The Effect of Promotion and Store Atmosphere on Purchasing Decisions

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Abstract

This study aims to determine the effect of promotion and store atmosphere on purchasing decisions at Toko Mas Indah, Langsa City. This study used a sample of 96 respondents. The analytical method uses multiple linear regression, t test, F test and coefficient of determination test. The results of the t test stated that promotion factors had a significant effect on purchasing decisions and store atmosphere had a significant effect on purchasing decisions. The results of the F test show that promotions and store atmosphere have a significant effect on purchasing decisions. The test results for the coefficient of determination (adjusted R^2) obtained a value of 0.737 or 73.7%, this means that the promotion, store atmosphere, and service quality variables influence purchasing decisions. While the remaining 26.3% is influenced by other variables not examined in this study.
Keyword: Promotion, Store Atmosphere, Purchasing Decisions

INTRODUCTION

Gold is a precious metal that has been valued for thousands of years for its beauty and value as a currency. The most common use of gold is as jewelry that adds beauty to one's appearance. Gold is processed into various types of jewelery such as rings, bracelets, necklaces, earrings and pendants. One of the greatest values of gold is its value as a form of investment. Gold is a popular investment because it is easy to trade. Besides that, gold can also be bought with money without having to spend a lot of money because there is gold that can be bought at affordable prices. In fact, there is gold that has been formed and is only sold for 100,000 rupiah. Such as children's pendant toys, additions to cloth bracelets and so on that many gold shops have been promoting lately with various shapes that are unique, beautiful, attractive, and inexpensive. So that in making a decision to buy gold, consumers or the public do not need to think long.

Consumer behavior is also a continuous process that is influenced by conditions and decisions that must be made, therefore the study of consumer behavior can be used to analyze the business environment. business actors need to understand the decision-making process (Malang et al., 2022). Purchasing decisions are things that must be considered by consumers in the process of fulfilling the needs of a product or service. Before buying goods or services, consumers will first choose several alternatives, whether to buy or not. If the consumer then decides on one of them, then the consumer has made his decision (Yuliani et al., 2021). In deciding to purchase a person is influenced by promotional factors and store atmosphere (Ariyanto et al., 2020), (Tanjung, 2020), (Viona & Jorie, 2018), (Aminudin, 2017), and (Pemayun & Ekawati, 2016).

Promotion is a collection of incentive tools, mostly short-term, designed to stimulate faster and greater purchases of certain products or services by consumers or traders (Sari et al., 2014). Promotion is a company effort to influence and seduce (persuasive communication) prospective buyers, through the use of all marketing reference elements (Montolalu &

Raintung, 2018). Promotional activities are one of the activities that can promote a company's product. Promotion is one of the factors in the purchasing decision process where promotion is a relationship between customers and direct marketing that is used by companies to communicate a customer value directly and build customer relationships (Pratiwi et al., 2022).

Atmosphere is a store atmosphere that creates a certain feeling and impression on consumers that is created from the application of interior design components, lighting arrangements, sound systems, air circulation systems and services (Zulkarnain, 2018). Atmosphere refers to the design of environments such as visual communications, lighting, colors, music and smells to simulate customers' perceptual and emotional responses and ultimately influence their buying behavior. The indicators used for store atmosphere are 1) Exterior, 2) General Interior, 3) Store Layout, 4) Interior Display (Yuliani et al., 2021).

Based on the pre-survey that the researchers conducted on Mas Indah shop respondents regarding the promotions used by Toko Mas Indah only promoting their products via Instagram, there are still many consumers who think that the promotions carried out by Toko Mas Indah are still not optimal and seem mediocre. Regarding the store atmosphere, Toko Mas Indah has not been able to create a pleasant atmosphere seen from the interior facilities. Consumer discomfort is caused by the hot atmosphere of the store, there is only 1 fan for cooling facilities. The objectives of this survey are: (1) To determine the effect of promotion on purchasing decisions at Toko Mas Indah, Langsa City. (2) To determine the effect of store atmosphere on purchasing decisions at Toko Mas Indah, Langsa City. (3) To determine the effect of promotion and store atmosphere on purchasing decisions at Toko Mas Indah, Langsa City.

