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RESEARCH ARTICLE

The Influence of Store Atmosphere on Purchase Interest at MG Stores in Padang City

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Summary
An attractive store atmosphere can create consumer comfort while shopping. Therefore, companies must be able to create a comfortable atmosphere. An attractive store atmosphere can attract consumers to visit the store and make purchases. This study aims to determine the effect of Store Atmosphere on purchasing interest at the MG Store, Gunung Pangilun Padang Branch. The type of research used in this study is quantitative. Data collection was carried out by distributing questionnaires to 210 respondents who had shopped at the MG Store, Gunung Pangilun Padang Branch. The sampling technique used was Non-Probability Sampling with Accidental Sampling Data Collection Technique. Data analysis in the study was PLS-SEM using the SmartPLS Software application Version 3.0. The results of the study showed that Store Atmosphere consisting of six dimensions, namely Display & Layout, Background Music, Cleanliness, Lighting, Visual Merchandising, Sales Staff had a positive and significant effect on consumer purchasing interest at the MG Store, Gunung Pangilun Padang Branch.

Keywords
Store Atmosphere, Purchase intention

1 | INTRODUCTION

As the times become increasingly modern, we can see numerous changes taking place. These changes include shifts in consumerist lifestyles and shifts in socio-cultural lifestyles to become more modern, thus altering people's shopping behavior (Albab & Putra, 2021). Consequently, people tend to prefer shopping in modern stores, such as modern retail stores, over traditional markets.

In this context, marketing acts as a social discipline that seeks to understand how design, management, and marketing systems at all levels contribute to human life (Layton, 2019). Competition in the business world is now increasingly intense, with every company striving to attract customers and maintain its market position. This is crucial for facing competition among businesses in this modern era. Therefore, marketers need to be adaptable, innovative, and problem-solving to face these modern challenges. This is especially true in the cosmetics industry, which is currently experiencing significant growth and high demand, and continues to grow year after year.

According to a Statista report, revenue in the beauty and personal care market reached 111.83 trillion Rupiah in 2022. Specifically, the largest market segment is personal care, with a market volume of 3.18 billion Rupiah in 2022. This is followed by skincare with 2.05 billion Rupiah, cosmetics with 1.61 billion Rupiah, and fragrances with 39 million Rupiah (Annissa, 2022). The increasing sales of cosmetic products indicates the level of competition in cosmetic retail. This indicates market demand for diverse and increasingly diverse consumer needs. This situation has fueled the establishment of cosmetic retail stores.

Rapidly changing and unpredictable market conditions require marketers to continuously improve and innovate to retain their customers. The large number of retail stores has naturally led to increased competition among

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retailers. Therefore, marketers must be adept at attracting consumers to shop at their stores. Currently, public assessment of a store or retailer is not only based on price, product, and service quality, but also on the unique concept of the store or retailer that ultimately influences consumer choice and purchase.

Marketers must be able to study and understand consumer needs and desires. One way to do this is through the created store atmosphere. Marketers must be able to communicate various information such as available services, products, prices, and merchandise availability. One strategy that business owners must consider is store atmosphere. According to Utami (2006) in Sopian & Sulhan (2020), store atmosphere is the environmental design ranging from visual communication, lighting, color, music, and fragrance to design emotional responses and perceptions and to influence customers in purchasing goods. All of these elements work together to shape the company's image in the minds of customers.

2 | LITERATUR REVIEW

Store atmosphere is an important marketing strategy because it plays a role in attracting and retaining customers, as well as influencing customer purchasing interest. According to Alma (2018) Store atmosphere is the atmosphere of a store that includes various interior and exterior displays and layouts, internal store traffic, comfort, air, service, music, salesperson uniforms, and product displays, thus creating an attraction for consumers and arousing the desire to buy. According to Utami (2006) in Sopian & Sulhan (2020) Store Atmosphere is an environmental design ranging from visual communication, lighting, color, music and fragrances to design emotional and perceptual responses and to influence customers in purchasing goods. According to Kotler (2005) in Tania et al., (2023) Store atmosphere is an environment designed to suit the target market and attract consumers to buy products in the store.

