



Analysis of The Role of Store Atmosphere in Influencing Consumer Purchasing Decisions at XYZ Cooperative

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Abstract

A cooperative is a business entity consisting of individuals and legal entities that is based on the principles of kinship and economic democracy and is a means of increasing economic progress for cooperative members and the community. This research aims to determine the influence of Store Atmosphere on consumer purchasing decisions at the XYZ Bandung Cooperative. Several members explained that the reason for reducing purchases of goods at the XYZ Cooperative was because they felt that some goods were not given enough attention, such as whether the goods on display were still suitable for consumption or not, communication of information either through social media or information boards was still not working well, the prices of goods were not high, expensive and less affordable for members and other consumers to buy. The research method used was quantitative, the sampling technique used probability sampling and a sample of 43 domestic and foreign tourist respondents was obtained. The analytical tool used was simple regression analysis and the hypothesis used a significance test using the SPSS analysis tool. The results of this research explain that the Store Atmosphere has a positive and significant influence on purchasing decisions at the XYZ cooperative and several dimensions of the Store Atmosphere such as the exterior, store layout and interior appearance have a positive and significant influence on purchasing decisions at the XYZ cooperative. There needs to be more attention from the management of the XYZ cooperative in paying attention to the shop atmosphere so that consumers, especially members, can increase their purchasing decisions at the XYZ Cooperative.

Keywords: Store Atmosphere, Exterior, General Interior, Store Layout, Interior Display, Buying decision

1. Introduction

Seeing increasingly tight competition conditions, every retail business needs to increase its existing strengths by bringing out the differences or uniqueness of the company compared to competitors in order to attract consumer purchasing decisions, such as one of the business units operating in the retail or sales sector. buy goods, namely cooperatives. In today's ever-changing and dynamic business environment, it has become a reality that it is necessary for retail managers to clearly understand and predict the different types of consumer behavior when purchasing different products and services to meet the needs of consumers with a variety of consumer behavior that emphasizes on understanding the purchasing decision process of individual consumers and how they utilize existing resources such as time, money and energy to obtain products or services (Hanaysha, 2018).

Consumers are free to choose what products they want according to their needs, decide what to buy, the amount to buy, when to buy, where to buy, payment method and reasons for buying a product, before deciding to buy a product, consumers often go through the following stages: The first stages include problem recognition, information search, evaluation of purchasing choices, purchasing decisions and post-purchase behavior, so that in cooperatives involved in the field of business units trading goods and services, competition with small markets becomes tighter, so that they can compete and develop well. In self-service sales, cooperatives respond by following developments in consumer tastes (Kotler and Armstrong 2014).

Business activities aim to maintain the existence of a company amidst competition in order to gain profits, creating a pleasant Store Atmosphere so that purchasing decisions occur, through the Store Atmosphere strategy which has a huge impact in influencing consumers' moods, which in the end is expected to foster interest in buying (Putri et al., 2015). Store atmosphere is a determining factor that determines whether consumer expectations are met and satisfied, influences consumer impressions about the consumer's shopping experience, where retail stores have a dynamic and competitive nature and includes the increasing development of retail digitalization through identifying competitive

advantages and differentiating factors that increase attractiveness for consumers. being a main concern and a store atmosphere factor can determine the success or failure of a business venture (Barros et al., 2019).

Cooperatives are business entities consisting of individuals or legal entities that are based on the principles of kinship and economic democracy and are a means of increasing economic progress for members and society. Cooperatives play a positive role in the implementation of widespread development, both directly and indirectly, through cooperative efforts found in the elaboration of (Constitutional Law, 1945). Integral to the national economic system, cooperative economic organizations will try to mobilize potential economic resources to advance the welfare of members, because this is in accordance with the cooperative's goal of advancing the welfare of members in particular and society in general.

Based on the results of a survey of members who did not make purchases, the reason was that the XYZ Cooperative Goods and Services Trading Unit had not fully paid attention to whether the goods being sold were still suitable for consumption or not (expiry date was not paid enough attention). Because this really influences purchasing decisions, and with good service, all customers will feel happy to shop again. The promotion carried out by the XYZ Cooperative Goods and Services Trading Unit has not been achieved because information communication is still not running well, both on social media and on the information board itself. As for goods whose prices are still quite high, consumers do not make purchases. The right store design can change people from just looking around to being interested in buying and creating a pleasant atmosphere while in the store, will provide added value to the products being sold and is also an appropriate alternative strategy in facing competition.

