THE INFLUENCE OF STORE ATMOSPHERE AND BRAND IMAGE ON PURCHASE DECISIONS (A STUDY AT JONG KOFFIE STORE, CIGOMBONG, BOGOR)

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Abstract

This research aims to determine the influence of store atmosphere and brand image on purchasing decisions at the Jong Koffie Coffeeshop Cigombong Bogor. Data collection was carried out by distributing questionnaires, the type of research used was quantitative research. The number of samples determined in this study was rounded up to 100 respondents. The research data collection method was carried out through distributing questionnaires using a Likert scale as a measuring tool. The data analysis technique in this research uses multiple linear regression with a model feasibility test (F test) and partial regression test (T test). Data processing was carried out using the Statistical Package for Social Science (SPSS) program. The results of this research show that there is a positive and significant influence of store atmosphere and brand image on purchasing decisions.

Keyword – Brand image, Purchase Decision, Store Atmosphere

I. Introduction

The public's need for coffee drinks can be used as a business opportunity for coffee shop entrepreneurs in developing their business. Along with these business opportunities, competition between similar business actors becomes stronger. Cultivating coffee creates very tight competition so proper handling is needed in developing strategies. Every company has a reliable strategy to be able to increase business growth and win market share in competition. One strategy that companies can use is to increase their competitive advantage to attract attention and influence consumers to make purchasing decisions. Cigombong is a sub-district in Bogor Regency. In the Cigombong area, the coffee business has also experienced quite rapid development. Several things are factors in the development of the coffee business in Cigombong because this area has a fairly high altitude and is fertile, making it suitable for coffee plantations, especially Arabica and Robusta coffee. As the current era develops, people prefer to gather together to enjoy coffee and spend time in coffee shops. This makes the coffee shop business increasingly popular, including in Cigombong, Bogor. According to Kotler & Keller (2018), purchasing decisions are the study of how consumers form preferences between brands in selecting, purchasing and using and how these products can satisfy consumer needs and desires. Purchasing decision indicators are; 1) product choice; 2) brand choice; 3) choice of dealer; 4) time of purchase; 5) purchase amount; 6) payment method. Based on research conducted by Dimas & Sobariah (2022), there are factors that influence purchasing decisions, including store atmosphere and brand image. According to Levy & Weitz (2018), store atmosphere is a combination of physical elements in the store environment and psychological influences that arise from these elements, which in turn influence consumer purchasing behavior. According to Kotler & Keller (2018), store atmosphere is that each store has a physical layout that makes it easier or more difficult to move around in it. According to Sutiyono & Brata (2020), brand image is a form of brand identity for a product offered to customers that can differentiate a product from competitors' products. It can be concluded that brand image is a consumer's perception of a brand which includes whether the brand is good or bad.

Kedai Jong Koffie is a company operating in the culinary sector which has been established since May 5 2017. This coffee shop is located at Jln. HR Edisukma Cigombong, Bogor. Jong Koffie Shop is one of the coffee shops that faces intense business competition. Due to intense competition with

companies operating in the same field, the revenue target in 2022 for the Jong Koffie shop cannot be achieved. The following is the income data for Kedai Jong Koffie in 2022, namely :

Data on Target and Realization of Income for Jong Koffie Shop in 2022

No.	Bulan	Pendapatan		Capaian Target (%)	Keterangan
		Target (Rp)	Realisasi (Rp)		
1	Januari	20.500.000	20.852.000	103	Tercapai
2	Februari	20.500.000	18.520.000	90	Tidak Tercapai
3	Maret	20.500.000	15.792.000	77	Tidak Tercapai
4	April	20.500.000	18.654.000	91	Tidak Tercapai
5	Mei	20.500.000	22.329.000	109	Tercapai
6	Juni	20.500.000	17.342.000	85	Tidak Tercapai
7	Juli	20.500.000	16.944.000	83	Tidak Tercapai
8	Agustus	20.500.000	16.382.000	78	Tidak Tercapai
9	September	20.500.000	15.395.000	75	Tidak Tercapai
10	Oktober	20.500.000	16.761.000	82	Tidak Tercapai
11	November	20.500.000	20.917.000	102	Tercapai
12	Desember	20.500.000	24.872.000	121	Tercapai
	Total	246.000.000	223.809.000		
	Rata-Rata	20.500.000	18.650.750	91	Tidak Tercapai

Sumber : Kedai Jong Koffie, 2022

Based on survey the store atmosphere of Kedai Jong Koffie is not yet optimal in providing comfort for visitors, especially regarding lighting, facilities, room temperature and the design and color of the shop. According to Levy & Weitz (2018), consumer purchasing behavior is influenced by the atmosphere. An attractive and unique atmosphere will attract a consumer's desire to visit to make a purchase. It can be said that brand image plays a very important role in influencing consumers to determine purchasing decisions, so it is felt that this problem causes the income target to be not achieved due to the lack of consumers deciding to go to Kedai Jong Koffie. According to Setiadi (2003), consumers who have a positive image of a brand are more likely to make a purchase.

