



The Influence of Store Atmosphere and Service Quality on Consumer Purchasing Decisions at Allbaik Chicken Sawah Lebar Bengkulu City

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Abstract

The aim of the research is to determine the influence of store atmosphere and service quality on consumer purchasing decisions at Allbaik Chicken Sawah Width , Bengkulu City. And to find out which factors most dominantly influence purchasing decisions. This research used quantitative methods on 150 respondents. The population used in this research were consumers in Allbaik Chicken Sawah Lebar , Bengkulu City and sampling in this research used a non-probability sampling technique. Based on the results of multiple linear regression, the regression equation form $Y = 9,100 + 0.277 (X1) + 0.506 (X2)$ is obtained. The research results and hypothesis show that Store Atmosphere and Service Quality have a positive effect on Purchasing Decisions.

Keywords

Store Atmosphere, Service Quality, Purchasing Decisions

INTRODUCTION

The era of globalization promises new business opportunities and challenges for companies in Indonesia. On the one hand, the era of globalization has expanded the market for products from companies in Indonesia, and on the other hand, this situation has given rise to increasingly fierce competition between both domestic and foreign companies. Competition in the business world will encourage companies to compete to become market leaders. Every company is required to be able to create new business strategies in order to influence the market and capture a large market share. The expectations that a consumer has will not necessarily encourage consumers to make a purchase.

Purchasing decisions made by consumers are an action taken to buy a product they want. Social, cultural, personal and psychological factors influence purchasing decisions. Cultural factors include religion, nationality, group, race, and geographic location. (Nur & Dahliana, 2023). Decision making is the process of bringing together knowledge to evaluate two or more alternative behaviors and choosing one of them (Afifi & Wahyuni, 2019). Purchasing decisions as an influence on the

development of consumer behavior.

Existing consumer behavior can be optimized, so that it can attract consumer attention again. Nurhalimah, (2022) Purchasing decisions are an act of consumer behavior, whether individuals, groups or organizations, in determining decisions where consumers actually decide to buy or not buy a product or service based on the interest they feel. Many things influence consumer purchasing decisions, such as Store Atmosphere, product availability, and service quality

Allbaik Chicken, Sawah Lebar Branch, Bengkulu City is a company that operates in the field of selling fast food, especially food made from chicken such as crispy chicken. Allbaik crispy chicken is well known to the people of Bengkulu for its delicious taste and is no less than the well-known Kentucky Fried Chicken (KFC). Allbaik Chicken comes with delicious taste and affordable prices. To create consumer purchasing decisions for Allbaik Chicken, Sawah Lebar Branch, Bengkulu City, they must pay attention to many things, including Store Atmosphere and service quality.

From the table data above, you can see the number of visitors to Allbaik Chicken over the last three months. The data above shows that in August Allbaik Chicken visitors were at 600 visitors, in September Allbaik Chicken visitors experienced an increase of 750 visitors and in October visitors Allbaik Chicken experienced a drastic decline of 550 visitors, this shows that there is a decline in consumer purchasing decisions for Allbaik Chicken.

The results of observations with Allbaik Chicken consumers named Indah, one of several consumers, expressed her disappointment with the service provided by Allbaik Chicken. The consumer revealed that when he visited one of the Allbaik Chicken branches and ordered a large quantity, he had to wait too long before his order arrived even though the restaurant was not very busy at that time. Apart from that, the staff on duty seemed less responsive and did not respond quickly to consumer needs. The consumer also added that when his order finally arrived, several of the items he ordered turned out to be missing or not what he ordered. When he tried to clarify it with the waiter, the response he got was less than satisfactory.

An Allbaik Chicken consumer named Chika expressed his opinion regarding the atmosphere of the Allbaik shop which could be said to be quite low and a little uncomfortable, especially during rush hours. The consumer revealed that the interior arrangement of the Allbaik Chicken shop looked less pleasing to the eye, with chairs and tables that were not immediately cleaned after other consumers had finished eating. Additionally, some areas in the store looked dirty and not cleaned properly. Consumers also mentioned that the lighting in the store was inadequate, making the atmosphere dim and uninviting. Air ventilation is also one of the points criticized, where several times consumers feel that the air in the shop feels stale and not fresh, especially when there are many visitors and the aroma of frying comes out, which is quite disturbing and makes the smell feel uncomfortable.

