ANALYSIS OF THE EFFECT OF STORE ATMOSPHERE AND SOCIAL FACTORS ON EMOTIONAL RESPONSES AFFECTING CONSUMERS’ PURCHASE DECISION

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Abstract

Retail is classified as one of the growing industry in Indonesia, but currently it is experiencing a decline in visitors that resulting in the decrease of sales. Retailers or store owners need to find various ways to increase the number of visitors, which can be stimulated by store atmosphere and social factor to create positive emotions that can impact the customer’s purchase decision. Therefore, the study aims to examine the effect of store atmosphere and social factor towards emotional response and its impact to purchase decision. It uses SPSS to test the result of the research. In addition, this study uses non-probability sampling method with the total of 120 respondents who ever visited and shopped at baby equipment retail store at ITC Mangga Dua. The research hypothesis proves that store atmosphere and social factor have no effect and are not individually significant to emotional response, while emotional response individually have significant influence towards customers’ purchase decision. Meanwhile, store atmosphere and social factor through emotional response simultaneously and significantly influence customers’ purchasing decision.

Keywords: Store Atmosphere, Social Factors, Emotional Responses, Purchase Decision
INTRODUCTION

Retail is one of the most developed industries in Indonesia; but, it is currently experiencing a decline (Bixler, HJ, & Porse, 2011). Retailers or store owners, especially who do traditional retail or stores, must be able and responsive to anticipate and adapt to these changes so that their business or store can survive (Rohimah, 2019). In recent years, numerous retail stores have encountered various challenges, ranging from goods detainment by suppliers to changing currency values (Haliman, 2014). However, the common problem faced by most of business people is that various shops get almost no-visiters which causes sales to decline (Conscience, 2019). Therefore, abundant retail shops in shopping centers have closed their business.

Although some retail stores still look crowded, several retailers complain that the current condition of the stores gets no-customers and sale decline. Kusuma (2017) stated that ten shopping centers are currently experiencing decline, one of which is Mangga Dua Center or ITC Mangga Dua which has a sales decline of 20% according to a survey from BCA. ITC Mangga Dua and its surrounding areas such as Mangga Dua Mall and Mangga Dua Morning Market are already well-known by local residents to foreign tourists because in this area consumers can find and buy various products from clothing, accessories, electronics, baby equipment, stationery, and other products. However, traders at ITC Mangga Dua currently are starting to complain that sales are low and turnover is declining caused abundant shoppers have closed their stalls. In addition, from BCA survey data, it can also be seen that all shopping centers with declining sales have been built years and are traditional retailers having store designs and selling methods that are still considered traditional, which can have an impact on consumer purchasing decisions because not all groups consumers like or are interested in transactions using traditional way (Rerung, 2018).

Several previous studies have identified factors such as store atmosphere and social factors that influence positive emotional responses that result in consumer purchasing decisions. Madjid (2014) also found that consumer decisions in shopping or making purchases are influenced by store atmosphere and consumer emotions. Besides, Sinaga, I., Suharyono, S., & Kumadji (2012) identify that social factors influence consumer emotions. In addition, Hetharie (2012) also shows that social factors have a direct influence on
consumers’ positive emotions. In addition, Madjid (2014) stated that consumer emotions influence consumer purchasing decisions.

Compared to large modern retail stores consumers are already familiar with, traditional retail stores require more effort to attract consumers to shop at the store (Maulidya, 2018). Thus, it is important for traditional retail stores to know and pay attention to whether factors such as store atmosphere and social factors genuinely affect emotional responses and will have an impact on purchasing decision (Bong, 2011). If these factors affect consumers, retailers can increase sales and the number of visitors through these factors in order the businesses can run well.

According to Berman and Evan, atmosphere refers to the store’s physical characteristics that project and images and attract customers. Meanwhile, according to Utami, store atmosphere is environmental design through visual communication, lighting, colors, music, and fragrances to design emotional and perceptual responses to customers and influence customers to buy goods. Based on the two understanding above, the author concludes that the cafe atmosphere is an attractively styled environment with light support, color, music, fragrance, and so on to elicit a response to certain emotions as the impetus for making a purchase.

The store environment has a significant influence big on customers. The store environment offers a view that gives information to future customers and provides an assessment of products and services. The shop environment is designed for producing specific emotional effects on consumers who can improve purchase probability. Dunne & Lusch define the store environment as a description of the atmosphere shop which is composed of several elements, such as music, lighting, store form, directions that direct visitors as well as human resource elements.

