

# **THE INFLUENCE OF STORE ATMOSPHERE ON PURCHASE DECISION AND IT'S IMPACT ON CUSTOMER'S SATISFACTION**

**(Case study on Indomaret Customers JL. Raya Tlogomas No. 37, Malang)**

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## **ABSTRAK**

Penelitian ini bertujuan untuk: Pengaruh Store Atmosphere terhadap Purchase Decision, Pengaruh Store Atmosphere terhadap Customer Satisfaction, Pengaruh Purchase Decision terhadap Customer Satisfaction. Hasil penelitian menunjukkan bahwa: variabel Store Atmosphere memiliki pengaruh signifikan terhadap Purchase Decision. Variabel Store Atmosphere memiliki pengaruh signifikan terhadap Customer Satisfaction. Purchase Decision memiliki pengaruh signifikan terhadap Customer Satisfaction. Dengan demikian, manajemen Indomaret JL. Raya Tlogomas No. 37, Malang sebaiknya mempertahankan dan meningkatkan Store Atmosphere. Setelah diketahui bahwa Store Atmosphere memiliki pengaruh yang signifikan terhadap Purchase Decision, maka manajemen Indomaret dapat meningkatkan Store Atmosphere melalui fasilitas, layanan tambahan, tempat parkir dan semua aspek yang mempengaruhi keputusan pembelian konsumen.

**Kata Kunci: Store Atmosphere, Purchase Decision, Customer Satisfaction.**

## **ABSTRACT**

*This research objectives are to: examine the influence of Store Atmosphere on Purchase Decision, examine the influence of Store Atmosphere on Customer Satisfaction, examine the influence of Purchase Decision on Customer Satisfaction. The result of path analysis showed that: Store Atmosphere has significant influence on Purchase Decision; Store Atmosphere has significant influence on Customer Satisfaction; Purchase Decision has significant influence on Customer Satisfaction. Therefore, the Management Indomaret JL. Raya Tlogomas No. 37, Malang should maintain and improve the store atmosphere. Since store atmosphere variable have a significant influence in affecting purchase decision, management of Indomaret could improve the store atmosphere through the facilities, additional service, parking space and all aspect that influence customer purchase decision.*

**Key words: Store Atmosphere, Purchase Decision, Customer Satisfaction.**

## INTRODUCTION

Competitive conditions in the business environment require entrepreneurs to be capable of competing and survive against competitors. There are many companies are competing to get consumers makes the conditions of competition between companies lasted increasingly it stringent. Fierce competition requires entrepreneurs to determine appropriate strategy in competing to fulfill varied of consumers need.

The paradigm shift in marketing is driven by the changing circumstances in the global community. These changes include increasing market share elected, purchasing decisions are increasingly selective, development of the information society, the development of distribution channels, developing new ways of shopping, changes in family consumption patterns cause consumers have many choices determine which products are chosen. Seeing the condition of the increasingly fierce competition, every retail business needs to improve its existing strengths in a way gave rise to a difference or uniqueness of the company compared with competitors in order to attract consumers to buy. Attract consumers make purchases not only can be done by giving discounts, door prize, or other promotional activities. Attract consumers to make purchases can also be done by providing a pleasant atmosphere for customers in the store at the time, because consumers are happy is expected to make the purchase.

There are various kinds of business that could be a business opportunity, which one is a minimarket business. Now, it has been a growing number of manufacturers minimarket involved in fulfillment of the market needs and wants of consumers. This things makes entrepreneurs should strive to understand the needs, desires, and target market demand. The entrepreneur shall be attempted to get attention and interest the general public (in this case the prospective customers), because they are compete with companies that have a similar products. Therefore every entrepreneur with a similar type of product should be thinking about how to wins the market.

