
The Influence of Mood and Price Shop: an Analysis the Interest of Hypermarket Consumers in Kota Tangerang Selatan

Retno Wulansari

Universitas Pamulang, Tangerang Selatan, Banten, Indonesia
E-mail : dosen00568@unpam.ac.id

ABSTRACT

This study aims to determine the effect of shop atmosphere and price on consumer buying interest in Hypermarket in Kota Tangerang Selatan. The method used is explanatory research with analysis techniques using statistical analysis with regression testing, correlation, determination, and hypothesis testing. The results of this study, the shop atmosphere has a significant effect on buying interest by 39.2%, hypothesis testing obtained $t_{count} > t_{table}$ or (6,719 > 1,994). Price has a significant effect on buying interest by 54.6%; hypothesis testing is obtained $t_{count} > t_{table}$ or (9.173 > 1.994). Shop atmosphere and prices simultaneously have a significant effect on buying interest with the regression equation $Y = 8.676 + 0.254X_1 + 0.543X_2$, and the contribution of the effect is 57.9%, hypothesis testing is obtained $F_{count} > F_{table}$ or (47.424 > 2.740).

Keywords: Operational Income Operational Costs (BOPO), Loan to Deposit Ratio (LDR), Return on Assets.

INTRODUCTION

Loyal companies compete to attract customers and maintain their presence in the market. The retail sector is currently growing and developing rapidly in line with the increasing economic growth in Indonesia. With the increasing number of modern retailers in Indonesia, such as minimarkets, supermarkets, department stores, and many other retail forms, people have many shopping choices. It provides an advantage for consumers to choose a store that suits their needs and desires. The retail business in Indonesia is increasing, and its business competition shows a relatively rapid development, Since its introduction in the 1970s, the modern markets' concept has shifted people's shopping trends in traditional markets. Now people are too familiar with the term supermarket, hypermarket, or minimarket. However, there is a unique paradox in which these familiar terms have not yet been understood. Yes, many of our

people are not aware of the clear difference between supermarkets, minimarkets, and hypermarkets. Hypermarket sells many types of goods, covering many types of products from light to heavy, such as food, clothing, hardware, electric tools, clothing, and more.

Along with developing large and small retail businesses, the retail class in-store retailing has had good growth in recent years. "According to the Indonesian Retail Entrepreneurs Association (APRINDO), retail growth in Indonesia in 2018 is around 5.5% per year. Meanwhile, the number of modern retail outlets that are members of the Indonesian Retail Entrepreneurs Association (APRINDO) reaches 20,000 outlets. The growth of hypermarket outlets is 30% per year, which a supermarkets 7% per year and minimarkets around 15% per year.

The decision to buy or not buy a product is a challenge and problem faced by every company. It concerns the business's continuity being carried out, thus encouraging managers to improve

marketing strategies and observe consumer behavior so that later consumers get good service and confidence in consumers appears. Hypermarkets sell household and office goods and provide a wide selection and collection of products. The price offered is affordable according to people's purchasing power; sometimes there are also discounts for some product items. However, some consumers complain about the difference in prices for some products that appear to be slightly higher than other retail stores' prices in Kota Tangerang Selatan. The hypermarket also provides an information section, a customer complaint service for dissatisfaction, then employees scattered in the shopping area who will serve and help shoppers if they have difficulty finding or finding goods/products.

LITERATURE REVIEW

1. Shop atmosphere

The shop's space is a planned atmosphere by the target market and can attract consumers to buy (Kotler, 2016: 177). The shop atmosphere influences the emotional state of the buyer that causes or influences the purchase. An emotional state will create two dominant feelings, namely feeling happy and arousing desire.

2. Price

according to Oentoro (2012: 149), price is an exchange rate that can be equated with money or other goods for the benefits obtained from a good or service for a person or group at a particular time and in a particular place. Price interacts with all the other marketing mix elements to determine its effectiveness and the entire element.

3. Interests Buy

The interest to buy is part of the behavior component in the attitude to consuming. Consumer purchase interest is the stage where consumers form their choices among several brands that are members of the choice set, then, in the end, purchase an alternative they like best or the process that consumers go through to buy a good or service based on various considerations (Sukmawati and Suyono in Pramono, 2012)

METHOD

1. Population

The population in this study amounted to 72 respondents Hypermarket Consumers in Kota Tangerang Selatan

2. Sample

The sample in this study amounted to 72 respondents, Hypermarket Consumers in Kota Tangerang Selatan.