RESEARCH METHODS

1. Scope and Research Methods. This research is on the scope of marketing management related to promotions, store atmosphere and purchasing decisions. This survey involved the people of Langsa City.
2. Data Collection Techniques. This questionnaire research statement will be distributed to the people of Langsa City who use Toko Mas Indah products. To determine the value of the questionnaire answers in each statement can be done with a Likert scale, the weights of the questionnaire values have been determined as follows:
   STS = Strongly Disagree worth 1
   TS = Disagree worth 2
   KS = Disagree worth 3
   S = Agree worth 4
   SS = Strongly Agree is worth 5
3. Population and Sample. The population in this survey is the people of Langsa City who use Gold products at Toko Mas Indah. The sample technique used by the author uses a non-probability sampling technique, namely the accidental sampling approach. the samples taken in this study were 96 respondents using the slovin formula (Sugiyono, 2019).
4. Methods of Data Analysis

Data Analysis Includes:
1. The validity test is used to measure whether or not a questionnaire is valid or valid. A questionnaire is said to be valid if the questions on the questionnaire are able to reveal something that will be measured by the questionnaire (Ghozali, 2016). Reliability relates to the degree of consistency and stability of data or findings, a data is declared reliable if two or more researchers on the same object produce the same data or a group of data when split into two shows data when split into two show data that are not different.

2. The normality test means to examine in the form of regression, the residual variables are normally distributed.
3. In regression analysis, apart from measuring the strength of the relationship between two or more variables, it also shows the relationship between the dependent variable and the independent variable.
   Y = a + b1 X1 + b2 X2 + e
4. The t test aims to see partially whether there is an influence of the independent variable (X) on the related variable (Y) with the testing criteria. The F-test was conducted to determine whether simultaneously the independent variables have a positive and significant influence on the independent variables.
5. The coefficient of determination aims to measure how far the model's ability to explain the variation in the dependent variable.

RESEARCH RESULTS AND DISCUSSION
Normality Test
The normality test is used by differentiating significant values. If the total Sig is greater than 0.05. The results of the normality test can be seen as follows:
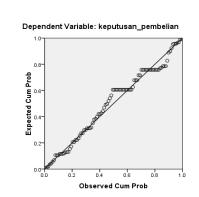

Figure 1. Scatterplot of Normality Test

Heteroscedasticity Test
The method of the heteroscedasticity test is to examine whether there are versions and residual inequalities from one view versus another in the regression model. The total heteroscedasticity test can be seen as follows:
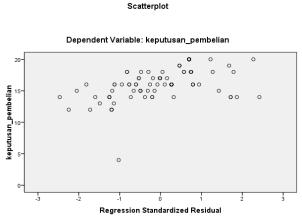

Figure 2. Heteroscedasticity Test Scatterplot

Multicollinearity Test Results

The results of the multicollinearity test can be seen as follows:

Table 1. Multicollinearity Test Results

	Model	Collinearity Statistics	
		Tolerance	VIP
1	(constant)		
	Promotion	.557	1.796
	Store Atmosphere	.557	1.796

Source: Primary Data, Processed (2023)

Multiple Linear Regression Analysis

This method is used to see the effect of promotion variables (X1), store atmosphere (X2) on purchasing decisions (Y) at Toko Mas Indah, Langsa City. The results of the multiple linear regression test can be seen as follows:

Table 2. Multiple Linear Regression Test Results

	Model	Unstandardized Coefficients		Standardized Coefficients	T	Sig.
		B	Std. Error	Beta		
1	(Constant)	1.916	919		2.084	.040
	Promotion	.690	.083	.586	8.318	.000
	Store Atmosphere	.454	.091	.352	4.996	.000

Source: Primary Data, Processed (2023)

Discussion
Results of the Linear Regression Equation

Based on table 2, it can be explained that the linear line equation obtained is as follows: $Y = 1.916 + 0.690 X_1 + 0.454 X_2$. Where is the interpretation of the equation as follows:
1. The 1916 constant has a purchase decision value before it is influenced by promotions or store atmosphere, assuming other variables. This means that the purchase decision for gold is still made by consumers even without the influence of the two independent variables.
2. The regression coefficient for promotion is 0.690. This means that each additional promotional value can affect the purchase decision by 0.690 assuming the store atmosphere remains.
3. The regression coefficient for stored atmosphere is 0.272. This means that, assuming the promotion remains constant, any additional value from the store atmosphere can influence the purchase decision by 0.272.