Next, an Allbaik consumer named Aura expressed her opinion regarding the decision to purchase at the Allbaik chicken shop. Aura said that her decision to purchase at the Allbaik Chicken shop was influenced by two main factors, namely the quality of service and the atmosphere of the shop. According to Aura, service quality is very important for her in determining purchasing decisions. Friendly, fast and efficient service makes him feel valued as a customer. Aura revealed that when she feels well served, she tends to be more comfortable and satisfied, thereby increasing her tendency to make a purchase.

Apart from service quality, the atmosphere of the store also has a significant impact on Aura's purchasing decisions. According to him, a comfortable, clean and pleasant atmosphere can create a positive shopping experience. A good atmosphere can also increase the overall value of the shopping experience and provide a positive impression of the products offered. Aura emphasized that the combination of good service quality and a pleasant store atmosphere can create a strong attraction for her as a consumer. He stated that this positive experience not only influenced his decision to purchase at the Allbaik Chicken store, but could also be a determining factor in whether he would return as a loyal customer in the future.

Based on the data and observation results above, it can be concluded that the Store Atmosphere and Service Quality at Allbaik Chicken are still lacking and consumer purchasing decisions are also decreasing. Based on this problem, the author is interested in conducting research with the title "The Influence of Store Atmosphere and Service Quality on Consumer Purchasing Decisions at Allbaik Chicken Sawah Lebar, Bengkulu City".

Store Atmosphere

Store Atmosphere according to (Berman, Evans, & Chatterjee, (2018) is an atmosphere or situation that is very influential in making consumers feel at home and comfortable when choosing the type of product they will buy. The indicators are : 1. Store Exterior 2. General Interior 3. Store Layout and 4. Interior display .

Service Quality

Service Quality according to (Tjiptono 2019) are the activities and rules established by a company to meet needs and requirements, to meet customer expectations.1. Physical Evidence 2. Ladder Power 3. Guarantee 4. Attention 5. Reliability .

Buying decision

Buying decision (Kotler & Armstrong 2016) is a final decision that a consumer has to buy a good or service based on various considerations that have been made. 1.Product selection 2.Brand choice 3.Choice of dealer 4.Time of purchase 5. Purchase amount 6.Payment method.

Types of Research

This study adopts a quantitative research approach, focusing on theory testing by

measuring research variables using numerical data and employing statistical procedures for analysis (Indriantoro and Supomo, 2013). Quantitative research methods are characterized by their systematic, planned, and well-structured approach, ensuring precision and clarity throughout the research process. The method used in this research is the Quantitative Method with Purposive Sampling Technique. The population in this research is consumers who have made purchases or are currently making purchases at Allbaik Chicken Sawah Lebar, Bengkulu City. Determining the number of samples According to Sugiyono (2017), the number of samples as respondents must be adjusted to the number of statement items used in the questionnaire with the assumption of $n \times 5$ observed indicator variables up to $n \times 10$ observed variables (indicators). In this research, the number of indicator items used was 15 indicator items, those used in this research were: Sample = Number of indicators $\times 10$, namely, $15 \times 10 = 150$.

So the number of samples in this study was determined as 150 samples, which was felt to be sufficient to represent the population. The samples taken in this research were consumers at Allbaik Chicken Sawah Lebar, Bengkulu City.

In this research, several data analysis techniques were used, including using instrument tests, classical assumption tests, analysis of respondent responses, multiple linear regression analysis, determinant coefficients, and also hypothesis testing.

RESULTS AND DISCUSSION

Linear Regression Analysis

From the calculation results above, the regression equation is as follows:

$$Y = 9.100 + 0.277 (X1) + 0.506 (X2)$$

1. A constant value of 9,100 means that if the variable Store Atmosphere, Service Quality on Purchasing Decisions is equal to zero, then the Purchasing Decision variable will remain constant, namely 9,100
2. Regression coefficient, equal to 0.277, means that if the value of the Store Atmosphere variable increases by one unit, the value of the Purchase Decision variable will increase by 0.277, assuming the Service Quality variable is considered constant.
3. The Regression Coefficient, equal to 0.506, means that if the value of the Service Quality variable increases by one unit, the Purchase Decision value will increase by 0.506, assuming the Store Atmosphere variable is considered constant.

Coefficient of Determination (R2)

The coefficient of determination R square (R2) value obtained is 0.341. This value means that the Store Atmosphere and Service Quality variables have an influence of 0.341 or 34.1% on purchasing decisions at Allbaik Chicken Sawah Lebar, Bengkulu City, while the rest is influenced by other variables. outside research that was not examined in this study.