3. Types of research

The type of research used is associative, where the aim is to determine the effect of the independent variable on the dependent variable either partially or simultaneously

4. Data analysis method

The data are analyzing using instrument tests, classical assumption tests, regression, coefficient of determination, and hypothesis testing.

RESULT and DICUSSION

This test is used to determine the minimum and maximum score, the mean score, and each variable's standard deviation. The results are as follows:

Table 1. Descriptive Statistics Analysis Results

	Descriptive Statistics				
	N	Minimum	Maximum	Mean	Std. Deviation
Shop atmosphere (X1)	72	32	46	38.04	3,656
Price (X2)	72	30	47	38.85	4,062
Purchase interest (Y)	72	31	47	39.43	3,819
Valid N (listwise)	72				

The shop atmosphere obtained a minimum variance of 32 and a maximum variance of 46 with a mean score of 38.04. A standard deviation of 3.656. The price obtained was a minimum variance of 30 and a maximum variance of 47 with a mean score of 38.85. A standard deviation of 4.062. The Purchase interest was obtained by a minimum variance of 31—a maximum variance of 47. A mean score of 39.43 and a standard deviation of 3.819.

1. Verification Analysis.

This analysis aims to determine the effect of the independent variable on the dependent variable. The test results are as follows:

a. Multiple Linear Regression Analysis

This regression test is intended to determine changes in the dependent variable if the independent variable changes. The test results are as follows:

Table 2. Multiple Linear Regression Test Results

Model	Coefficients				
	Unstandardized Coefficients		Standardized Coefficients	t	Sig.
	B	Std. Error	Beta		
1 (Constant)	8,676	3,294		2,634	.010
Shop atmosphere (X1)	.254	.109	.243	2,326	.023
Price (X2)	.543	.098	.578	5,533	.000

a. Dependent Variable: Purchase interest (Y)

Based on the test results in the table above, the regression equation $Y = 8.676 + 0.254X1 + 0.543X2$ is obtained. From this equation, it is explained as follows:

- 1) A constant of 8.676 means that if the shop atmosphere and prices are not there, there is already a buying interest value of 8.676 points.
- 2) The regression coefficient for store atmosphere is 0.254; this figure is positive, meaning that every time there is an increase in the shop atmosphere of 0.254, the buying interest will also increase by 0.254 points.

- 3) The price regression coefficient is 0.543; this number is positive, meaning that every time there is an increase in the price of 0.543, buying interest will also increase by 0.543 points.

b. Correlation Coefficient Analysis

Correlation coefficient analysis is intended to determine the level of strength of the relationship between the independent variable and the dependent variable either partially or simultaneously. The test results are as follows:

Table 3. Results Correlation Coefficient of Store Atmosphere Against Purchase Intention.

		Correlations ^b	
		Shop atmosphere (X1)	Purchase interest (Y)
Shop atmosphere (X1)	Pearson Correlation	1	.626 **
	Sig. (2-tailed)		.000
Purchase interest (Y)	Pearson Correlation	.626 **	1
	Sig. (2-tailed)	.000	

The test results obtained a correlation value of 0.626, meaning that the shop atmosphere has a strong relationship with buying interest.

Table 4. Testing Results Correlation Coefficient of Price Against Purchase Intention. Correlations^b

		Price (X2)	Purchase interest (Y)
Price (X2)	Pearson Correlation	1	.739 **
	Sig. (2-tailed)		.000
Purchase interest (Y)	Pearson Correlation	.739 **	1
	Sig. (2-tailed)	.000	

The test results obtained a correlation value of 0.739, meaning that the price strongly relates to purchasing intention.

Table 5. Correlation Coefficient Testing Results of shop atmosphere and price simultaneously on purchase intention.

Model Summary				
Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.761a	.579	.567	2,514

a. Predictors: (Constant), Price (X2), Shop atmosphere (X1)

The test results obtained a correlation value of 0.761 means that the shop atmosphere and prices simultaneously have a strong relationship with purchase intention.

c. Analysis of the coefficient of determination

The coefficient of determination is intended to determine the independent variable's influence on the dependent variable either partially or simultaneously. The test results are as follows:

Table 6. Test Results for the Determination of Shop Atmosphere Coefficient of Purchase Intention.

