



The Influence of Business Location and Store Atmosphere on Purchasing Decisions in Ruang Namu Coffee & Eatery

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ARTICLE INFO

Received: 25 August 2022
Received in revised:
26 October 2022
Accepted: 27 October 2022
Published: 29 November 2022

Open Access

ABSTRACT

This research is a type of quantitative research with a data collection method using a questionnaire. The population used in this study was consumers of Ruang Namu Coffe & Eatrey with a total sample of 110 respondents, using a simple random sampling technique. In this study, the analysis method used was multiple linear regression. Then based on the simultaneous test obtained, it can be found that the independent variables of business location (X1) and store atmosphere (X2) simultaneously have a significant influence on purchasing decisions (Y) with a F-hitung > F-tabel score of 84,830 > 0.08 with a significance value of 0.000 < 0.05.

Keywords: Business Location, Store Atmosphere, Purchasing Decision.

1. Introduction

Fenomena the proliferation of coffe shops that stand is not just buying and selling coffee drinks, but coffe shops provide a different atmosphere in terms of facilities and store comfort. The large number of competitors in the coffe shop business provides challenges for owners to be able to build an atmospher store (store atmosphere) to attract consumers to make purchase decisions. The changing lifestyle of young people where the style to enjoy a cup of coffee with a modern atmosphere and look beautiful is their goal to be shown on social media.

Ruang Namu Coffe & Eatery is a coffe shop that mixes the style of a restaurant located in the Beji area of Depok city that takes advantage of business opportunities in the coffee sector. With the high growth rate of coffe shops in Depok city, it has an impact on fierce competition. Location is one of the important roles in marketing. Location is also able to influence consumers to come and make purchase decisions. The company is able to determine a strategic location which will then affect the level of sales. A location that is easy to reach and is in the middle of a crowd will help customers to get a sense that they have been noticed, especially if it is close to other supporting facilities.

According to Kotler & Keller (2012: 48) in a journal created by Rendi Alanwari (2018) with the title "The Influence of Promotion, Location and Store Atmosphere on Consumers' Purchasing Decisions", there are 6 important elements in the marketing mix that can influence consumers' purchasing decisions including products, prices, promotions, services, locations, and store atmospheres.

Business location is one of the situational factors that influence consumers' purchasing decisions (Tuti Alawiyah 2019). According to Fandy Tjiptono (2012: 92) the location is a place where the company carries out operational activities to produce goods and services that prioritize the economic aspect. According to Fandy Tjiptono (2015: 15) there are several dimensions that are used, namely access, visibility, traffic, parking lots, expansion, competition, government regulations, the surrounding environment. According to Muchlis Riadi (2020) one of the strategies that needs to be carried out by the company, both factory locations for manufacturing companies and business locations for service / retail companies, as well as offices.

Apart from the location of the coffe shop business or the food and beverage industry requires a store atmosphere (store atmosphere). According to Levi and Weitz (2012) store atmosphere is an atmosphere of the store area that is able to stimulate the five senses of visitors and is able to influence consumers' judgment and emotions towards the store. Enjoying coffee in today's era has become a new lifestyle for young people and old people. In Jhon's research. C Mowen and Michael Minor (2002-14) it is said that the dimensions of the store atmosphere are store design, layout, sound, texture, and aroma.

Ruang Namu Coffee & Eatery is a coffee shop that implements the concept of a joglo house by providing a semi-outdoor area that makes it attract the attention of Depok residents. From the design of this joglo house-style building, the café has a large courtyard zone. The color accent of the entire coffee shop building is only brown and green, this makes it look more in harmony with the state of the courtyard where there are many plants and flowers there. You could say, the grounds of the café are like a flower garden that is made into a neat layout. In addition to its beautiful place, the café provides drinks and food that are appetizing. All

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menus in Ruang Namu are in the price range of no more than Rp. 50,000. This café has many menus provided, ranging from Coffee Series, Specialty Tea, Milk Series, Snacks and menus from SME Tenants.