According to Shukla & Vyas (2016), there are 6 scopes of store atmosphere, namely; 1) Display and layout, which covers equipment, product grouping, traffic flow, department location, floor space allocation, and allocation within departments, 2) Background Music, which is the genre, rhythm, or volume of music usually manipulated by retailers to attract customers to their stores, 3) Cleanliness, which is the most important store atmosphere cue that influences customers to shop longer or visit the store, 4) Lighting, which is a brighter lighting level is considered important in the retail atmosphere because it increases positive customer perceptions. When the store is brighter, customers are more likely to observe and touch the products in the store, 5) Visual Merchandising, strategic arrangement that includes activities to improve product presentation, support brands, increase store traffic and sales, and add visual excitement, 6) Sales staff, which is the appearance, attitude, and behavior of employees influence customer expectations of the store.

It can be concluded that Store Atmosphere is a physical aspect that has great significance for marketers, to create a comfortable environment for consumers, encourage them to stay longer in the place and make them interested in shopping. In a business, several strategies are typically employed to attract consumer purchasing interest, one of which is enhancing an attractive store atmosphere to attract, retain, and influence consumer purchasing interest. According to Rina et al. (2020), consumer purchasing behavior is often preceded and influenced by numerous external stimuli, both marketing and environmental. These stimuli are then processed within an individual according to their personal characteristics before a purchase decision is finally made. According to Listiani & Wulandari (2022), purchasing intention is a consumer behavior that arises as a reaction to an object, indicating a customer's desire to make a purchase. Adnyana & Respati (2019) in Juliana (2023) stated that purchase intentions create a lasting motive in the consumer's mind, developing into a strong desire. Finally, when the consumer must fulfill the desire, they become aware of what they have in mind.

Therefore, if the perceived benefits outweigh the perceived costs, the urge to purchase increases. Conversely, if the perceived benefits outweigh the costs, buyers will typically decline the purchase and generally move on to evaluating other similar products. Purchase interest refers to the level of consumer desire to purchase a particular product or service, which plays a crucial role in increasing sales and market share for a business. Therefore, it is crucial to design an attractive business strategy to increase consumer purchase interest in that product (Shim et al., 2021). According to Ferdinand (2002) in Rina et al., 2020, purchase interest indicators are divided into four categories; 1) Transactional interest is a person's tendency to purchase a product, 2) Referential interest is a person's tendency to recommend a product to others, 3) Preferential interest is an interest that describes the behavior of someone who has a primary preference for a product, 4) Exploratory interest is an interest that describes the behavior of someone who always seeks information about the product they are interested in and seeks information to support the product's positive qualities.

Therefore, it can be concluded that purchase intention is a consumer characteristic or behavior influenced by many factors that ultimately support consumer interest in purchasing a product or item. Previous research has shown that store atmosphere influences purchase intention (Rina et al., 2020). They examined the influence of store atmosphere on purchase intention at the Kopi Praja cafe, and the results showed that the cafe atmosphere at Kopi Praja was considered favorable by consumers. Likewise, research conducted by Alam et al. (2020) showed that the

store atmosphere variable has a positive and significant effect on purchase intention. Similarly, research conducted by Alivia & Wijaksana (2019) showed a positive and significant partial effect of store atmosphere on purchase intention. Store atmosphere influences purchase intention as stated in research conducted by Khan et al. (2023). Therefore, from the above description, the following hypothesis is obtained.

Hypothesis 1. Store atmosphere has a positive and significant effect on intention to purchase.

3 | METHOD

3.1 | Data collection

The data collection technique used in this study was a questionnaire. The respondents of this study were consumers who had shopped at the MG Store, Gunung Pangilun Padang branch. The data collection method used in this study was a survey with a research instrument using a questionnaire adopted from previous research and adjusted to the object of study, then distributed to 229 respondents. Of the 229 respondents who had filled out the questionnaire, there were 210 respondents who met the research criteria. While those who answered did not match the research criteria were 19 respondents. Therefore, the respondents who met the criteria were 210 respondents. This can be seen in Table 1 which is the respondent profile.

Tabel 1. Responden Profile

Information	F	Percentage
Gender		
Male	26	12,4%
Female	184	87,6%
Total	**210**	**100%**
Age		
< 16 years	7	3,3%
16 – 20 years	53	25,2%
21 – 25 years	101	48,1%
26 – 30 years	26	12,4%
31 – 35 years	11	5,2%
36 – 40 years	3	1,4%
41 – 45 years	4	1,9%
46 – 50 years	3	1,4%
>50 years	2	1%
Total	**210**	**100%**
Education		
< SLTA	14	6,7%
SLTA	125	59,5%
D3	25	11,9%
D4/S1	46	21,9%
S2/S3	-	-
Total	**210**	**100%**

3.1 | Measures

According to Shukla & Vyas (2016), there are six dimensions of store atmosphere, namely, display and layout, background music, cleanliness, lighting, visual merchandising, and sales staff. These dimensions are Second Order Constructs (SOC). While the variables of purchase intention and Store Atmosphere are First Order Constructs (FOC).