Hypothesis Testing Using the T Test

Based on the table above, the following is the explanation of each variable:

1. The Store Atmosphere variable has a value of tcount (2.585) > t-table (1.655) and significance (0.011) < 0.05. Thus H0 is rejected. Ha is accepted. This means that partially there is a significant influence of the Store Atmosphere variable and service quality on the purchasing decision variable. At Allbaik Chicken Sawah Lebar, Bengkulu City.
2. The Service Quality variable has a value of tcount (5.596) < t-table (1.655) and significance (0.000) < 0.05. Thus Ho is rejected and Ha is accepted. This means that service quality has a positive and significant effect on purchasing decisions at Allbaik Chicken Sawah Lebar, Bengkulu City.

Hypothesis Testing Using the F Test

In this research, hypothesis testing is intended to measure the magnitude of the influence of Store Atmosphere and Service Quality on Purchasing Decisions, so the f test is used. In this study it is known that the number of samples (n) is 150 and the number of parameters (k) is 3 so that it is obtained, $df1 = k - 1 = 3 - 1 = 2$, $df2 = nk = 150 - 3 = 147$ then at $\alpha = 0, 05$ obtained f table = 3.06.

Based on the results of hypothesis testing, the Anova Test or F Test can be seen in the following table:

Table 1. ANOVA Table

ANOVA ^a						
Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	457,049	2	228,524	38,065	,000 ^b
	Residual	882,525	147	6,004		
	Total	1339,573	149			
a. Dependent Variable: KEPUTUSAN PEMBELIAN						
b. Predictors: (Constant), KUALITAS PELAYANAN, STORE ATMOSPHERE						

Based on the Hypothesis Test Results with the F test above, the Fcount is 48.803 with an Ftable value of 3.06, namely ($38.065 > 3.06$), so it can be concluded that H_0 is rejected and H_a is accepted, meaning that the Store Atmosphere and Service Quality variables have a significant influence simultaneously on purchasing decisions. At Allbaik Chicken Sawah Lebar, Bengkulu City.

Based on the results of research and raw data processing carried out on consumers of Allbaik Chicken Sawah Lebar, Bengkulu City. By distributing questionnaires to 150 respondents who have been tested, we can find out the influence of Store Atmosphere and Service Quality on purchasing decisions at Allbaik Chicken Sawah Lebar, Bengkulu City.

The Influence of Store Atmosphere on Purchasing Decisions Store Atmosphere partially has a significant influence between the Store Atmosphere variables on Purchasing Decisions. This can be seen in the t test which states that it has a value of tcount ($2.585 > t_{table}$ (1.655)) and significance ($0.011 < 0.05$), so H_{1} in this study is acceptable.

The Influence of Service Quality on Purchasing Decisions Service Quality partially has a significant influence on Purchasing Decisions. This can be seen in the t test which states that it has a value of tcount ($5.596 < t_{table}$ (1.655)) and significance ($0.000 < 0.05$), so H_{2} in this study is acceptable.

The influence of Store Atmosphere and Service Quality on Purchasing Decisions, this can be seen in the F test which states that the Fcount value is 48.803 with an Ftable value of 3.06, namely ($38.065 > 3.06$), so it can be concluded that H_3 is accepted, meaning that the Store Atmosphere and Quality variables are simultaneously Service has an influence on purchasing decisions at Allbaik Chicken Sawah Lebar, Bengkulu City.

CONCLUSION

Based on the results of research that has been conducted regarding the influence of Store Atmosphere and Service Quality on Purchasing Decisions at Allbaik Chicken Sawah Lebar, Bengkulu City, it can be concluded as follows: Store Atmosphere has a positive and significant influence on purchasing decisions at Allbaik Chicken Sawah Lebar, Bengkulu City.

This illustrates that the better the Store Atmosphere, the positive influence it will have on consumer purchasing decisions. Service Quality has a positive and significant influence on purchasing decisions at Allbaik Chicken Sawah Lebar, Bengkulu City. This illustrates that good service will have a positive influence on

consumers which will lead to consumer purchasing decisions. Together, Store Atmosphere and Service Quality have a positive and significant influence on purchasing decisions at Allbaik Chicken Sawah Lebar, Bengkulu City.

Therefore That recommended at Allbaik Chicken For pay attention to and Store Layout order level consumer convenience intertwined with good and influential good too decision purchase. Expected study This can made reference For study next and add variable research that does not included in study This like Relationship Marketing, Promotion, Price Discount, Trust, Place and others are possible Can influence decision purchase.

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