A shop or retailer that has a good image can guarantee the survival of a company so that it can survive competition in forming customers who are loyal to the company (Putri et al., 2015). Cooperative managers need to prepare appropriate marketing strategies by creatively creating a shop atmosphere that is relaxed, fun, trending and comfortable for the eye so that it creates an impression that attracts consumers to come shopping again. This creation can provide feedback and create comfort for consumers to enjoy the atmosphere inside. stores, and in turn can influence consumer purchasing decisions, through a comfortable atmosphere in the store, it can be a consideration for consumers before deciding to come or visit a particular store.

Furthermore, through the results of interviews with members regarding the perception of the atmosphere of the shop in the Multipurpose Cooperative Goods and Services Trading Unit RW 05 Bukit Ligar, it was stated that shopping in this shop was not comfortable, because outside the shop the shop symbol was less visible to consumers, the name of the shop looked not big enough, no It's easy to see the information boards around cooperatives, especially the Goods and Services Trading Business Unit, in the shop there are still many parts and products that are dusty, there is a lack of lighting, the paint is starting to get dull, there is no fragrance or music, the products are not well organized based on grouping and not yet displaying goods according to the dates of important holidays such as Eid al-Fitr and Eid al-Adha, so that this can reduce purchasing decisions from consumers. Consumer purchasing decisions will be influenced by one factor, namely the consumer's own situation which is characterized by relatively short-term events and consists of temporary environmental factors that form the context of a consumer's activities, which occur at a certain time and place (Putri et al., 2015).

Store atmosphere is a good strategy in attracting the interest and hearts of consumers through physical appearance and layout that can create comfort for buyers to explore and look for the goods they want in a planned and organized atmosphere, then by spraying air freshener to make consumers more comfortable and comfortable. feel at home when looking for and seeing the goods they are aiming for, so companies also need to pay attention to creating a comfortable store atmosphere for consumers who want to make a purchase (Anderson and Sin 2020). Aisah and Wahyono (2018) stated that the atmosphere of a shop room is considered to be able to influence the mood of visitors to make purchasing decisions through a good physical environment. A shop can influence consumers' perceptions through the mechanisms of sight, hearing, smell and even touch sensors.

Putri et al. (2015) studied the impact of store atmosphere on consumer purchasing decisions at Gramedia Caban Manado outlets with a research sample of 80 people and used multiple regression analysis, with the results of their research being that store atmosphere had a positive and significant effect on purchasing decisions with a large influence of store atmosphere on purchasing decisions of 54.7%, so the atmosphere of the shop has quite an impact on consumers' desires in purchasing books at the Manado branch of the Gramedia Outlet. Furthermore, Aisah and Wahyono (2018) in their research regarding the influence of store atmosphere, product knowledge and brand image on purchasing decisions through word of mouth with a research sample of 115 respondents using path analysis in their research explained that there is a direct influence between store atmosphere variables on consumer purchasing decisions. Then Anderson and Sin (2020) in their research explained that there is a significant influence between shop atmosphere on consumer purchasing decisions at Pacific restaurants in Blitar City. Then Hanaysha (2018) found that the store environment can directly influence consumer decisions in purchasing goods at a retail store in Malaysia.

So there needs to be support from cooperative members and consumers in order to build a sustainable cooperative business, through the existence of these cooperatives it can encourage economic growth and provide jobs and income, as well as actively involve local communities to be involved, so that in the end it can improve community welfare. itself. Several field findings and secondary data became the basis for conducting research design research. In general, the research objective is expected to help provide solutions for cooperative managers and the community to solve problems regarding cooperative marketing strategies to consumers at large. Based on this explanation, the problem in this research concerns the lack of interest and the uncomfortable atmosphere of the shop owned by the XYZ

Cooperative using multiple regression analysis using SPSS software. It is hoped that this research can contribute to academic studies of marketing strategy communication, especially regarding purchasing decisions. This research will offer new riches in marketing communications research considering the lack of research related to marketing strategy. However, there has been no effective marketing carried out by the XYZ Cooperative regarding the shop atmosphere to increase consumer buying interest in buying goods at the XYZ Cooperative.