Model Summary				
Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.626a	.392	.383	2,999

a. Predictors: (Constant), Shop ambiance (X1)

The test results obtained a determination value of 0.392, meaning that the shop atmosphere influenced 39.2% on buying interest.

Table 7. Results of Testing the Price Determination Coefficient on Purchase Intention.

Model Summary				
Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.739a	.546	.539	2,592

a. Predictors: (Constant), Price (X2)

Based on the test results, it was found that the price had an effect of 54.6% on buying the determination value was 0.546, meaning that interest.

Table 8. Test Results of the Determination Coefficient of Shop Atmosphere and Prices Against Purchase Intention.

Model Summary				
Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.761a	.579	.567	2,514

a. Predictors: (Constant), Price (X2), Shop atmosphere (X1)

Based on the test results, a determination value of 0.579 means that the shop atmosphere and prices simultaneously influence 57.9% on buying interest, while other factors influence the remaining 42.1%.

d. Hypothesis testing

Partial hypothesis test (t-test)

Hypothesis testing with the t-test is used to determine which partial hypothesis is accepted. The first hypothesis: There is a significant influence between store atmosphere on purchase intention.

Table 9. Hypothesis Test Results for Store Atmosphere Against Purchase Intention.

Coefficients ^a						
Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	14,546	3,721		3,909	.000
	Shop atmosphere (X1)	.654	.097	.626	6,719	.000

a. Dependent Variable: Purchase interest (Y)

Based on the test results in the table above, the value of t count > t table or (6,719 > 1,994) is obtained; thus, the first hypothesis that is proposed is that there is a significant influence

between shop atmosphere on buying interest is accepted.

Table 10. Hypothesis Test Results Price Against Purchase Intention.

Coefficients ^a						
Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	12,443	2,958		4,206	.000
	Price (X2)	.695	.076	.739	9,173	.000

a. Dependent Variable: Purchase interest (Y)

Based on the test results in the table above, the value of t count > t table or (9,173 > 1,994) is obtained; thus, the second hypothesis proposed that there is a significant effect between price on purchase interest is accepted.

Simultaneous Hypothesis Test (Test F)

Hypothesis testing with the F test is used to determine which simultaneous hypothesis is accepted. The third hypothesis There is a significant influence between the shop atmosphere and the price on buying interest.

Table 11. Table of Hypothesis Test Results Shop atmosphere and Price Against Purchase intention.

ANOVA ^a						
Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	599,516	2	299,758	47,424	.000b
	Residual	436,137	69	6,321		
	Total	1035,653	71			

Based on the test results in the table above, the calculated F value > F table or (47.424 > 2.740) is obtained; thus, the third hypothesis that is proposed is that there is a significant effect between store atmosphere and price on purchase interest is accepted.

influence the remaining 42.1%. Hypothesis testing obtained the value of F count > F table or (47,424 > 2,740). Thus, the third hypothesis proposed that there is a significant effect between shop atmosphere and price on buying interest is accepted.

DISCUSSION OF RESEARCH RESULTS

1. The Influence of the Shop Atmosphere on Purchase Intention

Shop atmosphere has a significant effect on buying interest with a correlation of 0.626 or has a strong relationship with the contribution of influence of 39.2%. Hypothesis testing obtained the value of t count > t table or (6,719 > 1,994). Thus, the first hypothesis proposed that there is a significant effect between store atmosphere and purchase intention is accepted.

2. The Influence of Price on Purchase Intention

Price has a significant effect on purchase intention with a correlation of 0.739 or has a strong relationship with an influential contribution of 54.6%. Hypothesis testing obtained t value > t table or (9.173 > 1.994). Thus, the second hypothesis proposed that there is a significant effect between price and purchase intention is accepted.