Based on this, it can be concluded that store atmosphere and brand image are thought to have an important role for consumers in deciding to visit and buy products at Kedai Jong Koffie.

From this background, it is important for researchers to conduct research entitled "**The Influence of Store Atmosphere and Brand Image on Purchase Decisions at Jong Koffie Shop**".

II. METHODOLOGY

Types of Research

The research approach used in this research is quantitative descriptive and verification research methods. Descriptive research is research carried out with the aim of understanding the value of an independent variable consisting of at least one variable without making comparisons or correlating it with other variables. (Jayusman & Shavab, 2020) while the meaning of verification research is to find out the relationship between variables through a test hypothesis based on data collected in the field (Junaidi, 2021). Furthermore, quantitative research is research that is used to respond to problems through careful measurement techniques of certain variables (Firmansyah et al., 2021).

Population and Sample
Population

According to Sugiyono (2017) population is a generalized area consisting of objects/subjects that have certain qualities and characteristics determined by researchers to be studied and then conclusions drawn. The population in this research is consumers of Kedai Jong Koffie.

Sample

According to Sugiyono (2017) the sample is part of the number of characteristics possessed by the population. The sample from this research were customers who had visited the Jong Koffie shop. This research technique uses a purposive sampling method. According to Sugiyono (2017) purposive sampling is a technique for determining samples with certain considerations. In this research,

respondents were selected deliberately or specifically with certain considerations according to the criteria to obtain a representative sample. The sample size for this study uses the Yamane formula, where this formula is able to measure the size of the sample to be studied (Ridwan, 2015). The sample size to be studied is as follows:

$$n = \frac{N}{N.e^2+1}$$

Keterangan :

n = Number of Samples

n = Total Population

e = The desired critical value (error limit) is 10%

From the formula above, the following numbers are obtained :

$$n = \frac{5.385.219}{5.385.219.(0,1)2+1}$$

$$n = \frac{5.385.219}{5.385.219.0,01+1}$$

$$n = \frac{5.385.219}{53.853,19}$$

n = 99,9

Based on the results of these calculations, the number of samples used after rounding was 100 people. Amount The respondents who will be used in this research are as many as 100 customer respondents at the Jong Koffie Cofeeshop.

Data Collection Techniques
Data Types and Source

The data used in this research is data primary and secondary, obtained from distributing questionnaires at the Jong Koffie shop to customers who have visited Jong Koffie Coffeeshop. Primary data in this research is in the form of respondents' answers contained in a questionnaire and secondary data sources in this research were obtained from various sources including company documents, company annual reports, books, articles, journals and other information that is related and relevant to the problem at hand. discussed in this research. The answers consist of the respondent's personal data as well as answers related to the research variables, namely store atmosphere, brand image and purchasing decisions.

Method of Collecting Data

Data collection in this research will use data collection methods, namely distribution of observations, interviews and questionnaires. Observation techniques for researchers carry out direct observations to find facts in the field, interview techniques to get an overview of problems that usually occur due to special reasons that cannot be explained by questionnaires and other data. In this research, researchers conducted direct interviews with related parties from Kedai Jong Koffie and used questionnaire techniques to reveal data from variables x and y, namely store atmosphere, brand image and purchasing decisions for 100 respondents who had come to the Jong Koffie shop.

Instrument Testing Methods
Validity Test

An instrument is said to be valid when it shows measuring instruments used to obtain the data valid or can be used to measure what should be measured (Sugiyono, 2018). Test this used to measure the validity of questionnaire answer results which indicates the depth of measurement of a measuring instrument. According to Sugiyono (2018), the minimum requirement to fulfill the valid requirements is that rcount is greater or equal to 0.5.

Reliability Test

According to Arikunto (2013), reliability shows the understanding that an instrument is trustworthy enough to be used as a data collection tool because the instrument is good. This test is also used to determine the extent of measurements on the same subject or in other words to show that there is correspondence between something being measured and the measurement tool used. In this study,

the formula used by researchers is the Cronbach Alpha (α) formula because the instrument in this study is in the form of numbers or a list of statements whose score is a number range between 1-5 with a validity test using total items to look for the reliability of an instrument whose score is not 1. and 0 using the Cronbach Alpha (α) formula.