2. Literature Review

2.1. Cooperative

With the birth of cooperatives that have developed in Indonesia, this is in order to actualize community institutions that have a "mutual cooperation" spirit, to drive development to achieve community welfare. Various regulations governing cooperatives were created to accelerate the socialization of cooperatives as well as to provide direction for cooperative development, so that cooperatives are able to compete and can strengthen the national economy (Andayani, 2021). Cooperatives are a form of economic organization chosen by some members of society in order to improve household economic progress and welfare. Apart from cooperatives, there are other forms of economic organization which have different characteristics and characteristics from cooperatives. One of the characteristics that differentiates cooperatives from non-cooperatives is the aspect of their philosophy (Child et al., 2005).

Business entities consisting of individuals or cooperative legal entities base their activities on cooperative principles as well as being a people's economic movement based on the principle of kinship (Republic of Indonesia Law, 1992). Cooperatives aim to advance the welfare of members in particular and society in general, as well as participate in building the national economic order, in order to create an advanced, just and prosperous society based on Pancasila and the 1945 Constitution (Constitution of the Republic of Indonesia No. 25, 1992). A cooperative is an autonomous association of people who unite voluntarily to meet common economic, social, and cultural needs and aspirations through a company that they control democratically (ICA, 1995). Kinship as the principle of cooperatives, by adopting the spirit of kinship as the principle of cooperatives, it is hoped that it can raise awareness among each person involved in cooperative organizations (Constitution of the Republic of Indonesia No. 25, 1992)

2.2. Store Atmosphere

Lee and Jeong (2012) describe the physical environment as an existing environment formed through overall layout, color, design, decoration, environment, and aesthetics. Specifically, the atmospheric environment in a store includes various stimuli such as atmosphere, color, sound, aroma, taste, layout, and space, which are important clues to buyers. Store Atmosphere is an important factor for shopping centers to be able to make consumers feel interested in coming to visit and comfortable in shopping, through setting up the store in such a way, of course it can attract the attention of visitors and give a positive or negative impression of a shopping center (Setyaningsih, 2022). Levy and Weitz (2012) Store Atmosphere refers to environmental design such as visual communication, lighting, color, music, and aroma to simulate customers' perceptual and emotional responses and ultimately influence their purchasing behavior.

According to Paila (2018), many people form an impression of a store before entering or only after entering the store, so consumers can judge a store before checking the merchandise and prices in the store, therefore the atmosphere of the store can directly influence people's enjoyment of shopping and spending. time at that shop. Store atmosphere is a physical characteristic that is very important for every business and can influence the feelings or mood of consumers who visit the figure, thus influencing interest in buying, because store atmosphere acts as a creator of a comfortable atmosphere in accordance with consumer desires and makes consumers want to linger. stay with the character for a long time and indirectly stimulate consumers to make purchases (Purwaningsih, 2011).

Creating an image for a store depends on adjusting the physical combination which leads to the ability to develop the artistic value of the store environment so that it can trigger attraction for consumers (Barry and Evans, 2012). The atmosphere of the store contributes greatly to the image projected to consumers which is understood through the psychological feelings of customers when visiting a store because many people form an impression of the store before entering or only after entering the store. Consumers can assess a store before checking the merchandise and prices at the store (Paila, 2018). Tilting et al. (2020) explained in their research that there is a significant influence on consumer purchasing decisions at the Kampung Kecil restaurant in Bengkulu City, which Paila (2018) also agrees with is that the atmosphere of the shop has a significant influence on consumers at UD. Sinar Anugerah Pratama Manado. Barry and Evans (2012) stated that shop atmosphere has dimensions to build the atmosphere you want to create, including:

- a). Exterior (Exterior of the shop): the character of the outside of the shop has a strong influence on the image of the shop, so it must be planned as well as possible, the combination of this exterior can make the outside of the shop look unique, attractive, stand out and invite people to enter the shop
- b). General Interior (Store Interior): a store should be designed to maximize visual merchandising. Attractive product displays are a force for sellers to attract buyers once they are in the store. A good display is a display that can attract visitors' attention and help them easily find out and choose products and ultimately make a purchase.