3.1 | Data Analysis

Data analysis was performed using structural equation modeling using the SmartPLS statistical tool. There are two stages in the analysis. The first stage assesses construct suitability by examining validity and reliability. Validity is measured using convergent validity and discriminant validity. Reliability is measured using composite reliability. The second stage involves testing the hypotheses within the research model.

4 | RESULT

4.1 | Measurement Fit/Validity & Reliability

As shown in table 2, validity and reliability in this study have been achieved for all constructs represented by outer loading, Cronbach's Alpha, and Composite Reliability, which are above the specified criteria, namely >0.60 for outer loading testing. According to Kline (2011) in (Idris et al., 2013), >0.7 for Cronbach's Alpha testing (Hair et al, 2006) in (Andini & Pramana, 2019), According to Ghozali (2006) in Rahmasari et al., (2019) The composite reliability results will show a good value if it is above 0.7. This validity and reliability test was conducted twice. In the first test, four indicators did not meet the specified criteria. Therefore, these indicators were removed and retested, as shown in Table 2. Based on the data below, it is known that the Composite Reliability (CR) and AVE for the First Order Construct and Second Order Construct of each variable have met the criteria for each test, so that for this study the next test was carried out.

Tabel 2. Descriptive statistics and correlations of constructs

Constructs	AVE	Composite reliability
1. *Display & Layou*	0,618	0,866
2. *Background Music*	0,729	0,915
3. *Cleanliness*	0,663	0,908
4. Lighting	0,677	0,913
5. Visual Merchandising	0,619	0,890
6. Saless Staf	0,635	0,897
7. Intention to purchase	0,599	0,923

Notes: n = 113. Figures shown in italic are square root of AVE and the composite reliability values which is range from 0.88 to 0.89 and are greater than 0.7

The table above shows that each indicator within a construct has a difference, indicated by a higher loading score on its own construct, as seen in the shaded table. It can be seen that the dimension loading value of the store atmosphere indicator on the purchase intention variable is higher than the dimension value of the store atmosphere variable indicator. Likewise, for the purchase intention variable, the loading value of the purchase interest indicator on the store atmosphere variable dimension is higher than the dimension value of the purchase interest variable indicator. In this case, it can be concluded that the instrument used in this study is valid and meets the criteria for discriminant validity.

Tabel 3. Cross Loading First order Construct & Second Order Construct

	DIS	MS	CL	LG	VM	SS	MB
DIS3	**0,774**	0,496	0,526	0,595	0,577	0,536	0,579
DIS4	**0,797**	0,523	0,611	0,617	0,598	0,575	0,614
DIS5	**0,775**	0,471	0,580	0,572	0,517	0,567	0,526
DIS6	**0,817**	0,550	0,614	0,608	0,617	0,636	0,606
MS2	0,610	**0,866**	0,509	0,570	0,636	0,544	0,625
MS3	0,511	**0,811**	0,570	0,558	0,551	0,489	0,496
MS4	0,506	**0,843**	0,432	0,507	0,584	0,525	0,586
MS5	0,587	**0,894**	0,535	0,607	0,618	0,583	0,693
CL1	0,605	0,498	**0,806**	0,692	0,591	0,620	0,572
CL2	0,633	0,512	**0,828**	0,650	0,621	0,626	0,522
CL3	0,627	0,473	**0,835**	0,637	0,564	0,622	0,553
CL4	0,562	0,440	**0,788**	0,591	0,511	0,471	0,525
CL5	0,590	0,513	**0,812**	0,672	0,641	0,598	0,588
LG1	0,601	0,509	0,677	**0,836**	0,633	0,600	0,562
LG2	0,600	0,507	0,671	**0,789**	0,624	0,585	0,583
LG3	0,622	0,525	0,647	**0,838**	0,653	0,627	0,631
LG4	0,669	0,567	0,657	**0,843**	0,694	0,640	0,623
LG5	0,634	0,574	0,631	**0,806**	0,732	0,692	0,671
VM1	0,553	0,565	0,478	0,616	**0,759**	0,574	0,713
VM2	0,641	0,493	0,595	0,614	**0,794**	0,661	0,675
VM3	0,552	0,597	0,573	0,630	**0,808**	0,628	0,640
VM4	0,597	0,523	0,584	0,658	**0,771**	0,546	0,591
VM5	0,550	0,577	0,603	0,677	**0,800**	0,642	0,581
SS1	0,580	0,508	0,608	0,638	0,654	**0,808**	0,604

