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The Analysis of Store Atmosphere on Purchase Decision at a Cafe in Palembang

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Abstract

This study tried to analyze the effect of store atmosphere on the purchase decision of Shelter Cafe visitors in Palembang. By using purposive sampling, thirty visitors became the respondents by filling out the questionnaires. Multiple linear regression analysis was then used to analyze the data. The result showed that store atmosphere had a positive and significant effect on the purchase decision.

Keywords: Store atmosphere, purchase decision

INTRODUCTION

The development of cafes in Indonesia, especially in big cities such as Palembang, is growing rapidly. There are lots of cafes with various concepts on offer to attract customers, both young and old, from the middle economy to the rich. succeeding in breaking through the competition, the menu offered is also required to be creative, perhaps to conceptualize the cafe itself. This research on cafes is not only determined by the racial image that exists in the food or drinks of the cafe itself, it also pays attention to a concept that is different from other cafes. Store atmosphere one alternative that distinguishes the cafe from one another. The difference from the business you get is in the form of similar products at different prices, which are very thin or even the same. Store atmosphere is a reason for consumers to be more interested in visiting and buying. The results showed that the variables of lifestyle, store atmosphere and service quality were partially proven to have a positive and significant influence on buyer decisions.

Cafe is a place or building commercially, providing good service to all its customers for food and drink. Besides that, it also has business purposes. The cafe tries to make customers feel satisfied in the main cafe operation. The subject of this research is the Shelter

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cafe. Shelter Cafe is one of the cafes in the city of Palembang which has a quite interesting concept, this Shelter Cafe is very interesting to study because it has a concept that is quite carrying the concept of an outdoor view. Among them the concept of a restaurant, besides that it is also equipped with various facilities such as a smoking area, and live music, free hotspots, and watching together every Monday to Sunday at 16.00 WIB so that this place is always of interest to visitors every day. In addition, the atmosphere is unique, the place is also very strategic which is on the side of the road at the intersection of 4 red lights. Shelter cafe has been around for about 3 years. The number of cafes that are present at the crossroads of Palembang makes competition in the business sector even tighter and stronger, because it is caused by the large variety of very varied menu variants that are formed along with the taste, texture and atmosphere in accordance with the quality of the products displayed. With the growing business in the business sector culinary delights in the city of Palembang, the Shelter Cafe must be passionate about fighting hard in retaining existing customers. It is very important that there is intense competition from every other business actor, each of which is trying to display the characteristics, store atmosphere, character and identity of the cafe, quality and excellence ranging from the deliciousness of the food to the drink itself, the taste and flavor variants. Drink menu is different from other cafes.

Store atmosphere that is not good has a negative effect on the cafe, for example a hot room has a negative effect on visitor comfort. Convenience is the main thing to pay attention to, because so many visitors are looking for comfort. Sehinhha *store atmosphere* is an important element in shaping the comfort of a restaurant or cafe. Cafes that do not prioritize *store atmosphere* will experience an indication of a decrease in visitors from time to time.

1.1 Problem Formulation

Based on the background described above, the formulation of the problem in this study is:

1. Is store atmosphere significant to the purchasing decision at Shelter Cafe?

1.2 Research Objectives

To find out and analyze whether the Store Atmosfe consumers simultaneously influence the purchasing decisions of Shelter Cafe.

1. To find out the store atmosphere on the purchase decision of the Shelter Cafe

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LITERATURE REVIEW

2.1 Understanding Store Atmosphere

Atmosphere is an important component of a cafe and can have a dominant effect created from a cafe design, so a cafe must create a planned atmosphere that is in accordance with its target market and can attract consumers to buy at the cafe.

2.2 Consumer Purchase Decisions

Consumer buying decisions include all the processes that consumers carry out in recognizing problems, finding solutions, evaluating alternatives, and choosing among their purchasing options. Then according to Tjiptono (2016: 22) the buyer's decision is one part of consumer behavior.

METHODOLOGY

3.1 Research Approach

The research approach used in this research is a quantitative approach method.

3.2 Research Sites

This research was conducted at the Shelter Cafe Jalan Force 45 No 44, Lorok Pakjo, Kec. Ilir Barat I, Palembang City, South Sumatra.

3.3 Variable Measurement Scale

The scale used in performing calculations in this study uses a Likert Scale, according to Sugiyono (2017:134) the Likert scale is used to measure attitudes, opinions, and perceptions of a person or group of people about social phenomena. For each question or statement the respondent must support a question to be chosen. In this study, the respondent is required to choose one of the available answers, then each is given a certain score.

3.4 Population, Sample and Sampling Technique

3.4.1 Population

The population in a study is a collection of individuals or objects which are common characteristics. It is divided from 30 respondents and only 10 percent are taken.

3.4.2 Sample

The sample is part of the number and characteristics possessed by the population.

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3.4.3 Sampling Technique

The sampling technique used in this research is non-probability sampling with purposive sampling method.

RESULTS

Validity test

The validity test in this study was conducted with 85 respondents with a significant level of 5%. If the calculated r value is greater than the r table value, the statement is declared valid. The r table value is 1.298 and the statement items from the four variables have a correlation coefficient greater than value of r table, then all statement items tested in this study are declared valid.

Reliability Test

Reliability Statistics Cronbach's Alpha N of Items .772 16 An instrument is said to be reliable if the Cronbach Alpha value is > 0.600. The results of the reliability test explain that the value of the alpha coefficient on the atmospheric variable store is greater than 0.600 so that this study can be used with research measuring instruments.

CONCLUSION

Based on the results of the partial test (t) it can be explained that the store atmosphere has a significant effect on purchasing decisions at the shelter cafe. Based on the results of simultaneous testing (f) it can be explained that there is a significant influence between store atmospheres simultaneously on purchasing decisions at the shelter cafe.

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