Analysis Of The Effect Of Store Atmosphere And Store Image And Store Location On Customer Loyalty Through Purchase Decision Customer Matahari Department Store In Samarinda City

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Abstract: The purpose of this study is to analyze the impact of store atmosphere, store image and store location on customer loyalty toward purchase decision on Matahari’s Customer in Samarinda. Population of this study is customer of Matahari Department Store in Samarinda City. In total, 120 respondent were collected by using questionnaire. Those questionnaire were distributed in Samarinda City. Structural Equation Modelling (SEM) was performed to test the measurement and structural model using AMOS 5.0. The result of this study are 1). Store Atmosphere has a positive significant impact on Purchase Decision 2). Store Image has no significant impact on Purchase Decision. 3). Store Location has a positive significant impact on Purchase Decision. 4). Store Atmosphere has a no significant impact on Customer Loyalty. 5). Store Image has a no significant impact on Loyalitas Pelanggan. 6). Store Location has a no significant impact on Customer Loyalty. 7). Purchase Decision has a positive significant impact on Customer Loyalty.

Keywords: Store Atmosphere, Store Image, Store Location, Purchase Decision, Customer Loyalty

INTRODUCTION

The era of the free market in the Asian region has begun with the formation of AFTA 2003 bilateral cooperation, this has brought the Indonesian retail world to the reality of Global Retailing which inevitably has to be accepted. This era is marked by the entry and development of global retailers. Indonesia with a population of around 255 million people is a very extraordinary potential if we look at the rapid retail business in Indonesia today. With the opening of the entrance for foreign retailers as President Decree No. 118/2000, which has excluded retail business from the negative list for foreign investors (PMA), since then foreign retailers began to enter Indonesia. The entry of foreign retailers into this business shows that this business is very profitable. One of the local retailers that has been established in Indonesia since 1958 in Pasar Baru, Jakakarta. The local retailer is Matahari Department Store. Matahari Department Store has been present in the Indonesian retail scene for almost six decades. The first outlet is a clothing store for children. Matahari continued to develop into a national company, opening the first modern Department Store in Indonesia in 1972 and establishing a loyal consumer base throughout Indonesia.

With a network of 148 outlets in 68 cities, Matahari provides employment for 50,000 people in Indonesia and gets 80 percent of direct purchase and consignment products from around 850 local suppliers. Amid the slowing down of the Indonesian economy, Matahari continues to show its best performance and is in the top 3 retailers in Indonesia. Matahari currently has 134 stores in 65 cities in Indonesia, including 1 new store opened in Q1 2015 and 2 new outlets in April 2015, namely in Singkawang, Bau Bau and Kupang. Matahari still exists and has a lot of awards that show performance that is not playing in serving the needs of consumers. Matahari Department Store always opens its outlets in famous malls in big cities in Indonesia. One of the efforts of the Matahari Department Store itself in rivaling the rapid growth of online shopping is to create an online shopping site that not only sells products like its physical stores but provides more choices of products for sale, the site www.mataharimall.com itself is a weapon for the sun Department Store to compete with online shopping that is increasingly mushrooming. But in fact www.mataharimall.com is still not widely known by people in Samarinda, especially because most people know their physical stores more than their online stores. But there are distinct advantages, in this process Matahari Department Store gets many benefits including: (1) Very easy to find its location because physical stores are easier to find (2) in shopping centers (3) for people who are still unfamiliar in their online shopping no need to worry about fraud happening, this will be the added value given to customers. Based on the background already outlined above, the formula for the problem in this study is:

1. Whether store atmosphere has a significant effect on purchase decision on customer Matahari department store in the city of samarinda.
2. Whether store image has a significant effect on purchase decision on customer Matahari department store in the city of samarinda.
3. Whether store location has a significant effect on purchase decision on customer Matahari department store in the city of samarinda.
4. Whether store atmosphere has a significant effect on customer loyalty on customer Matahari department store in the city of Samarinda.
5. Whether store image has a significant effect on customer loyalty on customer Matahari department store in the city of Samarinda.
6. Whether store location has a significant effect on customer loyalty on customer Matahari department store in the city of Samarinda.
7. Whether purchase decision has a significant effect on customer loyalty on customer Matahari department store in the city of Samarinda.