One of the ways to win the competition is by creating something different. Store atmosphere could be an alternative to distinguish minimarket that one with the other. The difference is required of every when alternative must be found to be similar to a product that is a little different price ranges and even the same. Store atmosphere could be more reasons for consumers to be interested and

choose where it will visit and purchase. According to Levy and Weitz (2001: 556) "customer purchasing behavior is also influenced by the store atmosphere". Consumers purchase decision is not only to respond to the goods and services offered, but also provide a response to the purchase of a fun environment for consumers, so that consumers are choosing other minimarket and make a purchase.

Interesting and unique atmosphere will provoke and establish intent desire to visit from the consumer to make a purchase. Store atmosphere that comfort will leads to customer satisfaction that can make customers to decide a purchase. Satisfaction will attract customers to come back and make repeat purchases. These purchase decisions are also important to the consumer because the consumer feels confident in making these decisions since they have previous experience purchasing the product.

Store atmosphere not only influence the purchase decision, but also the effect on customer satisfaction. According to Yalcin and Kocamaz (2003) "Retailers have Realized the significance of store atmosphere roomates enhances the purchase experience and renders more satisfied customers". Despite all the determinants of customer satisfaction need to be considered in research and practice, for most of the atmosphere may determine the overall level of satisfaction in the retail industry. Store atmosphere is a combination of things which are emotional. According to Mowen and Minor (2002: 139) store atmosphere affect the emotional state of the shopper, who then pushed to increase or reduce spending. The impact of store atmosphere can create the impression that makes the buyer will increase its purchase or just purchase enough and probably not intend returning again to purchase at that place.

The impression gained an impact on customer satisfaction. Manufacturers should be observant in view of market opportunities as well as the wishes and needs of the customer to capable of give satisfaction to the customer so that no switch on competitors. However support tools of the marketing concept is the identification and satisfaction of customer needs. Satisfied customers will continue to make a purchase at the minimarket.

The subjects of this study is Indomaret minimarket at Jl. Raya Tlogomas 37 Malang. Indomaret is a minimarket that provide basic needs and daily needs. Until April 2015 Indomaret operate more than 10.700 outlets, consisting of 60% self owned and 40% owned by the

community. Everything is spread across Java, Bali, Madura and Sumatra. The target market of Indomaret is all the people in Indonesia. The marketing strategy is integrated with the promotional activities that carried out periodically by a variety of methods according to the type of product and target its market focus. Minimarket is interesting to researched because Indomaret outlets can easily be found in various areas and has an interesting concept store atmosphere by having a store layout were neat, clean and cool environment, and provides more than 4.800 kinds of food products, non-food and general merchandise which available to fulfill the consumers daily need during 24 hours, that makes this minimarket is always crowded with buyers everyday (<http://indomaret.co.id/korporat/tentang.indomaret/gerai.indomaret.html>, 2015). In addition, Indomaret outlets are placed in strategic locations so easily accessible. The place is also strategically which located around residential areas, school, and university in Jl. Raya Tlogomas 37 Malang.

## REVIEW OF RELATED LITERATURE

### Store Atmosphere

There are several references to the definition of neighborhood atmosphere, Marquard, makens & Roe (1983: 689) identifies that the overall sensory (sight, sound, smell, touch) impression that a store's physical facilities and merchandising activities creates. Berman & Evans (1995: 549) suggests the atmosphere refers to the store physical characteristic that are use to develop the image and to draw customers.

Levy & Weitz (2001: 458) identifies the atmosphere refers to the design of an environmental via visual communication, lighting, color, music, and scent to stimulate costumers perceptual emotional response to Affect Reviews their behavioral purchase.

According to Baker (2012) the element of store atmosphere could be operated as the object of this research those are:

#### 1) Ambiance factor

Ambiance Factor focuses on environmental effects on first time customers should be expanded to include all customers. Experienced customers may deliberately chose/avoid a store due to Ambient Factors.

#### 2) Design factor

The design factor includes stimuli that exist at the forefront of our awareness, Aesthetic factors such as physical cues which customers observe and influence the level of pleasure in the service

experience. Functional factors facilitate the behaviour of customers in the service scope.