Test Results t

The results of this study were designed to determine the effect of independent variables (promotion and store atmosphere) on related variables with a significance value of 0.05. This can be explained from Table 2.
1. Sig. Value t of the advertising variable is 0.000. Depending on the tsig value for letters <0.05 (0.000 <0.05), the hypothesis is accepted because the promotion variable has a significant impact on purchasing decisions at Toko Mas Indah, Langsa City. Thus the hypothesis in this study is accepted. The results of this study are in accordance with previous research conducted by (Afnina, 2011), (Muslimin, 2021), (Elli et al., 2023) Promotion is basically all activities intended to convey or communicate a product to the target market, to provide information about product privileges to consumers, and most importantly about its existence, to change attitudes or encourage people to act, in this case buying.

2. The store atmosphere variable has a tsig value. 0.000 characters. Because of the tsig numbers. For characters <0.05 (0.000 <0.05), the store atmosphere variable has a significant impact on purchasing decisions at Toko Mas Indah Kota Langsa, thus the hypothesis is accepted. The results of this study are in accordance with previous research which was examined by (Nasrullah et al., 2022), (Wulandari & Saragih, 2022) looking at conditions of increasingly fierce competition, each store needs to increase the existing strengths in its company by bringing out differences or uniqueness that owned by the company compared to competitors to be able to attract consumers to buy. Attracting consumers to make purchases can also be done by providing a pleasant atmosphere for consumers while in the store, because consumers who feel happy are expected to make purchases.

F Test Results

F test to produce whether the promotional variables simultaneously (parallel) and store atmosphere have a positive and relevant effect on purchasing decisions. The results of the F test can be seen as follows:

Table 3. F Test Results

Model		Sum of Squares	Df	Mean Square	F	Sig.
1	Regression	465.284	2	232.642	134.212	.000[b]
	Residual	161.205	93	1.733		
	Total	626.490	95			

Source: Primary Data, Processed (2023)

The arrangement proves that the significance number is 0.000. sig 0.05 (0.000 <0.05), the hypothesis is accepted because the promotion and store atmosphere variables have a significant effect on purchasing decisions at Toko Mas Indah, Langsa City. The results of this study are in accordance with previous surveys that have been researched by (Maulana, 2018), (Astutik et al., n.d.) where the promotion and store atmosphere variables carried out by stores can increase consumer purchasing decisions for gold among consumers in Langsa. The more these two variables increase, the more there will be an increase in consumer purchasing decisions, meaning that the amount of gold sales increases which can increase the shop's income.

The Coefficient of Determination Test Results (R-Square)

This test was conducted to determine how much influence promotions and store atmosphere have on purchasing decisions. The total coefficient of determination test can be seen as follows:

Table 4. Test Results for the Coefficient of Determination

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.862[a]	.743	.737	1.317

Source: Primary Data, Processed (2023)

Based on the table above, it can be seen that the Adjust R Square value is 0.737 or 73.7%, meaning that the contribution of promotions and store atmosphere influences purchasing decisions at Toko Mas Indah, Langsa City. While the remaining 26.3% is influenced by other variables outside this study.

CONCLUSION

Based on this study it can be concluded that the multiple linear regression equation shows the relationship $Y = 1.916 + 0.690 X_1 + 0.454 X_2$. The results of the t test show that the

promotion variable has a relevant effect on purchasing decisions at Mas Indah Stores, Langsa City and the store atmosphere variable has a relevant effect on purchasing decisions at Mas Indah Stores, Langsa City. The total F test proves that promotions and Store atmosphere have a significant impact on purchasing decisions at Toko Mas Indah, Langsa City.

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