LITERATURE REVIEW

Store Atmosphere
(McGoldrick, 2002) Store Atmosphere is an attempt to design a purchasing environment to produce certain emotional effects on store visitors that can increase the likelihood of buying. The elements of Store Atmosphere refer to (Berman & Evans, Retail Management: A Strategic, 2001) consisting of four elements, namely: (1) The outside, consisting of the front of the store, a shelter outside the building in the form of a roof. (2) The design of the interior of the building, consisting of floor colors and lighting, fragrances and sounds, fixed equipment, wall texture, room temperature, width between the place of sale, personnel arrangement, service level, and price. (3) Spatial consists from the division of places to sell, order personnel and customers. (4) The inner part that is the center of attention consists of appropriate themes and walls that are equipped with equipment.

Store Image
According to (Simamora, 2003) "store image is the impression received by consumers from stores that sell products, measured by the perceived quality of retailers where branded products are available". Store Image is the key to controlling customers in choosing a store to be used as a place to shop. Store Image plays an important role in the retail business that wants to attract and retain more customers because the customer's perception of the store will influence consumer behavior, such as choosing a store to visit, how often they shop at the store how much time they spend in the store.

Store Location
According to (Swastha, 2002) "Location is the place where a business or business activity is carried out". Location is a very important factor in the retail marketing mix. At the right location, a store will be more successful than other outlets that are less strategically located, even though they sell the same product, the same saleswoman, and both have a good setting / ambiance. Place is a place or container used to market a product. Place is one of the important factors in marketing mix so that marketing can be run optimally and the products offered can be easily obtained by consumers who need. Activities carried out by the company to make products in order to obtain and be available to target customers.

Purchase Decision
(Kotler & Armstrong, 2008), consumer purchasing decisions are buying the most preferred brand from various alternatives, but two factors can be between purchase intention and purchase decision. The first factor is the attitude of others and the second factor is the situational factor. Therefore, preferences and purchase intentions do not always result in actual purchases. Almost every day, even in a matter of time we always make decisions. It's just that, without realizing it turns out that the decision-making process runs in such a way. What is done today, or at the moment, all of it is the result of a thought process that is quite time consuming because of the many considerations in other words, a certain action is a decision.

Customer Loyalty
Definition of customer loyalty according to (Tjijptono, 2007). Customer loyalty is the customer's commitment to a brand, store, or supplier, based on a very positive attitude and is reflected in consistent repeat purchases. Loyalty can be grouped into two groups namely brand loyalty (store loyalty) and store loyalty (customer loyalty).

CONCEPTUAL MODEL AND HYPOTHESIS

Research models and framework of the research concept can be seen in the following diagram:

Based on the formulation of problems, the theoretical basis, both theoretical and empirical studies, the conceptual framework then presents the research hypothesis as follows:

1. Store atmosphere has a significant effect on purchase decision on customer Matahari department store in the city of Samarinda.
2. Store image has a significant effect on purchase decision on customer Matahari department store in the city of Samarinda.
3. Store location has a significant effect on purchase decision on customer Matahari department store in the city of Samarinda.
4. Store atmosphere has a significant effect on customer loyalty on customer Matahari department store in the city of Samarinda.
5. Store image has a significant effect on customer loyalty on customer Matahari department store in the city of Samarinda.
6. Store location has a significant effect on customer loyalty on customer Matahari department store in the city of Samarinda.
7. Purchase decision has a significant effect on customer loyalty on customer Matahari department store in the city of Samarinda.
4. METHODS OF RESEARCH

Research Design
The study aims to develop and discover with proof of using Shem's structure structure, that the relationship and influence of exogenous variables with the endogenous variables that are affected by the intervention. The data used to measure that corelative relationship above is the cross section data taken from respondents at the city college of Samarinda.