### Purchase Decisions

According to Suryani (2008:13) purchase decision tend involve two parties or more. Generally there are five parties that involved, following:

- 1) Initiator, the first people that suggest to purchase a product/service.
- 2) Influencer, the people that have an advice to influence purchase decision.
- 3) Decider, the people that define purchase decision.
- 4) Buyer, the people that make a real purchase.
- 5) User, the people who consume and using the product/service.

The decision to purchase is taken by the buyer was actually a collection of several decisions. According to Kotler (2000: 109) every purchase decision has seven components structure:

#### 1) Product choice

Consumers can take the decision to purchase a product or use their money for other purposes. In this case, the company should concentrate their attention to people who are interested in buying a product as well as other alternative they consider.

#### 2) Brand choice

Consumers should take the decision about which brand to purchase. Each brand has its own differences. In this case, the company must know how consumer should choose a brand to purchase, the brand name is already known will facilitate consumers in taking their decision.

#### 3) Dealer choice

Consumers should take a decision in which the product will be purchased. In this case the manufacturers, wholesalers and retailers should be aware of how consumers liked the goods.

#### 4) The amount of Purchase

Consumers can take a decision on how much of the product to be bought at one time. In this case, the company must prepare a multitude of products in accordance with the desire of different purchases.

#### 5) The timing of purchase

Consumers can take decisions about when their have to make a purchase. This case concerns the availability of money to buy product. Therefore the company should be able to measure the production and marketing activities.

## Customer Satisfaction

According to Ciavolino & Dahlgaard (2007) customer satisfaction is a highly personal assessment that is greatly influenced by individual expectations. Some definitions are based on the observation that customer satisfaction or dissatisfaction results from either the confirmation or disconfirmation of individual expectations regarding a service or product. To avoid difficulties stemming from the kaleidoscope of customer expectations and differences, some experts urge companies to “concentrate on a goal that’s more closely linked to customer equity.” Instead of asking whether customers are satisfied, they encourage companies to determine how customers hold them accountable.

Customer satisfaction occurs when consumers have felt satisfied with the quality of service. According to Ciavolino & Dahlgaard (2007) those are:

### 1) Additional service

Additional services are essentially important in the retail business and play a role in determining customer satisfaction through creation of convenience.

### 2) Product quality

Performance which is refers to a products primary operating characteristics and conformance which is described as the extent to which a product will operate properly over a specified period of time under stated conditions of use Reliability.

### 3) Value of money

Value for money is the perceived level of quality relative to the price paid for a product or service. Value of money is based on competitive pricing of products, discounts awarded to customers, and promotions.

### 4) Facilities

Store facilities as the sum of elements that contribute to a pleasant shopping atmosphere such as shop layout/aisles that make it easy to move around, store cleanliness and well shaped product displays.

## Relationships between Store Atmosphere, Purchase Decision, and Customer Satisfaction

According to Levy and Weitz (2001:491) the store atmosphere aims to attract consumers to visit, enabling them to find the required items, keeping them in the minimarket, motivating them to make sudden planning, influencing them to make a purchase, and provide satisfaction in shopping. Levy and Weitz (2001; 556) also argued that the "customer purchasing behavior is also

influenced by the store atmosphere". With interesting and unique atmosphere will provoke and form an intention a desire to visit from the consumer to make a purchase.

Store atmosphere that comfort will leads to customer satisfaction that can make customers to decide a purchase. Satisfaction will attract customers to come back and make repeat purchases. These purchase decisions are also important to the consumer because the consumer feels confident in making these decisions since they have previous experience purchasing the product. If a customer has purchased and expectations are met, it will create customer satisfaction, as described by Kotler and Andreasen (1995: 50), customer satisfaction is the level of one's feelings after comparing the performance of the products that he felt with his expectations. Optimum service through a convenient store atmosphere will give satisfaction to the consumer. If the image of store atmosphere is good, then the consumer will buy the product for consumption, but on the contrary if the image of store atmosphere is negative then the expectation after purchase consumers will not be satisfied because it does not accordance with expectations. If consumers are satisfied will most likely be back to buy and from it created the satisfaction of customers who buy more than one time as well as store atmosphere that comfort makes an important thing to make a purchase decision.

