypothesis is accepted or

rejected, a comparison of the t-statistic or t-count value with the t-table is 1.96 at an alpha of 5%. Where the t-statistic value $>$ t-table 1.96 at alpha 5% or 2.512 $>$ 1.96 P-Value value 0.012 $<$ 0.05 therefore H0 is rejected and H4 is accepted, in other words there is a significant influence of prices on the level sale. The results of this research are in line with research conducted by (Made & Rani, 2020) that there is a significant influence of prices on sales levels.

The Influence of Purchasing Decisions on Sales Levels

Based on the results of data processing with the SmartPLS program, the sales level coefficient value was 0.386, which is the magnitude of the influence that this construct has on the sales level. Next, assessing the value of the t-statistic or t-count is useful for assessing whether a hypothesis is accepted or rejected, by comparing the t-statistic or t-count value with the t-table at 1.96 (with an error of rejecting the data of 5%). The t-statistic value $>$ t-table 1.96 or 4.129 $>$ 1.96 P-Value value 0.000 $<$ 0.05, thus the hypothesis can be accepted or H0 is rejected and H5 is accepted, in other words there is a significant influence of the level of sales on the level of sale. The results of this research are in line with research conducted by (Nurhayati, 2017) that there is a significant positive influence of purchasing decisions on sales levels.

The Influence of Store Atmosphere on Sales Levels Through Purchasing Decisions

The t-statistic value $>$ t-table 1.96 or 3.088 $>$ 1.96 P-Value value 0.002 $<$ 0.05, thus the hypothesis can be accepted or H0 is rejected and H6 is accepted, in other words there is a significant influence of store atmosphere on the level of sales through purchasing decisions. So the sales level will increase through purchasing decisions, the sales level will increase if it is not directly influenced by the store atmosphere. Purchasing decisions mediate the influence of store atmosphere on sales levels.

The Influence of Price on Sales Levels Through Purchasing Decisions

The t-statistic value $<$ t-table 1.96 or 2.217 $>$ 1.96 P-Value value 0.027 $<$ 0.05, thus the hypothesis can be accepted or H0 is rejected and H7 is accepted, in other words there is a significant influence of prices on sales levels through purchasing decisions. So the level of sales will increase through purchasing decisions, the level of sales will increase if it is not directly influenced by prices. Purchasing decisions mediate the influence of store atmosphere on sales levels.

Conclusions

From the discussion in the previous chapters, several conclusions can be drawn as follows: (1) There is a significant influence of store atmosphere on purchasing decisions. (2) There is a significant

influence of prices on purchasing decisions. (3) There is a significant influence of store atmosphere on sales levels. (4) There is a significant influence of prices on sales levels. (5) There is a significant influence of purchasing decisions on sales levels. (7) Purchasing decisions mediate the influence of store atmosphere on sales levels. (8) Purchasing decisions mediate the influence of prices on sales levels.

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