Classic Assumption Test
Normality Test
The data normality test is carried out to see whether in the regression model, the dependent and independent variables are normal or not. If the data spreads around the diagonal line and follows the direction of the diagonal line, the regression model meets the normality assumption.

Multicollinearity Test
The multicollinearity test aims to see whether there is a high correlation between the independent variables in a multiple linear regression model in this study. If there is a high correlation between the independent variables, then the relationship between the independent variable and the dependent variable will be disturbed. The multicollinearity test was carried out by looking at the VIF (Variance Inflation Factor) value. If the VIF value is smaller than 10 then the model is free from multicollinearity.

Heteroscedasticity Test
Heteroscedasticity is used to test whether in the regression model, there is an inequality in the variance of the residuals from one observation to another. Whether there is heteroscedasticity or not can be determined by looking at the scatterplot graph between the predicted value of the independent variable and its residual value.

Data Analysis Methods
Descriptive Analysis
According to Sugiyono (2017) the Likert scale is used to measure the attitudes, opinions and perceptions of a person or group of people about social phenomena. In research, this social phenomenon has been specifically determined by the researcher, which is hereinafter referred to as the research variable. The variables that will be used using a Likert scale will be described into variable indicators which are then used as benchmarks for compiling instruments which can be in the form of questions or statements. For answer choices to be scored, the respondent must describe whether they support the statement (positive items) or do not support the statement (negative items).

Multiple Linear Regression Analysis
In this research, multiple regression analysis is used to determine whether there is an influence of store atmosphere and brand image on purchasing decisions. The form of the multiple regression equation can be written as follows Sugiyono (2017):

$$Y = a + \beta_1 X_1 + \beta_2 X_2 + e$$

Information:
Y = Purchase Decision
X1 = Store Atmosphere
X2 = Brand Image
A = Constant
β1 = Regression coefficient to determine the extent of influence of store atmosphere on purchasing decisions
β2 = Regression coefficient to determine the extent of influence of brand image factors on purchasingdecisions
e = other factors not studied

Multiple Correlation Analysis
According to Siregar (2015) multiple correlation analysis is to determine the degree or relationship between three or more variables, as well as to determine the contribution made

simultaneously by variables X1 and X2, to the value of variable Y and the partial contribution made by variable X1 to Y, X2 to Y. To find out the relationship between store atmosphere and brand image on purchasing decisions, the following formula is used:

$$rXiY = \frac{n\sum XiY - (\sum Xi)(\sum Y)}{\sqrt{\{n\sum X^2 - (\sum X)^2\}\{n\sum Y^2 - (\sum Y)\}}}$$

Analysis Coefficient of Determination

Coefficient of determination analysis is used to determine the magnitude of influence or Buyer Decisions (Y) caused by Store Atmosphere (X_1) and Brand Image (X_2) (Maswar et al., 2020). The coefficient of determination can be calculated using the following formula:

$KD = r^2 \times 100\%$

Information :
KD = Coefficient of Determination
r   = Correlation Coefficient

Hypothesis Testing
The F Test

The F test basically shows whether the independent variables jointly or simultaneously influence the dependent variable according to (Ghozali, 2016). One way to carry out an F test is to compare the calculated F value with the F value according to the table. If the calculated F value is greater than the Ftable value, then Ho is rejected and Ha is accepted.

1. Hypothesis formulation :
    The hypothesis formulation is as follows:
    Ho: $\beta i \leq 0$: There is no simultaneous positive and significant influence of store atmosphere and brand image on purchasing decisions.
    Ha: $\beta i > 0$: There is a simultaneous positive and significant influence of store atmosphere and brand image on purchasing decisions for Kedai Jong Koffie.
2. Test Formula
    The Fcount Test formula according to Sugiyono (2017) is as follows:

$$F = \frac{R^2/k}{(1 - R^2)(n - k - 1)}$$

Information :
F = F coefficient
R^2 = Correlation Coefficient
n = Number of Samples
k = Number of independent variables

3. F-test decision criteria
    If Fcount is less than or equal to F table (Fcount $\leq$ Ftable), at $\alpha = 0.05$ then Ho is accepted and Ha is rejected. This means that there is no simultaneous positive and significant influence of store atmosphere and brand image on purchasing decisions for Kedai Jong Koffie.
    If Fcount is greater than Ftable (Fcount $>$ Ftable), at $\alpha = 0.05$ then Ho is rejected and Ha is accepted. This means that there is a simultaneous positive and significant influence of store atmosphere and brand image on Kedai Jong Koffie purchasing decisions.