The location of Ruang Namu Coffee & Eatery is not visible from the big road, namely Margonda street, but social media allows Ruang Namu Coffee & Eatery to be known to the residents of Depok.

The competition for a similar coffee shop in Depok city is a tough task that must be carefully thought out by business people. With the large competition of similar businesses, business actors must consider several things, especially location and store atmosphere. Therefore, the researchers were interested in conducting a study entitled *The Influence of Business Location and Store Atmosphere on Consumers' Purchasing Decisions in Ruang Namu Coffee & Eatery*.

2. Theoretical Basis

Menurut Fndy Tjiptono (2012: 92) location is a place where a company carries out operational to produce goods and services that have an economic impact. According to Fandy Tjiptono (2015:15) the dimensions of site selection can be through the following factors:

1. Access is something that makes it easy to reach, an example of a location that is easy to reach is the existence of public transportation.
2. Visibility is a location that can be seen clearly from normal visibility.
3. The traffic in question is related to two considerations, namely the number of people passing by can produce a great opportunity for purchases to occur, then congestion and traffic density can hinder.
4. Spacious, comfortable, safe parking area for both four-wheeled and two-wheeled vehicles.
5. Expansion is the availability of a large enough place for business development in the future.
6. The competition in question is a consideration to determine the location of a business by paying attention to the existence of similar business competitors.
7. Government regulations, an example of this factor is the decree that prohibits restaurants adjacent to places of worship.
8. The surrounding environment is a surrounding area that supports the services offered with examples such as campus areas, offices and so on.

The purpose of the business location is according to Muchlisin Riadi (2020) explained the purpose of determining and choosing a business location is one of the strategies that need to be considered by the company. The location to be chosen must be right with a good location strategy in order to be able to help business activities or production activities that are being carried out.

According to Levy and Weitz (2012) argue that the store atmosphere is a store atmosphere that is able to stimulate the five inderas of visitors and is able to influence consumers' judgment and emotionality towards the store. Then according to Women and Minor (2009:139-141) it is explained that the store atmosphere or store atmosphere gives a message to consumers like this store has high-quality goods. Store atmosphere is a more general term than store layout, atmospherics is related to how managers are able to manipulate the design of buildings, interior spaces, spatial layouts, carpet and wall textures, aromas, colors, shapes, and sounds experienced by consumers (this is to get a certain influence). In the research of Jhon C. Minor and Michael Minor (2002-14) the dimensions of the store atmosphere are:

1. Store design is an important element to create an atmosphere that will make customers feel comfortable feeling in a store.
2. Layout is the process of determining the shape and determining facilities that can form the efficiency of production or operation.
3. The voice in question is the entire musaik which is presented to provide an improvement in the quality of service and enhance the shopping experience or be able to enjoy products that have a pleasant impact on the emotions of visitors to make purchases.
4. The texture in question is to give the surface shape in a certain flavor, a visual form to give the artwork the appearance of a shape, as well as a visual sense of the surface of the material presented and placed.
5. Aroma is a purchasing decision based on emotions and smells have a big impact on consumer emotions.

Purchasing decisions According to Kotler (2002), The purchase decision is an action taken by a consumer, whether to buy a product or not. As a general rule, one of the factors that influence consumers when buying a product or service is always the quality, price, and known product and have a name among the public. According to Kotler and Keller (2012:166) there are enam sub-decisions of purchase, namely :

1. Product or product selection, the consumer can make the decision to buy the product or use his money for other purposes.
2. Brand or brand selection, in this case the consumer can determine the best decision, they are what will be desired.
3. Choosing a place for consumers to distribute can determine which channeling tentang decision to go to.

4. The amount of purchase, the consumer is able to determine such a decision as how many products he will need.
5. The time of purchase, each consumer in making a different purchase decision .
6. Payment methods.
7. By providing cash and non-cash payments, it can make it easier for consumers to make payments.