Population and Sample
The target population in this study is a college student in the city of Samarinda with an unknown number of populations and researchers are using a hair at al formula. The number of sample studies is 120 college students in the city of Samarinda.

Data Collection procedures
This study used direct interview methods to respondents widely distributed by survey teams who had been informed of questionnaire charging procedures. To achieve the expected level of response, the following are done: 1. A questionnaire is designed in a standard format with a short and obvious question, 2. Questionnaires are spread out in neighborhoods where there are many students such as kampus and the library in the city of Samarinda. Nevertheless, before all the respondents were given questionnaires, first the research instruments were tested in validity and religion.

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This study use a quantitative approach to doing data analysis, and analytic methods are used in empirical data analysis:

1) Descriptive statistical analysis
Descriptive statistical analysis is intended to know the distribution of frequency answers from questionnaires. By gathering data from the respondents’ results, then tabulated in a table and descriptive discussion. Descriptive measures are the provision of Numbers, either in the number of respondents and the average or the number of respondents. This data analysis is used to give you an idea of influence Perceived ease of use, perceived usefulness, trust and behavioral intention.

2) Inferential statistical analysis: SEM
Inferential statistical analysis focuses on the field of data analysis and interpretation to draw conclusions. This analysis is used to test a determined research hypothesis by using the obtained sample data. The inferential statistical methods used in this data analysis are modeling modeling (SEM). The reason for using shem, is that the causal relationships formulated in this study use irsimplified models that function double as customer satisfaction. This causal type of relationship requires analysis that describes the relationship at the same time so that the method used in the study use SEM.

FINDINGS AND RESEARCH DISCUSSIONS
The analysis of the statistical results is based on the statistics of Amos’ tests on causality that occur as confirmation of the hypotheses raised in this study in accord with data used and theoretical studies. The theories or results of empirical research support, deny or contradict the test results of hypotheses done in research, and will reflect on the limitations that the study poses.

The effect of store atmosphere on purchase decision
The results of testing the first hypothesis (H1) can be stated that the Store Atmosphere (X1) has a significant effect on Purchase Decision (Y1) for Matahari Department Store customers in the city of Samarinda. This shows that Store Atmosphere (X1) has a significant direct effect on Purchase Decision (Y1). This means that the better the Store Atmosphere (X1), the Matahari Department Store customers in Samarinda City will increasingly buy products in the Matahari Department Store.

The effect of store image on purchase decision
The results of testing the second hypothesis (H2) can be stated that the Store Image (X2) does not significantly influence the Purchase Decision (Y1) Matahari Department Store customers in the city of Samarinda. This shows that Store Image (X2) of Matahari Department Store has no significant effect on the Purchase Decision (Y1) of Matahari Department Store customers in Samarinda city. This means that the higher the Store Department Store (X2) Matahari Department Store, the customer will not necessarily increase the Purchase Decision (Y1) of products sold at Matahari Department Store.

The effect of store location on purchase decision
The results of testing the third hypothesis (H3) can be stated that the Store Location has a significant effect on the Purchase Decision of Matahari Department Store customers in Samarinda City. This shows that the more strategic location of the Matahari Department Store has a significant influence on Purchase Decision (Y1). This means that Matahari Department Store customers feel comfortable with the location of Matahari in large malls in the city of Samarinda so that it has a significant effect on increasing purchases.
The effect of store atmosphere on customer loyalty
The results of testing the fourth hypothesis (H4) can be stated that the Store Atmosphere (X1) does not significantly influence the Customer Loyalty (Y2) of Matahari Department Store customers in Samarinda City. This shows that the Store Atmosphere (X1) does not significantly influence the Customer Loyalty (Y2) of Matahari Department Store customers. This means that the atmosphere in the Matahari Department Store environment is not a benchmark for customers to be loyal to the Matahari Department Store. The influence of Store Atmosphere on Customer Loyalty customers of Matahari Department Store in Samarinda City can be said to be weak. This indicates that there are environmental factors that make people unfaithful, for example salespeople who always follow wherever customers walk.