- c). Store Layout (Shop Layout) is a plan to determine the location and arrangement of shop equipment, merchandise, aisles in the shop and shop facilities that will become One of the factors that can attract consumers and store facilities is store traffic management, grouping of goods, and space allocation.
- d). Interior Point of Purchase Displays (In-Store Purchase Area) in the form of information on goods prices, advertisements, visualizations according to certain commemorations (major holidays, independence day commemorations). POP Display also includes displaying item location information, promotional advertisements for new items, special discount advertisements and other notifications that you want to convey to consumers.

H1: Store atmosphere has an influence on consumer purchasing decisions at XYZ Cooperative.

2.3. Buying decision

Hanaysha (2018) states that purchasing decisions involve a series of choices made by consumers before making a purchase which begins after they have the will to fulfill a need, therefore consumers must make decisions regarding the place of purchase, desired brand, model, purchase quantity, time of purchase, amount of money to be spent and method of payment. Kotler and Keller (2016) explain that the stage in the purchasing decision making process where consumers actually buy. Decision making is an individual activity that is directly involved in obtaining and using the goods offered.

Peter and Olson (2010) stated that a decision is an integrity process carried out to combine knowledge to evaluate two or more alternatives and choose one of them, so that a purchasing decision can be interpreted as a consumer's determination of two or more alternative choices to meet their needs. All consumers make many decisions every day, the stage where customers make a choice between products or services is known as the consumer decision making process (Aisah and Wahyono, 2018). Purchasing decisions are the behavior of a consumer in selecting a product to buy, namely the process starting from looking at it until finally making a decision about the product (Putriet al., 2015).

Kotler and Keller (2016) explain that purchasing decisions are a stage in the purchasing decision making process where consumers actually buy, consumers in making decisions will be directly involved in obtaining and using the goods offered. Schiffman and Kanuk (2010) explain that purchasing decisions are the action of choosing alternative options. When making purchasing decisions, consumers will be driven by various motives. The stronger the motive, the stronger the purchasing decision for the product to be consumed (Hsin and Wang, 2011). Kotler and Keller (2016) explain that purchasing decisions have dimensions to attract consumers' interest in purchasing goods, including:

- a). Brand Decision is an alternative variation in purchasing decisions with cheaper prices and the same quality as national brand products, consumers must make a decision about which store to visit.
- b). Purchasing Channel Decisions are different consumer actions in terms of determining a supplier, which can be due to factors such as close location, low prices, complete inventory of goods, convenience of shopping, freedom of place and so on.
- c). Quantity Decisions are decisions about how many products to buy at one time, the purchase may be more than one, in this case the company must prepare a large number of products according to the different desires of buyers.
- d). Purchasing Time Planning Decision is an action in making a decision about when consumers should make a purchase, this problem will involve the availability of money to buy a radio, therefore the company must know the factors that influence consumer decisions in determining the time to purchase, in this way the company can manage the time production and marketing activities.
- e). Payment Method Decision is a consumer's action in making a decision about the method or method of paying for the product purchased, whether in cash or in installments. This decision will influence decisions about the seller and the amount of the purchase. In this case, the company must know the buyer's wishes regarding the payment method.

3. Methodology

3.1. Samples and Procedures

The research object in this research is located in Bandung, Indonesia with research subjects namely members and several consumers who purchase goods at the XYZ cooperative. This research uses primary data sources, namely data obtained from respondents through questionnaires, or data resulting from researchers' interviews with informants and then secondary data which refers to data collected by other people. A total of 43 self-administered survey questionnaires were distributed to several consumers and members of the XYZ cooperative. The sampling technique used in this research is Non Probability Sampling and the sample used is purposive sampling, namely the sample is selected by providing certain conditions to respondents who have met the sample criteria, namely having purchased goods at the XYZ Cooperative at least once and only consumers aged 18 years and above were selected to participate. In the end, the total sample received in this research was 43 questionnaires through a questionnaire that had been created and could be used to analyze the data in this research.

3.2. Instrument

The survey consists of four parts to measure 2 research variables including: 4 research dimensions to measure store atmosphere variables by adapting the value framework from Barry and Evans (2012), 5 dimensions to measure purchasing decision variables taken from factors and items constructed by (Kotler and Keller, 2016). This questionnaire uses a five-point Likert scale (1 = strongly disagree, 5 = strongly agree). The validity and reliability of the instrument were tested first using SPSS software. The questionnaire used in this research is available in two languages, English and Indonesian. The results of the pilot study showed that all items in the questionnaire were relevant and unambiguous; hence, the validity of each variable in the study was established.