3. Research Framework and Hypothesis Formulation

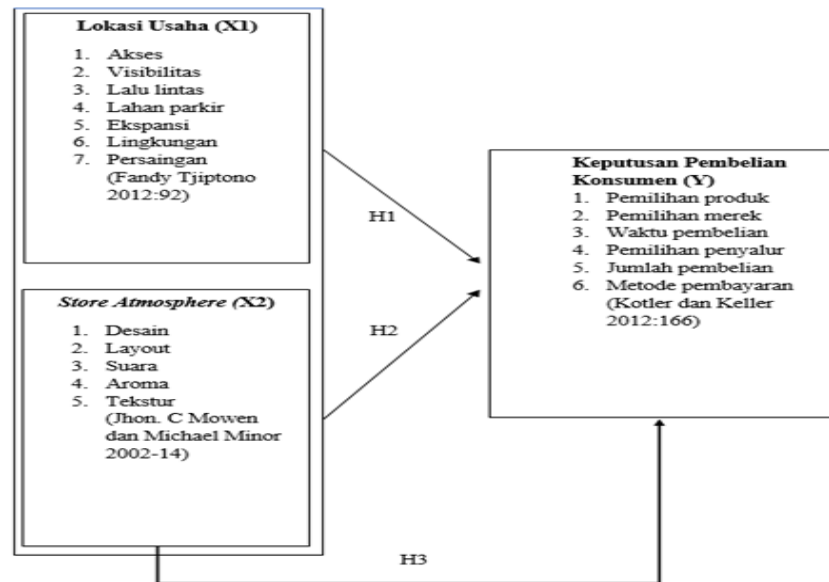


Figure 1. Research Framework

Based on the theoretical framework of thinking, the hypotheses that will be tested for truth in this study are:

- H₀ = it is suspected that the location of the business has no effect on consumers' purchasing decisions.
- H₁ = it is suspected that the location of the business affects the purchasing decisions of consumers.
- H₀ = alleged store atmosphere has no effect on purchasing decisions.
- H₂ = allegedly the store atmosphere affects consumers' purchasing decisions.
- H₀ = allegedly the location of the business and store atmosphere have no effect on consumers' purchasing decisions.
- H₃ = allegedly location and store atmosphere influence consumers' purchasing decisions.

4. Research and Discussion

Population according to Sugiyono (2014) explained that population is a generaliation area consisting of objects / subjects that have quality and then to draw conclusions. In this study, consumers who have visited Ruang Namu Coffee & Eatery. The sample according to Sugiyono (2009: 225) the sample is a part of the population, for example the population in a certain area, the number of employees in tertent organizations, the number of teachers and students in certain schools and so on. According to Sugiyono (2013: 116) explained the exact sample used in the study depending on the set error rate. The large number of samples and populations studied, will result in a small chance of error and vice versa. Then this study will take a sample that is truly representative, using the formula slovin.

In this study, the authors used the questionnaire method to find results from the influence of business location and store atmosphere on consumers' purchasing decisions in Ruang Namu Coffee & Eatery by distributing the questionnaire to consumers who had visited and purchased in Ruang Namu Coffee & Eatery. The formula used to determine the results of the questionnaire is to use the likert scale formula interpreted by Sugioyono (2014) the likert scale is used to measure the attitudes, incomes, and perceptions of a person or group of people about social phenomena. With the Likert scale, the variables to be measured are used as variable indicators.

This partial test or usually referred to as the t test is used to test a relationship between the two or more variables if a controlled variable is obtained. The hypothesis in this t-test is acceptable if the significant value

$\alpha < 0.05$ and the regression coefficient is in the same direction as the hypothesis. The method of testing the hypothesis is carried out partially using a test with the following criteria:

Coefficients ^a								
Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.	Collinearity Statistics	
		B	Std. Error	Beta			Tolerance	VIF
1	(Constant)	10.249	3.158		3.245	.002		
	Lokasi Usaha	.251	.071	.298	3.548	.001	.511	1.957
	Store atmosphere	.610	.094	.545	6.478	.000	.511	1.957

a. Dependent Variable: Keputusan Pembelian

Figure 2. Partial Test
(Sources: data olahan, 2022)