SS2	0,493	0,442	0,549	0,543	0,552	**0,775**	0,507
SS3	0,521	0,491	0,562	0,604	0,612	**0,800**	0,586
SS4	0,594	0,478	0,599	0,579	0,585	**0,766**	0,643
SS6	0,620	0,572	0,569	0,676	0,682	**0,833**	0,746
MB1	0.701	0,623	0,631	0,663	0,720	0,651	**0,813**
MB2	0.617	0,588	0,600	0,614	0,696	0,629	**0,814**
MB3	0.611	0,601	0,562	0,602	0,614	0,611	**0,782**
MB4	0.502	0,418	0,434	0,464	0,497	0,538	**0,709**
MB5	0.495	0,593	0,508	0,547	0,642	0,600	**0,772**
MB6	0.506	0,514	0,454	0,549	0,584	0,613	**0,748**
MB7	0.511	0,543	0,444	0,506	0,602	0,552	**0,765**
MB8	0.604	0,454	0,528	0586	0,642	0,613	**0,782**

4.1 | Hypotheses testing

To analyze the hypotheses proposed in this study, the path coefficients of the relationships between the variables were assessed using the Bootstrapping Technique. The results are presented in Table 4. This represents a direct relationship between Store Atmosphere and Purchase Intention.

Table 4. Hypothesis evaluation

Relationship	Path Coefficient	T statistic	P values	Decision
Direct relationship				
Store Atmosphere > Intention to purchase	0,847	26,520	0.000	Supported

The table above shows that the path coefficient value of Store Atmosphere influences purchase intention. This can be seen from the calculated t-value of 26.520, which is greater than the t-table value of 1.354. The results of this influence test are also accepted with a p-value <0.05, namely 0.000. Therefore, it can be concluded that the store atmosphere variable has a significant and positive effect on purchase intention at the MG store, Gunung Pangilun Padang branch.

5 | DISCUSSION

This study was conducted to provide answers to the research questions formulated previously. This study aims to determine the influence of store atmosphere (X) on purchase intention (Y) at the MG Store, Gunung Pangilun Branch, Padang. The discussion is as follows:

The results of this study indicate that the store atmosphere variable has a positive and significant influence on purchase intention at the 95% confidence level, with a calculated t-value of 26.520, which is greater than the t-table value of 1.354. The results of this influence test were accepted with a p-value <0.05, or 0.000. Of the six store atmosphere dimensions examined in this study: Display & Layout, Background Music, Cleanliness, Lighting, Visual Merchandising, and Sales Staff. Of these six store atmosphere dimensions, lighting and visual merchandising scored highly among the other dimensions, indicating that they are quite important in the eyes of consumers. With good lighting and visual merchandising, a store can increase the appeal of its products, create a comfortable atmosphere, and strengthen a positive image in the eyes of consumers. Therefore, focusing on effective lighting is an important strategy for store managers in increasing customer satisfaction and loyalty.

This aligns with previous research showing that store atmosphere influences purchase intention (Rina et al., 2020). They examined the influence of store atmosphere on purchase intention at Kopi Praja Cafe, and found that consumers rated the cafe atmosphere favorably. Similarly, research by Alam et al. (2020) demonstrated that store atmosphere has a positive and significant effect on purchase intention. Similarly, research by Sopian & Sulhan (2020) demonstrated that store atmosphere has a positive and significant partial effect on purchase intention. Similarly, research by Alivia & Wijaksana (2019) demonstrated that store atmosphere has a positive and significant partial effect on purchase intentions. Store atmosphere's influence on purchase intention is also evident in research by Khan et al. (2023).

Based on the results and processed data regarding the influence of store atmosphere on purchase intention in cosmetics stores, it can be concluded that store atmosphere has a positive and significant influence on purchase intention. Companies should consistently maintain their store atmosphere. Future research is expected to further examine other variables that may influence purchase intention and increase the sample size.

5.1 | Limitations and Future research

The findings of this investigation indicate numerous constraints. Initially, the study's scope is relatively restricted, as it concentrates on a padang city, Indonesia, which restricts the generalizability of its findings to other developed and developing countries. It is recommended that future research includes variables beyond those already studied to obtain more varied results that could influence purchasing intention. Furthermore, future researchers could expand the sample size and expand the study beyond Padang City.

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