4. Findings and Discussion

4.1. Respondent Profile

A total of 43 responses were obtained through distributing questionnaires to respondents and could be used and the respondents' area of residence was dominated by women, including respondents, based on their profession, respondents were dominated by civil servants at 47%, then their income was in the range of IDR 2,000,000 – 5,900,000 with an overall percentage of 39%, and then the demographic data regarding respondents will be presented in Table 1.

Table 1: Demographic profile of respondents

Scale	Items	Frequency	%
Gender	Man	18	42
	Woman	25	58
Type of work	Civil servants	20	47
	Private sector employee	13	30
	Businessman	7	16
	Student/Students	3	7
Respondent's Income	< IDR 2,000,000	3	7
	IDR 2,000,000 - 5,900,000	17	39
	IDR 6,000,000 - 9,900,000	12	28
	> IDR 10,000,000	11	26

Source: 2023 Data Processing Results

4.2. Assessment of Measurement Models

4.2.1. Validity and Reliability Test

Each statement written in this research questionnaire received a score above 0.3. Based on these results, it was concluded that this valid questionnaire statement item was declared valid. Next, test the reliability. The research independent variables need to be tested whether they are reliable or not. The Cronbach Alpha value for the entire research variable statement item is 0.818. Based on these results, the variables studied in this study are said to be reliable. This statement is seen from the basic value, that the variable is declared reliable if the Cronbach Alpha value is greater than 0.6. The results of testing the measurement model show that the value is greater than the construct of each variable. After testing the validity and reliability of each statement item, it was found that several statement items were declared "Valid" and then testing the reliability value for each variable showed that the reliability could be declared very good.

4.2.2. Classic assumption test

The normality test for this research was carried out by observing the data normality table using Kolmogorov Smirnov that shows in Table 2.

These results show that the research data is normally distributed. With this, the residual variable regression model has a normal distribution. It can be seen that the Asymp.Sig (2 tailed) Kolmogrov-Smirnov value is 0.200 > 0.05 so it can be concluded that the data has met the normality assumption test or that the residual values (existing differences) studied have a normal distribution, where the resulting residual values are above the specified significance value.

The Multicollinearity Test aims to test the existence of correlation between independent variables. If there is a correlation, it is called multicol, that is, there is multicollinearity. A good regression model should have no correlation between independent variables. The results of data processing can be seen in the table. The tolerance value and VIF value are the basis for the multicollinearity test.

Table 2: Normality test

One-Sample Kolmogorov-Smirnov Test		
		Unstandardized Residuals
N		43
Normal Parameters, ^{a,b}	Mean	0.0000000
	Std. Deviation	1.88234461
Most Extreme Differences	Absolute	0.103
	Positive	0.103
	Negative	-0.088
Statistical Tests		0.103
Asymp. Sig. (2-tailed)		0.200

Source: 2023 Data Processing Results

Research variables are declared to experience multicollinearity if the VIF value is between 1-10, while the research results are above 0.1 for the tolerance value. The results of this research showed that the shop atmosphere tolerance value was 0.107 with a VIF value of 9.362. Furthermore, the purchase decision tolerance value was obtained at 0.091 and the VIF value was 9.362. From the results obtained, it can be said that the independent variables examined in this study are not correlated. The heteroscedasticity test in this research uses observations on the scatterplot produced by SPSS which can be seen in Figure 1. This research did not experience heteroscedasticity. This statement is based on data points in this research that are spread out and do not form a particular pattern.

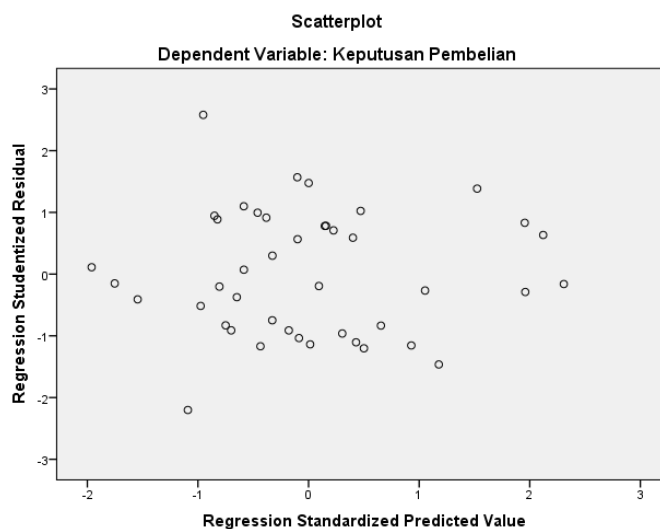


Figure 1: Scatterplot Diagrams

Next, tests regarding the autocorrelation test will be presented which will be presented in Table 3