- a. The business location variable obtained positive and significant influence results on purchasing decisions, with a calculated value of $> t_{table}$ which was $3.458 > 1.982$ and with a variable significance value of $0.001 < 0.05$. Then it can be stated that partially the business location variable has a positive and significant effect on the purchase decision variable.
- b. The store atmosphere variable obtained a positive and significant influence on purchasing decisions, with a thitung $> t_{table}$ which was $6.478 > 1.982$ and with a variable significance value of $0.000 < 0.05$. Then it can be stated that the hypothesis on the store atmosphere variable (X2) has a significant effect on the purchase decision variable (Y).

According to Duwi Priyatno⁶ (2013) explained that the F test is used to test whether independent variables simultaneously affect dependent variables.

ANOVA ^a						
Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	1709.948	2	854.974	84.830	.000 ^b
	Residual	1078.416	107	10.079		
	Total	2788.364	109			

a. Dependent Variable: Keputusan Pembelian
b. Predictors: (Constant), Store atmosphere , Lokasi Usaha

Figure 3. F-Test
(Sources: data olahan, 2022)

Based on the table above, the results of the analysis obtained the results that the Fcount value of the $> F_{table}$ was $84.830 > 0.08$ with a total significance of $0.000 < 0.05$. Based on the data that has been presented, it can be stated that the variables of business location (X1) and store atmosphere (X2) simultaneously have a significant influence on purchasing decisions (Y).

Model Summary ^b				
Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.783 ^a	.613	.606	3.17469

a. Predictors: (Constant), Store atmosphere , Lokasi Usaha
b. Dependent Variable: Keputusan Pembelian

Figure 4. Coefficient of Determination Test Result
(Sources: data olahan, 2022)

then it can be seen in the table above, the gain of the Adjusted R Square value of 0.606. It can be stated that the variation affected by the free variables of business location and store atmosphere is 0.613 or 61.3%. So it was found that 38.7% was influenced by other variables that were not used in this study. Based on this explanation, it can be stated that there is an influence of the variables of business location (X1) and store atmosphere (X2) on purchasing decisions (Y).

5. Conclusions and Suggestions

Based on the results of the research and discussion described in the previous chapter, researchers can draw the following conclusions:

- a. There is a positive and significant influence between the business location variable (x1) on the purchase decision (Y), with the calculated value of $> t_{table}$ which is $3.468 > 1.982$ and the variable significance value of $0.001 < 0.05$.

- b. There is a positive and significant influence between the store atmosphere variable (X2) on the purchase decision (Y), with a calculated value of $t > t_{table}$ which is $6.478 > 1.982$ and with a variable significance value of $0.000 < 0.05$.
- c. So the results of this study can simultaneously be stated that independent variables, namely business location (X1) and store atmosphere (X2) have a simultaneous influence on purchasing decisions (Y), with a $F_{hitung} > F_{table}$ score of $84,830 > 0.08$ with a total significance of $0.000 < 0.05$.

Based on the results of the research and discussion described in the previous chapter, researchers can draw the following suggestions:

- a. Location selection that must consider access and traffic so as not to cause disruption of location selection by consumers due to disruption of traffic congestion.
- b. The researcher's suggestion is to add musical entertainment that provides its own comfort for consumers' emotional feelings. However, the store atmosphere variable has a positive influence on purchasing decisions, so this must be maintained by Ruang Namu Coffee & Eatery and continue to be developed so as not to be left behind by similar business competitors.
- c. Researchers suggest holding live music events or attractive promos to attract customers as a whole. And in the variables of purchasing decisions obtaining good results to provide a level of consumer satisfaction in order to be able to maintain purchasing decisions. As well as maintain and continue to develop Ruang Namu Coffee & Eatery to provide a high level of satisfaction from consumers.
- d. So it is suggested that further research add other independent variables so that readers get a broader knowledge. It is recommended for other independent variables such as price, product quality, service and others. As well as other research methods, it is expected to use methods such as interview examples.

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