Emotions are individual reactions to circumstances, and a surrounding environment is a form of communication for the response experienced. Emotions are classified into two dimensions: positive emotions and negative emotions. Negative emotions include: feelings of hatred, fear, boredom, anxiety, anger, sadness, guilt, shame, illness, and mental stress. While positive emotions include: pleasure, power, feeling love, joy, admiration, joy, courage, and respect (Holbrook & Hirschman, 1982). Positive emotion is defined as an atmosphere the heart influences and determines consumer decision-making intensity.
Analysis of the Effect (Tirmizi, Kashif-Ur-Rehman, & Saif, 2009). When shopping, emotions in the store can affect purchase intention and expenditures and perceptions of quality, satisfaction, and value (Babin & Babin, 2001).

REVIEW OF LITERATURE

Store Atmosphere

According to Berman and Evan, atmosphere refers to the store’s physical characteristics that project and images and attract customers (Purvis, 2019). Meanwhile, according to Utami, store atmosphere is environmental design through visual communication, lighting, colors, music, and fragrances to design emotional and perceptual responses to customers and influence customers to buy goods. Based on the two understanding above, it can be concluded that the cafe atmosphere is an attractively styled environment with light support, color, music, fragrance, and so on to elicit a response to certain emotions as the impetus for making a purchase.

The store environment has a significant influence on customers. The store environment offers a view that gives information to future customers and provides an assessment of products and services. The shop environment is designed for producing specific emotional effects on consumers who can improve purchase probability (Zhou & Wong, 2004). Dunne & Lusch define the store environment as a description of the atmosphere shop which is composed of several elements, such as music, lighting, store form, directions that direct visitors as well as human resource elements.

Emotional Responses

Emotions are individual reactions to circumstances, and a surrounding environment is a form of communication for the response experienced. Emotions are classified into two dimensions: positive emotions and negative emotions (Isen, 1984). Negative emotions include: feelings of hatred, fear, boredom, anxiety, anger, sadness, guilt, shame, illness, and mental stress (Holbrook & Hirschman, 1982). While positive emotions include: pleasure, power, feeling love, joy, admiration, joy, courage, and respect (Holbrook & Hirschman, 1982). Positive emotion is defined as an atmosphere the heart influences and determines consumer decision-making intensity (Tirmizi et al., 2009). When shopping, emotions in the
store can affect purchase intention and expenditures and perceptions of quality, satisfaction, and value (Babin & Babin, 2001).

**Purchase Decision**

The consumer decision-making process is a step-by-step process used by consumers when buying goods or services (Suprayitno, Rochaeni, & Purnomowati, 2015). Thus, decision purchase is a decision because of the interest felt by someone towards a product, and want to buy, try, use, or own the product (Sidqi et al., 2021). Consumers often have more than two parties involved in the exchange or purchase process in the decision to buy goods. Every manufacturer must carry out various strategies to decide to buy their products. Purchasing decisions are actions from consumers to buy or not towards the product (Suprayitno et al., 2015).

**RESEARCH METHOD**

This research is an explanatory research because it aims to measure the relationship and effect of store atmosphere variables and social factors on emotional responses and purchasing decisions.

The data in this study are quantitative data, in which the data collection is obtained through survey results or distributing questionnaires to a sample of respondents. Sampling uses non-probability sampling and purposive sampling methods because sampling is based on a characteristic so that the information provided is relevant and precise (A’yuni, 2015). The sample of this study is the consumers who had visited and shopped at baby equipment retail store in ITC Mangga Dua as many as 120 respondents. In addition, the data processing utilizes SPSS using path analysis method or path analysis.

**RESULTS AND DISCUSSION**

Research questionnaires are distributed to 120 respondents in Jakarta and had visited and shopped at the baby equipment retail store in ITC Mangga Dua.
### Table 1
Characteristics of Respondents