Table 3: Autocorrelation Test

Model Summary ^d					
Model	R	R Square	Adjusted R Square	Std. Error of the Estimate	Durbin-Watson
1	0.763 ^a	0.582	0.538	1.97894	1.725

Source: 2023 Data Processing Results

Durbin Watson is the basis for the autocorrelation test in this study. Durbin Watson data was obtained with a value of 1.725. The DW value is between two and negative two, indicating that there is no autocorrelation.

4.2.3. Regression Coefficient Analysis

Multiple linear regression analysis is used to see the influence of the independent variable Store Atmosphere (X), namely exterior (X₁), general interior (X₂), store layout (X₃), and interior display (X₄) on the dependent variable (Y), namely Consumer Purchasing Decisions which was carried out on 43 respondents who were Cooperative consumers who had made purchasing decisions at the Cooperative.

Table 4: (t) Test and Regression Coefficient Model

Model	Coefficients ^a				t	Sig.
	Unstandardized Coefficients		Standardized Coefficients			
	B	Std. Error	Beta			
1 (Constant)	3.659	3.243			1.128	0.266
Exterior	0.261	0.082	0.358		3.176	0.003
General Interior	0.087	0.054	0.170		1.592	0.120
Store Layout	0.727	0.190	0.423		3.835	0.000
Interior Displays	0.518	0.139	0.413		3.723	0.001

Source: 2023 Data Processing Results

Based on the results of data processing in Table 4, a multiple linear regression equation model can be formulated as follows:

$$Y = 3.659 + 0.261X_1 + 0.087X_2 + 0.727X_3 + 0.518X_4 + \epsilon \tag{1}$$

Constant (α) = 3.659. This shows that the price is constant, that is, if the variables Exterior (X_1), General Interior (X_2), Store Layout (X_3) Interior Displays (X_4) = 0, then the purchasing decision (Y) remains at 3.659.

Coefficient X_1 (b_1) = 0.261. This shows that the exterior variable has a positive influence on purchasing decisions (Y) in Cooperatives or in other words, if the exterior variable is increased by one unit, then purchasing decisions will increase by 0.261 with the assumption that the other independent variables from the regression model are fixed.

Coefficient X_2 (b_2) = 0.087. This shows that the general interior variable has a relationship in the opposite direction to consumer purchasing decisions in cooperatives. This means that for every one unit increase in general interior, the purchasing decision variable (Y) will decrease by 0.087 with the assumption that the other independent variables from the regression model are constant.

Coefficient X_3 (b_3) = 0.727. This shows that the store layout variable has a positive influence on purchasing decisions (Y) in Cooperatives or in other words, if the store layout variable is increased by one unit, then purchasing decisions will increase by 0.727 assuming that the other independent variables from the regression model are constant.

Coefficient X_4 (b_4) = 0.518. This shows that the interior displays variable has a positive influence on purchasing decisions in cooperatives or in other words, if the interior displays variable is increased by one unit, then customer satisfaction will increase by 0.518 assuming that the other independent variables from the regression model are fixed.

4.2.4. Analysis of the Coefficient of Determination

Testing the coefficient of determination (R^2) is the square of the correlation coefficient (r^2) relating to the independent variable and the dependent variable. If the coefficient of determination gets closer to 1, it can be said that the independent variable has an effect on the dependent variable. The results of the coefficient of determination will be presented in Table 5.

Table 5: Coefficient of Determination

Model Summary ^p				
Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	0.763a	0.582	0.538	1.97894

Source: 2023 Data Processing Results

It is known that the coefficient of determination or R square is 0.582 or 58%. This shows that the independent variables (exterior, general interior, store layout, interior display) influence the dependent variable Purchase Decision by 58.2% while the remaining 41.8% is influenced by other factors such as product quality and price factors which were not examined in this research.