The t Test

According to Sugiyono (2017), the t test is used to determine the contribution of each independent variable partially to the dependent variable, using a test for each independent variable's regression coefficient whether it has a significant influence or not on the dependent variable.

1. Hypothesis formulation

The hypothesis formulation is as follows:

a. X1 against Y:

Ho1: $\beta1 \leq 0$, meaning the store atmosphere has no positive and significant effect on purchasing decisions at Kedai Jong Koffie.

Ha1: $\beta1 > 0$, meaning the store atmosphere has a positive and significant effect on purchasing decisions at Kedai Jong Koffie.

b. X2 against Y:

Ha2: $\beta2 \leq 0$, meaning that brand image does not have a positive and significant effect on purchasing decisions at Kedai Jong Koffie.

Ho2: $\beta2 > 0$, meaning that brand image has a positive and significant effect on purchasing decisions at Kedai Jong Koffie.

2. t test formula

To test the hypothesis, the t test is used (Sugiyono, 2017). The formula used is as follows:

$$t = \frac{r(n-2)}{(1-r^2)}$$

t = tcount which is then compared with ttable

r = Correlation coefficient

r2 = Coefficient of determination

3. t test testing criteria

a. For store atmosphere, if tcount is smaller or equal to ttable (tcount ≤ ttable) at $\alpha = 0.05$ then H0 is accepted and Ha is rejected, meaning that store atmosphere has no influence on purchasing decisions at Kedai Jong Koffie Cigombong. Meanwhile, if tcount is greater than ttable (tcount > ttable) at $\alpha = 0.05$ then H0 is rejected and Ha is accepted, meaning that the store atmosphere influences purchasing decisions at Kedai Jong Koffie Cigombong.

b. For brand image, if tcount is smaller or equal to ttable (tcount ≤ ttable) at $\alpha = 0.05$ then H0 is accepted and Ha is rejected, meaning that brand image has no influence on purchasing decisions at Kedai Jong Koffie Cigombong. Meanwhile, if tcount is greater than ttable (tcount > ttable) at $\alpha = 0.05$ then H0 is rejected and Ha is accepted, meaning that brand image influences purchasing decisions at Kedai Jong Koffie Cigombong.

III. RESULTS AND DISCUSSION

Regression Equation Estimation Results

The regression equation used is to show the influence of store atmosphere and brand image on purchasing decisions at Kedai Jong Koffie. Based on the calculation of multiple linear regression analysis using SPSS 25 tools, the results of multiple linear regression analysis can be seen in the following table :

Multiple Linear Regression Coefficients[a]

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	10.661	5.935		5.503	.000
	Store Atmosphere	.657	.140	.214	4.939	.034
	Citra Merek	.592	.124	.093	2.155	.025

a. Dependent Variable: Keputusan Pembelian

Based on tabel, a regression equation is obtained with the following estimation model:

$$Y = 10{,}661 + 0{,}657X_1 + 0{,}592X_2 + e$$

The magnitude of the influence of each of these variables can be explained as follows:

1. The Store Atmosphere regression coefficient (X_1) is 0.657, meaning that the store atmosphere has a positive influence on purchasing decisions, meaning that every increase in store

atmosphere will be followed by an increase in purchasing decisions, assuming that other influencing variables are considered constant.

2. The brand image regression coefficient (X_2) is 0.592, meaning that brand image has a positive influence on purchasing decisions, meaning that every increase in brand image will be followed by an increase in purchasing decisions, assuming that other influencing variables are considered constant.

Results of Multiple Correlation Analysis

The magnitude of the correlation or relationship between the independent variables consisting of store atmosphere (X_1) and brand image (X_2) with the dependent variable purchasing decisions (Y) at Kedai Jong Koffie Cigombong Bogor is by looking at the R value in the following table:

Model Summary

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	0,735[a]	0,651	0.634	3.016

a. Predictors: (Constant), Citra Merek, *Store Atmosphere*

Results Analysis Coefficient of Determination (R^2)

The R Square value is 0.634 or 63.4%. This shows that the percentage influence of the store atmosphere (X_1) and brand image (X_2) variables on purchasing decisions (Y) at Kedai Jong Koffie Cigombong Bogor is in the moderate category or according to (Huda et al., 2021) the influence of the independent variable on the dependent variable strong enough. Meanwhile, the remaining 36.6% is influenced by other variables that were not studied, such as cultural factors, social factors, personal factors and psychological factors (Iskandar & Zuliestiana, 2021)

Hypothesis Test Results
Simultaneous Regression Model Testing (F Test)
Simultaneous Regression Testing
ANOVA[a]

