The Influence of Store Atmosphere and Prices on Purchase Decisions Case Study at Identic Coffee Jakarta Pusat

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ABSTRACT

Consumers of products and services and goods always consider many things before actually making a decision to buy. Including coffee beverage products, in addition to the price, the shop atmosphere factor is also a consideration for potential consumers. This study aims at determining the effect of Store Atmosphere and Prices on Purchasing Decisions at Identic Coffee in Central Jakarta. This study used quantitative research methods with associative types and primary data as a source of data obtained from questionnaire results. The population of this study was cafe consumers isolated at Cempaka Putih street 114, Central Jakarta with population of 394 people, and samples of 79 people. The analytical methods used is were validity, reliability, normality tests, multiple linear regression correlation coefficient analysis, determinant coefficient test and hypothesis test using SPSS. The results of this study showed that: Store Atmosphere had a positive effect on Purchasing Decisions with a regression value of 0.653 and a significance level of 0.000. Price had a positive effect on Purchasing Decisions with a regression value of 0.686 and a significance level of 0.000. Store Atmosphere and Price simultaneously had a positive effect on Purchasing Decisions with a calculated F value of 13.607 greater than the F tabel of 3.12 and a significance level of 0.000 less than 0.05 (4) The amount of the effect of Store Atmosphere and Price on Purchasing Decision was 77.60% while the remaining 22.40% was effected by other variables not examined by the author.

INTRODUCTION

People in Indonesia are known to like coffee, but in the past only old people consumed coffee, in contrast to today, which almost all people like coffee. The number of coffee shops that have sprung up causes the owners to think more creatively to create a different concept from the existing coffee shops, this is of course to attract the attention of visitors. Most people like something new and different from what already exists. Because those who visit coffee shops are usually not to fill their stomachs, but to relax and spend free time. So far, the food and beverage industry has become one of the five mainstay sectors in Indonesia because it is able to make a major contribution to the national economy, because this strategic sector is dominated by business actors, most of whom are small and medium-sized industries (IKM). The number of coffee shops in Indonesia continues to grow into an emerging market. This can be seen from the increasing number of contemporary coffee shops in the last three years. Based on Toffin Independent research, the number of coffee shops in Indonesia as of August 2019 reached more than 2,950 outlets, a threefold increase compared to 2016, which was only 1,000 outlets. In this condition, the resulting market value reached Rp 4.8 trillion.

METHOD

The data collection technique used in this study was a questionnaire technique. The questionnaire is a list of questions that have been prepared in advance. The statements contained in the questionnaire, or list of questions, are quite detailed and complete and usually provide answer choices. For data analysis techniques Validity Test is used to determine the level of validity of the questionnaire instrument used in data collection. A questionnaire is said to be valid if the statement

on the questionnaire is able to reveal something that will be measured by the questionnaire. In this study, the validity test used is the Spearman Rank correlation coefficient.

Reliability test is used to determine whether the questionnaire can provide a constant measure or not. Reliability test is data to measure a questionnaire which is an indicator of a variable or construct. A questionnaire is said to be reliable or reliable if a person's answer to the statement is consistent or stable from time to time. Classical Assumption Test in this study Classical assumption test used is Normality Test and Linearity Test. Normality test aims to test whether the regression model has a normal distribution. Linearity test is used to see whether the specifications of the model used are correct or not.

RESULTS AND DISCUSSIONS

Identic Coffee, where the majority of visitors are young people, especially students, so this phenomenon has become a separate strategy carried out by the management of Identic Coffee in attracting consumer interest. Another thing that is the manager's strategy is the relatively cheap and affordable price without compromising the quality of the products served. The number of samples in this study were 79 respondents, this study used accidental sampling, where the researchers took data from respondents who were met at Identic Coffee, Central Jakarta by asking them to answer a questionnaire. So that the data obtained are in accordance with the research objectives, the questionnaire design is arranged in such a way with the criteria; the substance of each question is prepared based on theoretical references, adjusted to its dimensions and indicators, so that respondents are expected to provide objective and accurate answers. The next criterion is that each answer item is coded with a number and score, then transferred to a basic worksheet of 24 questions. Each is given a score that includes a ranking scale according to the Likert scale, namely the alternative answers chosen by the respondents with a score of 5 means very high, the alternative answers chosen by the respondents with a score of 4 means high, the alternative answers chosen by respondents with a score of 3 means moderate , the alternative answer chosen by the respondent with a score of 2 means low and the alternative answer chosen by the respondent with a score of 1 means very low.

It is known that from 79 respondents in this study, there were more female respondents than male, namely 50 respondents or 63%, compared to 29 respondents or 37% male respondents. Most of the respondents were in the age group of 21-30 years as many as 52 people or 66%. While the second largest age group is the age group under 20 years as many as 14 people or 18%. A small proportion of respondents aged between 41-50 years as many as 1 person. Based on the data, it can be concluded that most of Central Jakarta's Identic Coffee shop consumers are in the age group from 21 to 30 years.

Most of the respondents work as private employees as many as 35 people or 44%. Then a small number of respondents are those who work as entrepreneurs, amounting to 12 people or 15%, while the remaining 32 people or 41% of respondents are students. The research instrument test was conducted to determine the validity (accuracy) of the research instrument, before being used for the actual data collection. In order for research results to be scientifically justified, information regarding the validity and reliability of measuring instruments must be submitted. To test the hypothesis and calculate how much influence the Store Atmosphere (X1) variable on the Purchasing Decision variable (Y) has used correlation coefficient, simple linear regression, coefficient of determination.

The results of this study are Store Atmosphere has a significant effect on Purchase Decisions with a percentage level of effect of 65.30%. This shows that Store Atmosphere has an impact on Purchase Decisions at Identic Coffee, Central Jakarta. second, price has a significant effect on purchasing decisions with a percentage level of effect of 68.60%. This shows that the price will determine whether consumers decide to buy the product or not at Identic Coffee, Central Jakarta. third, Store Atmosphere and Price simultaneously have a very significant effect on purchasing decisions of 77.60% while the remaining 22.40% is influenced by other factors not examined in this study. This shows the importance of Store Atmosphere and Prices in an effort to increase the number of visits at Identic Coffee, Central Jakarta.

CONCLUSIONS

Based on the results of the analysis, it can be concluded that store atmosphere has a significant effect on purchasing decisions with a percentage level of 65.30%. Price has a significant effect on purchasing decisions with a percentage level of 68.60%. Store atmosphere and price simultaneously have a very significant effect on purchasing decisions by 77.60%, while the remaining 22.40% is influenced by other factors not examined in this study. This shows the importance of Store Atmosphere and Prices in an effort to increase the number of visits at Identic Coffee, Central Jakarta.

Researchers make recommendations to be followed up as a reference for store atmosphere and prices in improving purchasing decisions at Central Jakarta Identic Coffee. It is recommended to consider the lighting in each room so that it can still meet the convenience of consumers who hold meetings or who operate electronic facilities. Furthermore, the management should also evaluate the price of the product in order to create the impression in consumers that the price given is competitive or even cheaper than coffee shops in its class. To grow the desire of consumers to make repeat purchases, the management of Identic Coffee should build communication both directly and indirectly with consumers in conventional and digital ways.

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