The effect of store image on customer loyalty
The results of testing the fifth hypothesis (H5) can be stated that the Store Image (X2) has no significant effect on the Customer Loyalty (Y2) of Matahari Department Store customers in Samarinda City. This shows that Store Image (X2) does not have a significant effect on Customer Loyalty (Y2) customers of Matahari Department Store in Samarinda city. This means that the higher the Store Image (X2), the more loyal customers will be to the Matahari Department Store. The influence of Store Image on Matahari Department Store Customer Loyalty customers in Samarinda City is quite strong. This indicates that the Store Image at Matahari Department Store is strong enough to make loyal customers just visit or even buy products.

The effect of store location on customer loyalty
The results of the sixth hypothesis testing (H6) can be stated that Store Location (X3) does not significantly influence the Customer Loyalty (Y2) of Matahari Department Store customers in Samarinda City. This shows that the Store Location (X3) does not significantly influence the Customer Loyalty (Y2) Matahari Department Store customers in the city of Samarinda. This means that the higher the Store Location (X3), the more loyal customers will be to the Matahari Department Store. The Influence of Store Location on Customer Loyalty of Matahari Department Store customers in Samarinda City is not strong enough. This indicates that the Store Location in the Matahari Department Store can be said to be good but because of the things that have been explained above so that it makes customers less loyal to a Matahari outlet in the Mall Lembuswana.

The effect of purchase decision on customer loyalty
The results of the seventh hypothesis testing (H7) can be stated that the Purchase Decision (Y1) has a significant effect on the Customer Loyalty (Y2) of Matahari Department Store customers in Samarinda City. This shows that the Purchase Decision (Y1) has a significant effect on the Customer Loyalty (Y2) of Matahari customers Department Store in Samarinda city. This means that the higher the Purchase Decision (Y1), the customer will be more loyal to Matahari Department Store. The influence of Purchase Decision on the Customer Loyalty of Matahari Department Store customers in Samarinda City is very strong. This indicates that the Purchase Decision at Matahari Department Store is strong enough to make loyal customers to simply visit and even buy products continuously.

INFERENCES
The purpose of this research is to find out whether there’s any influence between variables Store Atmosphere, Store Image, Store Location, Store Atmosphere, Purchase Decision and Customer Loyalty. On the customer Matahari department store in the city of Samarinda. From the results of the analysed data and discussion it can be summarized as follows:

1. Store Atmosphere has a significant effect on the Purchase Decision of Matahari Department Store customers in Samarinda City. The findings of this study indicate that the higher the atmosphere or the better the retail atmosphere, the more it will affect the respondent will create a desire to shop for Matahari Department Store products.
2. Toko Citra is insignificant towards the Purchasing Decision of Matahari Department Store customers in Samarinda City. This happens to the characteristics of existing respondents, this affects the age factor of respondents who dominate 20-30 years where at this time it was indeed the past where everyone would need one mode.Store
3. Location has a significant effect on the Purchase Decision of Matahari Department Store customers in Samarinda City. With the findings of this study indicate that the more strategic location of the sun has a significant influence on respondents’ Purchase Decision on products sold by the Matahari Department Store.
4. Store Atmosphere has no significant effect on the Customer Loyalty of Matahari Department Store customers in Samarinda City.
5. Store Image has insignificant effect on Matahari Department Store's Customer Loyalty customers in Samarinda City. With the findings of this study indicate that the better the Matahari Store image, it does not necessarily affect the strength of respondents' loyalty to the Matahari Department Store.
6. Store Location has no significant effect on Customer Loyalty of Matahari Department Store customers in Samarinda City. With the findings of this study indicate that the better the Sun Store Location, the effect will not be sure to increase the loyalty of respondents at the Matahari Department Store.
7. Purchase Decision has a significant effect on Customer Loyalty of Matahari Department Store customers in Samarinda City. With the findings of this study indicate that the more Purchase Decision of the Sun, it will affect the strength of respondents' loyalty to the Matahari Department Store.

REFERENCES