	Model	Sum of Squares	df	Mean Square	F	Sig.
1	Regression	13347.453	2	6673.727	64.687	.000[b]
	Residual	460.587	97	9.094		
	Total	13408.040	99			

a. Dependent Variable: keputusan pembelian

b. Predictors: (Constant), citra merek, *store atmosphere*

Obtained Fcount of 64.687 and Ftable value for $\alpha = 0.05$ with degrees of freedom (df = n-k) or 100-2-1 = 97 of 3.09 where it can be seen that Fcount is greater than Ftable (64.687 > 3.09) so It can be concluded that Ho is rejected and Ha is accepted, meaning that with a confidence level of 90%, the independent variables are store atmosphere and brand image on purchasing decisions. This is supported by research conducted by (Tantowi & Pratomo, 2020) showing that the store atmosphere variable has a significant and positive influence on purchasing decisions, while according to (Andjarwati et al., 2020) brand image has a positive and significant influence on purchasing decisions.

Partial Influence (t-Test) of Store Atmosphere and Brand Image on Purchasing Decisions at Jong Koffie Cigombong Bogor Store
t Test Results Coefficients[a]

		Unstandardized Coefficients		Standardized Coefficients		
Model		B	Std. Error	Beta	t	Sig.

1	(Constant)	10.661	5.935		5.503	.000
	Store Atmosphere	.657	.140	.214	4.939	.034
	Citra Merek	.592	.124	.093	2.155	.025

a. Dependent Variable: Keputusan Pembeli

Store Atmosphere (X_1) with a calculated t value of 4.939 is greater than the table value (4.939 > 1.981) and a significance value of 0.034 is smaller than 0.05 (0.034 < 0.05).

Citra merek (X_2) dengan nilai sebesar 2,155 lebih besar dari nilai ftabel (2,155 > 1,981) dan nilai signifikansi sebesar 0,025 lebih kecil dari 0,05 (0,025 < 0,05).

Recapitulation of Partial Hypothesis Testing Results (t Test)

Variabel	fhitung	T_{tabel}	Sig.	α	Keputusan	Kesimpulan
Store Atmosphere (X_1)	4,939	1,981	0,034	0,05	Ha_1 diterima	Berpengaruh positif dan signifikan
Citra Merek (X2)	2,155	1,981	0,025	0,05	Ha2 diterima	Berpengaruh positif dan signifikan

Sumber: Data Primer Diolah, 2023

IV. CONCLUSIONS AND NEWNESS

Conclusion

The results of research and hypothesis testing that have been carried out regarding the influence of store atmosphere and brand image on purchasing decisions at Kedai Jong Koffie Cigombong Bogor have resulted in the following conclusions:

1. Based on consumer responses to store atmosphere (X_1) brand image (X_2) and purchasing decisions (Y) :
   a. Consumer responses to the store atmosphere variable are in the good category, where the highest average value is for the item layout indicator and the lowest average value is for the room temperature indicator.
   b. Consumer responses to the brand image variable are in the good category, where the highest average value is for the user image and the lowest average value is for the manufacturer's image indicator.
   c. Consumer responses to purchasing decision variables are in the high category, where the highest average value is for the product selection indicator and the lowest average value is for brand selection.
2. Simultaneous test results show that store atmosphere and brand image simultaneously (together) have a positive and significant effect on purchasing decisions at Kedai Jong Koffie Cigombong Bogor.
3. Partial test results (t-test), store atmosphere and brand image have a positive and significant effect on purchasing decisions at Jong Koffie Coffeeshop.

Newness

The results of the research and conclusions have been described previously, then the researcher then conveys suggestions to several parties including the following:

1. Store atmosphere needs to be paid more attention to in terms of setting the atmosphere, room temperature and an environment that is comfortable and attractive to consumers. A well-planned Store Atmosphere can attract consumers' interest in buying so that it can increase income.
2. The brand image that needs to be paid attention to is in the image indicator of manufacturers whose company products are still low in popularity, by maintaining the company's products so that they remain popular and well-known among the public by promoting the quality of the products to avoid undesirable things, for example poor product quality. according to consumer expectations, trust in consumers such as the benefits provided, and safety for consumption. By continuously improving and accepting criticism and input from each consumer, we can make

changes to Kedai Jong Koffie Cigombong Bogor for the better in the future and will make the brand image of Kedai Jong Koffie Cigombong Bogor remain in the minds of consumers because it is able to provide the best. for the products sold.

3. Based on purchasing decisions, Kedai Jong Koffie Cigombong Bogor needs to pay attention to the brand selection indicators, namely the need to make the Kedai Jong Koffie Cigombong Bogor brand better known among the public. Consumers will assume that brands that are well known among the public are better and of higher quality than brands that are less well known among the public.

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