<table>
<thead>
<tr>
<th>Characteristics of Respondents</th>
<th>Number of Respondents</th>
<th>Percentage</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Gender</strong></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Man</td>
<td>26</td>
<td>21.7%</td>
</tr>
<tr>
<td>Woman</td>
<td>94</td>
<td>78.3%</td>
</tr>
<tr>
<td><strong>Age</strong></td>
<td></td>
<td></td>
</tr>
<tr>
<td>≤ 20 Years</td>
<td>0</td>
<td>0%</td>
</tr>
<tr>
<td>21-30 Years</td>
<td>68</td>
<td>56.7%</td>
</tr>
<tr>
<td>31-40 Years</td>
<td>40</td>
<td>33.3%</td>
</tr>
<tr>
<td>≥ 41 Years</td>
<td>12</td>
<td>10%</td>
</tr>
<tr>
<td><strong>Work</strong></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Housewife</td>
<td>32</td>
<td>26.7%</td>
</tr>
<tr>
<td>Employee</td>
<td>48</td>
<td>40%</td>
</tr>
<tr>
<td>Businessman</td>
<td>35</td>
<td>29.2%</td>
</tr>
<tr>
<td>Civil Servant</td>
<td>3</td>
<td>2.5%</td>
</tr>
<tr>
<td>Others</td>
<td>2</td>
<td>1.6%</td>
</tr>
<tr>
<td><strong>Last Education</strong></td>
<td></td>
<td></td>
</tr>
<tr>
<td>SMA / D3</td>
<td>34</td>
<td>28.3%</td>
</tr>
<tr>
<td>S1</td>
<td>72</td>
<td>60%</td>
</tr>
<tr>
<td>S2</td>
<td>2</td>
<td>1.7%</td>
</tr>
<tr>
<td>S3</td>
<td>0</td>
<td>0%</td>
</tr>
<tr>
<td>Others</td>
<td>12</td>
<td>10%</td>
</tr>
<tr>
<td><strong>Total Expenditure Per Month</strong></td>
<td></td>
<td></td>
</tr>
<tr>
<td>IDR 2,000,000</td>
<td>4</td>
<td>3.3%</td>
</tr>
<tr>
<td>IDR 2,000,000 – IDR 4,000,000</td>
<td>17</td>
<td>14.2%</td>
</tr>
<tr>
<td>IDR 4,000,000</td>
<td>41</td>
<td>34.2%</td>
</tr>
<tr>
<td>IDR 6,000,000</td>
<td>58</td>
<td>48.3%</td>
</tr>
</tbody>
</table>

### Table 2
Respondent Behavior

<table>
<thead>
<tr>
<th>Respondent Behavior</th>
<th>Number of Respondents</th>
<th>Percentage</th>
</tr>
</thead>
<tbody>
<tr>
<td>Offline Shops</td>
<td>88</td>
<td>73.3%</td>
</tr>
<tr>
<td>(Examples: Mall, Shopping Center, etc.)</td>
<td></td>
<td></td>
</tr>
<tr>
<td><strong>Frequently Used</strong></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Online</td>
<td>76</td>
<td>63.3%</td>
</tr>
<tr>
<td>(Examples: Instagram,</td>
<td></td>
<td></td>
</tr>
</tbody>
</table>
Path analysis is divided into two parts which are sub-structural 1 and sub-structural 2 defined in the following. In sub-structural 1, the relationship between Store Atmosphere (X1) and Social Factors (X2) simultaneously and individually will be described. Through SPSS software, the value of R-square (R2) is 0.032 and Sig. is 0.147. Therefore, the effect of variables X1 and X2 on Y is 3.2%, while the other 96.8% are factors outside of this study. It shows that the Store Atmosphere (X1) and Social Factors (X2) variables simultaneously affect or influence but are not significant on the Emotional Response (Y) variable.
For the individual influence between Store Atmosphere (X1) and Emotional Response (Y), it is found the t-value of 1.254 < t-table of 1.66. Value of Sig. obtained is 0.212. Thus, it can be concluded that the Store Atmosphere (X1) variable does not have a significant effect on the Emotional Response (Y) variable. The value of the path coefficient (Beta) of the X1 to Y variable is 0.114. Furthermore, the individual effect between Social Factors (X2) and Emotional Response (Y), it is found the t-value of 1.552 < t-table 1.66. Value of Sig. obtained is 0.123. Thus, it can be concluded that the variable Social Factors (X2) does not have a significant effect on the variable Emotional Response (Y). The value of the path coefficient (Beta) of the variable X2 to Y is 0.141.

In substructural 2, the relationship between Store Atmosphere (X1), Social Factors (X2), Emotional Response (Y) to Consumers’ Purchase Decision (Z) simultaneously and individually is described. Through SPSS software, the value of R-square (R2) is obtained 0.066, and Sig. is 0.048. The effect of variables X1, X2, and Y on Z simultaneously is 6.6% while the other 93.4% are factors from outside this study. It proves that the Store Atmosphere (X1), Social Factors (X2), and Emotional Response (Y) variables simultaneously have a significant impact or influence on the Consumers’ Purchase Decision variable (Z).