3. The Influence of Shop Atmosphere and Price on Purchase Intention

Shop atmosphere and prices significantly affect buying interest by obtaining the regression equation $Y = 8.676 + 0.254X_1 + 0.543X_2$, the correlation value is 0.761 or has a strong relationship with the contribution of influence of 57.9% while other factors

CONCLUSION

1. Conclusion

- The shop atmosphere has a significant effect on buying interest with the contribution of 39.2%. Hypothesis test obtained t value > t table or (6,719 > 1,994).
- Price has a significant effect on purchase intention with an influence contribution of 54.6%. Hypothesis test obtained t value > t table or (9.173 > 1.994).
- Shop atmosphere and price significantly affect buying interest with 57.9%, while other factors influence the remaining 42.1%. Hypothesis testing obtained the value of F count > F table or (47,424 > 2,740).

2. Suggestion

- Companies must arrange all aspects related to the store atmosphere, both design, and layout, to attract visitors
- Companies must make more competitive pricing formulations so that they can compete with competitors' prices
- Companies must maintain relationships with consumers so that consumers feel cared for

REFERENCES

- Annafik, Faikar Aldaan dan Mudji Rahardjo, "Analisis Pengaruh Kualitas Produk, Harga, dan Daya Tarik Iklan Terhadap Minat Beli Sepeda Motor Yamaha". *Diponegoro Journal Of Management* Vol. 2, 2012. 274-281
- Arikunto, Suharsimi (2014). "Prosedur Penelitian Suatu Pendekatan Praktek". Jakarta: Rineka Cipta.
- Bahri, J. 2014. *Analisis Pengaruh Harga, Pelayanan, Store Atmosphere, Ragam Produk dan Desain Toko Terhadap Keputusan Pembelian Di Gardena Departement Store*. Skripsi. Universitas Ahmad Dahlan. Semarang.
- Bangun Adiwibowo. 2015. *Pengaruh Suasana Toko, Promosi dan Lokasi Terhadap Minat Beli di Planet Distro Kota Banjarnegara*.
- Berman dan Evans, 2010. "Retail Management." 12th Edition Jakarta; Pearson.
- Doods, Monroe, Kent B. (2011) "Pricing Making Profitable Decision," Third Edition, University Of Illinois- Champaign Mc Graw-Hill Irwin.
- Eko, N. 2011. *Analisis pengaruh suasana toko (store atmosphere) dan lokasi terhadap minat beli konsumen di Wadezig distro kota Padang. skripsi. Universitas Andalas. Padang.*
- Fandy Tjiptono (2017), *Service Quality and Satisfaction*. Jakarta: Edisi Tiga. Andi.
- Ferdinand, Augusty., 2012., *Manajemen Pemasaran: Sebuah Pendekatan Strategic* ., BP Undip., Semarang.
- Hurriyati, Ratih. 2015. *Bauran Pemasaran dan Loyalitas Konsumen*. Alfabeta, Bandung.
- Imam Ghozali (2017). "Aplikasi Analisis Multivariate Dengan Program SPSS". Edisi Kelima. Semarang: Badan Penerbit Undip.
- Jasmani, J. (2018). Pengaruh Kualitas Produk Dan Harga Terhadap Keputusan Pembelian Pada PT. Baja Mandiri Di Jakarta. *Disrupsi Binis*, 1(1).
- Jasmani, J. (2019). The Effect of Liquidity and Working Capital Turnover on Profitability at PT. Sumber Cipta Multiniaga, South Jakarta. *PINISI Discretion Review*, 3(1), 29-38.
- Jasmani, J., & Sunarsi, D. (2020). The Influence of Product Mix, Promotion Mix and Brand Image on Consumer Purchasing Decisions of Sari Roti Products in South Tangerang. *PINISI Discretion Review*, 1(1), 165-174.
- Keller dan Armstrong (2017) "Prinsip-prinsip Pemasaran". Edisi Kedua Belas". Jilid Satu. Jakarta: Erlangga.
- Kevin Keller dan Armstrong (2017) *Prinsip-prinsip Pemasaran*, Edisi Kedua Belas, Jilid Satu, Jakarta: Erlangga.
- Kharis, Ismu Fadli (2011). "Studi Mengenai Impulse Buying dalam Penjualan Online". Semarang : Skripsi Universitas Diponegoro
- Kinney, Thomas C, dan Taylor, James R., 2015, *Riset Pemasaran*, (Terjemahan Oleh Thamrin). Edisi Ketiga, Jakarta: Erlangga.
- Kotler & Keller (2016) "Manajemen Pemasaran". PT. Macaman Jaya Cemerlang. Jakarta.
- Kotler (2016) "Manajemen Pemasaran". Edisi Keempat belas, Jakarta: PT. Indeks.
- Kuncoro, Mudrajat, 2013. *Metode Riset Untuk Bisnis & Ekonomi*, Edisi Keempat, Jakarta: Erlangga.
- Lamb, Hair, dan McDaniel. Endang (2012). *Pemasaran Buku 1*. Jakarta: Salemba Empat.
- Levy, M., dan Weitz, B. A. 2012, *Retailing Management 8th Editon*, International Edition, New York: Mc Graw Hill.
- Loudon, D.L, dan Della Bitta, A.J, 2013, *Consumer Behavior: Concepts and Application*, Singapore: Mc.Grow-Hill, Inc.
- Mani, J. (2017). Pengaruh Persepsi Merek Dan Kualitas Pelayanan Terhadap Kepuasan Pelanggan (Studi Kasus Pada PT. Bisma Narendra Di Jakarta). *Jurnal Mandiri*, 1(2), 187-206.
- Muslimat, A., Muhsin, H., Wahid, H. A., Yulistiana, I., Sunarsi, D., Dewi, K., ... & Ilham, D. (2021). Develop Technology Based Multimedia For Indonesian Teachers. *Journal of Contemporary Issues in Business and Government*, 27(1), 1871-1882.
- Nurjaya, N., Affandi, A., Ilham, D., Jasmani, J., & Sunarsi, D. (2021). Pengaruh Kompetensi Sumber Daya Manusia Dan Kemampuan Pemanfaatan Teknologi Terhadap Kinerja