4.2.5. Simultaneous Hypothesis Testing

Table 6: Anova

Model	Sum of Squares	df	Mean Square	F	Sig.
1 Regression	207.045	4	51.761	13.217	0.000 ^a
Residual	148.815	38	3.916		
Total	355.860	42			

Source: 2023 Data Processing Results

Based on the results obtained from comparing the calculated F with the F table, H_0 is rejected because the calculated F is $13.217 > F$ table 2.61 and has a significant figure of $0.000 < 0.05$. So, it can be concluded that the exterior, general interior, store layout, interior display together have a significant positive effect on purchasing decisions.

4.2.6. Partial Hypothesis Testing

Based on Table 4, it can be concluded regarding the hypothesis test of each independent variable on the dependent variable as follows:

- a). Influence of Exterior on Purchasing Decisions
The t-calculated value for the exterior variable was 3.176 and the significance value was 0.003. In this case t count is $3.176 > t$ table 2.024 and has a significant figure of $0.003 < 0.05$. So it can be concluded that H_1 is accepted, this shows that the exterior has a positive and significant effect on purchasing decisions.
- b). The Influence of General Interior on Purchasing Decisions
The calculated t value for the general interior variable was 1.592 and the significance value was 0.120. In this case t count is $1.592 < t$ table 2.024 and has a significant figure of $0.120 > 0.05$. So it can be concluded that partially there is no significant influence of general interior on purchasing decisions.
- c). The Influence of Store Layout on Purchasing Decisions
The calculated t value for the store layout variable was 3.835 and the significance value was 0.000. In this case t count is $3.835 > t$ table 2.024 and has a significant figure of $0.000 < 0.05$. So it can be concluded that H_3 is accepted, this shows that store layout has a positive and significant effect on purchasing decisions.
- d). The Influence of Interior Displays on Purchasing Decisions
The calculated t value for the interior display variable was 3.723 and the significance value was 0.001. In this case t count is $3.723 > t$ table 2.024 and has a significant figure of $0.001 < 0.05$. So it can be concluded that H_4 is accepted, this shows that interior displays have a positive and significant effect on purchasing decisions.

4.3. Discussion and Implications

In this research, it was found that the exterior, store layout and interior display have a direct influence on consumer decisions in making a purchase at the XYZ Cooperative in Bandung. Furthermore, the atmosphere of the shop can directly influence consumer decisions in making a purchase at the XYZ Cooperative in Bandung with a percentage of 58.2%, then the remaining percentage is determined by other research variables. Studies have clearly shown that the atmosphere of the store is able to increase consumers' desire to purchase goods with convenience, clarity of information, and a layout of goods that is easy for consumers to reach which can arouse consumers' desire to make a purchase. Business activities aim to maintain the existence of a company amidst competition in order to gain profits, creating a pleasant store atmosphere so that purchasing decisions occur (Putri et al., 2015). The atmosphere of the store influences consumer purchasing decisions. Planning regarding conditions that can be perceived by consumers' five senses will influence consumer purchasing decisions (Solihin et al., 2021). Creating a pleasant atmosphere in the shop will provide added value to the products being sold and is also an appropriate alternative strategy in facing competition. Apart from that, store atmosphere also determines the image of the store itself. A store that has a good image can guarantee the survival of a company so that it can survive competition in forming loyal customers. Consumer purchasing decisions are influenced by one factor, namely the consumer's own situation. Consumer situations are characterized by relatively short-term events and consist of temporary environmental factors that form the context in a consumer activity, which occurs at a certain time and place (Putri et al., 2015). Consumers will spend a lot of time and money due to a good shopping atmosphere, therefore, the better the store atmosphere is managed, the better the consumer's perception of the shop and the greater the consumer's encouragement to make purchases at that shop. The store atmosphere aims to attract consumers' attention to visit, make it easier for them to find the items they need, motivate them to make immediate plans, influence them to make purchases, and provide satisfaction in shopping (Levy and Weitz, 2012).

5. Conclusion

The implementation of the Shop Atmosphere carried out by the XYZ Bandung Cooperative is included in the quite good category. This shows that the XYZ Bandung Cooperative is able to provide a good store atmosphere, with several sub variables such as exterior, store layout and interior display having a significant influence on purchasing decisions at the XYZ Bandung Cooperative. The Bandung product groups, product sizes, product variants and customized colors, and provide the best service to consumers to increase shopping interest at the XYZ Bandung Cooperative.

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