For the individual influence between Store Atmosphere (X1) and Consumers’ Purchase Decisions (Z), it is found t-count of -1.576 < t-table of 1.66. Value of Sig. obtained is 0.118. It indicates that the Store Atmosphere variable (X1) does not have a significant effect on the Consumers’ Purchase Decision (Z) variable. The value of the path coefficient (Beta) of the X1 to Z variable is -0.142. Then, the individual influence between Social Factors (X2) and Consumers’ Purchase Decision (Z), it is found t-value of 0.768 < t-table 1.66 and the value of Sig. of 0.444. Thus, it can be stated that the Social Factor variable (X2) does not have a significant effect on the Consumer Purchase Decision (Z) variable. The value of the path coefficient (Beta) of the X2 to Z variable is 0.070. Furthermore, the individual effect between Emotional Response (Y) and Consumer Purchase Decision (Z), it is found t-count of 2.259 > t-table of 1.66 and the value of Sig. of 0.026. It can be concluded that the Emotional Response (Y) variable has a significant influence on the Consumer Purchase Decision (Z) variable. The path coefficient value (Beta) of the Y variable to the Z variable is 0.206.
Through the results of this study, it can be seen that the store atmosphere and social factors are not the factors that are prioritized by consumers. When viewed from the behavior of the respondents, 93.3% respondents stated that they shopped at the baby equipment retail store in ITC Mangga Dua for personal needs. It shows that people who come already have a clear goal, so that consumers do not pay too much attention to factors such as atmosphere or employees in the store (Diana, DMI, Pujiastuti, EE, & Indarwanta, 2014).

The results of this study are different from the research conducted by Madjid (2014), Sukma, EA, DH, AF, & Yaningwati (2012), and Miswanto, M., & Astuti (2018), who stated that the store atmosphere has an effect on consumers’ emotions. When compared to this research, it can be seen that the research of Madjid (2014), Sukma, EA, DH, AF, & Yaningwati (2012), and Miswanto, M., & Astuti (2018) take a research located in modern retail not traditional retail. Madjid’s research is located at the Mega MATAHARI Supermarket Kendari; research of Sukma, EA, DH, AF, & Yaningwati (2012) is located at Hypermart in Town Square Malang; while Miswanto, M., & Astuti (2018) conducted research at Hypermarkets in Yogyakarta; where according to Utomo (2011), supermarkets and hypermarkets are included in modern retail. In research of Andreu, L., Bigné, E., Chumpitaz, R., Swaen (2006), it is stated that the positive effect of internal atmosphere on buyers’ emotions is stronger in shopping centers than in traditional retail. Luomala in his research also added that management has a different view of the importance of store atmosphere in shopping centers and modern retail, where management in shopping centers tends to pay more attention to the atmosphere and aesthetics of the environment in modern retail than in other commercial environments.

The results of this study are also different from study of Sinaga, I., Suharyono, S., & Kumadji (2012), in which it is identified that social factors affect the emotions of a consumer seen from consumer behavior in the frequency of visits, which shows 37.5% of respondents visited the store 4-5 times. It can be concluded that employee factors such as a neat appearance, professionalism or the number of employees in the store are not the factors that are prioritized by consumers when shopping, because consumers seem to keep making visits and purchases to retail stores of baby equipment retail stores in ITC Mangga Dua.
The study indicates that emotional response has a significant effect on consumer purchasing decisions. In addition, the study conducted by Pragita, AA, DH, AF, & Kumadji (2013) shows that emotions have a positive and significant effect on the structure of consumers’ purchase. Research of Tunjungsari, SV, Fauzi DH, A., & Mawardi (2016) and Sukma (2012) also support this research, in which the research describes emotions have a significant influence on purchasing decisions. Solomon et al (2010) argue that a person’s mood or emotion when buying something has a considerable effect on the product purchased or its assessment, which can be proven in this study.

The emotional response felt by consumers and stimulated by employees is important for consumers to make in-store purchases. Utomo (2011) also explained that several factors such as paying attention, getting to know customers (regular customers), friendly employees, employee knowledge and skills, answering every customer statement, and explaining service and product costs are aspects of service that are evaluated by consumers. In this regard, consumers evaluate that “familiarity” when shopping at traditional markets is categorized as a characteristic advantage when compared to hypermarkets (Rudiawan, 2018). In this case, the consumers already feel comfortable and happy with the conditions of shopping at traditional retailers who tend to have a closer relationship with the employees or owners in the store so that they return to make purchases (Marthalia, D., & Permana, 2019). In direct observation, the conditions at ITC Mangga Dua are in line with what has been described above because the employees know their customers well, and always ask about the news or development of children from consumers.