- Aparatur Desa Pada Kantor Kepala Desa Di Kabupaten Gunungkidul, Yogyakarta. *JENIUS (Jurnal Ilmiah Manajemen Sumber Daya Manusia)*, 4(3), 332-346.
- Oentero, Deliyanti , “ *Manajemen Pemasaran Modern*”, Cetakan Ke 2, LaksBangPresSindo, Yogyakarta, 2012.
- Oliver, R. 2010. “*Whence Consumer Loyalty*,” *Journal Of Marketing*, Vol. 63.
- Pujiati, H., Sunarsi, D., Affandi, A., & Anggraeni, N. (2021). Effect of ISO 9001: 2015 Quality Management Implementation in Education on School Performance. *Journal of Contemporary Issues in Business and Government*, 27(1), 1848-1855.
- Purwanti, Y. (2021). The Influence Of Digital Marketing & Innovation On The School Performance. *Turkish Journal of Computer and Mathematics Education (TURCOMAT)*, 12(7), 118-127.
- Purnama, Luvi. (2011). *Pengaruh Store Atmosphere dan Harga terhadap Minat Beli Konsumen di Toko Alfamart Cabang Margahayu Bandung*: Skripsi. Universitas Pasundan.
- Rao, Purba, (2012). “*Measuring Consumer Perceptions Through Factor Analysis*,” *The Asian*.
- Restu Aji Prasetyo. 2015. *Pengaruh Store Atmosphere Keragaman Produk dan Harga Terhadap Keputusan Pembelian Konsumen Mirota Batik Yogyakarta*
- Santoso, Singgih (2015). “*Menguasai Statistik Multivariat*”. Jakarta: PT Elex Media Komputindo.
- Sudjana (2014) “*Metode Statistika*”, Bandung: Tarsido.
- Sugiyono (2017), “*Metode Penelitian Administrasi : dilengkapi dengan Metode R & D*”. Bandung: Alfabeta.
- Suhartanto (2014). “*Metode Riset Pemasaran*”. Bandung: Alfabeta
- Sustina. 2011. *Perilaku Konsumen dan Komunikasi Pemasaran*. Jilid Pertama. Bandung. PT Remaja Rosdakarya.
- Suyono, Sri Sukmawati, Pramono. 2012. *Pertimbangan Dalam Membeli Produk Barang Maupun Jasa*. Intidayu Pres. Jakarta.
- Suyono, Sri Sukmawati, Pramono. 2012. *Considerations in Buying Products and Services*. Intidayu Press. Jakarta.