It also shows that the majority of respondents stated that the reason for shopping at a baby equipment retail store is because of the location, the completeness of the product, and the price. Through data from respondents' behavior, 57.5% of the respondents choose to shop at the baby equipment retail store in ITC Mangga Dua because of the location, 45.8% of the respondents said it is because of the completeness of the product, and 40% said it is because of the price. Utomo (2011) stated that one of the comparative advantages of traditional retail is low prices and negotiable prices. Likewise, with direct observation, the prices at baby equipment retail stores in ITC Mangga Dua are cheaper than prices in modern retail stores and can be negotiated with traders.
According to the results of the research above, entrepreneurs or baby equipment traders at ITC Mangga Dua have to know that simultaneously both factors such as the atmosphere in the store and social factors affect the emotions of a consumer, although not significantly. To increase sales, entrepreneurs or traders can replace or improve the appearance of the store or the skills of employees (Hasanah, RL, & Sutantri, 2020). Employers can arrange the appearance of the store in order that it looks neater and the products are easy to find and can conduct training for employees. They can get to know the product better. In addition, the appearance and professionalism of an employee can also be improved. The consumers feel more happy and comfortable in the store (Hardiyati, R., & Khasanah, 2010).

On the other hand, it can be seen from the results that the most important factor in this study is the emotional response from consumers which then have an impact on purchasing decision (Dhameria, V., Ferdinand, AT, & Mudiantono, 2014). Emotional responses are stimulated from employees in the store, where most traditional retail stores must have employees who are reliable in communicating and promoting products to consumers (Yunita, 2012). Based on observations of conditions at baby equipment retail stores in ITC Mangga Dua, the consumers have felt positive emotions and it must be maintained to increase sales.

In addition to personal interactions to increase consumers’ emotion that must be maintained, traders or entrepreneurs of ITC Mangga Dua baby equipment retail must also think related to the price factor and product completeness (Hidayat, 2017). From the results of the questionnaire, it is found that consumers choose to shop for baby equipment because of the price, location, and completeness of the product. Likewise, Utomo (2011) also said that consumers prioritize low prices as one of the most important factors of other service attributes in traditional markets or hypermarkets. Therefore, the price of products in stores must also be considered by traders so that they can compete with the market. In connection with providing low prices, traders or entrepreneurs must also have various of products and brands in the store in order that consumers will get what they look for and need in the store (Alimah, 2019). By paying attention to the several factors above, it is hoped that traders or baby equipment entrepreneurs at ITC Mangga Dua can increase sales to make the business will continue to advance.
CONCLUSION

The conclusion from the results of the study is that the Store Atmosphere and Social Factors perceived by consumers have no effect and are not individually significant on Emotional Response. Then, Store Atmosphere and Social Factors perceived by consumers are proven to have no effect and are not individually significant to Consumers’ Purchase Decisions. Next, the Emotional Response felt by consumers is proven to have an individual and significant effect on Consumers’ Purchase Decision, so traders or baby equipment entrepreneurs should pay more attention to ways to increase positive consumer emotions to increase sales in stores. Furthermore, the Store Atmosphere and Social Factors perceived by consumers are proved to have a simultaneous but not significant effect on Emotional Response. Simultaneously, two factors such as store atmosphere and social factors can affect consumers’ positive emotions. It indicates that traders or entrepreneurs still have to pay attention to the atmosphere and employees in the store because it can indirectly build positive emotions in consumers.

The Store Atmosphere and Social Factors perceived by consumers through Emotional Response are proven to have a simultaneous and significant influence on Consumers’ Purchase Decision. Therefore, factors such as store atmosphere, social factors, and consumer emotions must be improved in the store because it can make consumers purchase the goods. It indicates that traders or entrepreneurs still have to pay attention to the atmosphere and employees in the store because it can indirectly build positive emotions in consumers.

Suggestions for further research is adding or changing independent variables in order to test the effect of other variables that may have more effects on the intervening variable or the dependent variable. Then, the research can also be applied to other industries, for example in the culinary industry. It can also be carried out in other places that have not been studied, such as outside Jakarta.

In order to make the business to be more advanced, the suggestions for traders or retail shop entrepreneurs of baby equipment retail in ITC Mangga Dua is improving the appearance of the store and providing training to employees to be more professional, implementing personal interactions that can cause positive emotions from consumers by asking how they are doing, sharing stories to customers, and providing low prices to
consumers. Retailers can also increase the variety or brand of the products being sold so that consumers can find what they look for and need in the store.

DAFTAR PUSTAKA