## Conceptual Framework

Based on a review of previous research and theory basis, then it can be arranged in the framework of thought in this research, as presented in Figure 1 below:

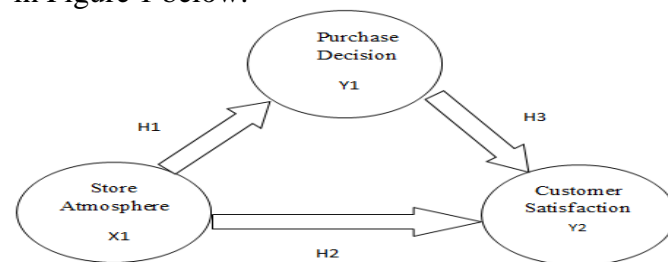


Figure 1: Conceptual Framework

## Hypothesis

Based on the hypothesis model, thus the hypothesis formulation in this research could be explained below :

H1: Store atmosphere has significant influence on purchase decision.

H2: Store atmosphere has significant influence on customer satisfaction.

H3: Purchase Decision has significant influence on customer satisfaction.

## RESEARCH METHOD

### Types of Research

This research is explanatory research, meaning this research describes relationship of variable between, there are independent and dependent variable, next look for how much effect of independent variable to dependent variable.

### Population

According to Sekaran (2006: 121) population refers to a whole group of people, events, or things of interest that you want to investigate. More specifically, the entire population is the object of research that has the appropriate characteristics used are Indomaret's Customer Jl. Raya Tlogomas No. 37, Malang who've been and bought in Indomaret Jl. Raya Tlogomas No. 37, Malang minimum twice. Providing minimum criteria more than once as it can be assumed that those customers making re-purchases. However, if the customers buy only once at minimarket then the still considered as consumer.

### Sample

In this research member of population is unknown, therefore, the sample size in this research was calculated based on the formula of Machin and Campbell (1987: 89).

Based on the consideration that when the lowest estimated value of  $r$  will be obtained through this research is  $r = 0.30$ ;  $\alpha = 0.05$  on testing two-way and  $\beta = 0.10$  then obtained the minimum  $n = 112$  samples. so the sample in this study a number of 112 people visitors Indomaret JL. Raya Tlogomas No. 37, Malang.

### Sampling Techniques

Sampling techniques used in this research is Purposive Sampling. According to Sugiyono (2011:122) purposive sampling is sampling technique with particular consideration. Purposive sampling technique was used as the sample to fulfill the established criteria. The sample selection criteria as follows:

- The buyer who has the frequency of purchasing minimum twice on Indomaret Jl. Raya Tlogomas No. 37, Malang, this reason is to make it correct that the respondent had ever visited the minimarket before to knowing the condition of the place.
- The respondent should more than 18 years old, because they have been possess rational thought.

## RESULT AND DISCUSSION

**Table 1: Path Coefficient of Store Atmosphere on Purchase Decision and Customer Satisfaction**

Variable Independent	Variable Dependent	Standardized	t	Probability	Notes
		Beta Coefficient			
Store Atmosphere	Purchase Decision	0.635	8.628	0.000	Significant
Store Atmosphere	Customer Satisfaction	0.237	2.751	0.007	Significant
Purchase Decision	Customer Satisfaction	0.546	6.340	0.000	Significant

### 1. Test Result of Direct Effect of Store Atmosphere on Purchase Decision

The results of the store atmosphere effect on purchase decision can be seen in Table 1. The hypothesis of the research is:

H<sub>1</sub>: Store atmosphere has a significant effect on purchase decision.

Store atmosphere effect on purchase decision is indicated by the beta coefficient which accounted 0.635, t value 8.628 and probability accounted 0.000 ( $p < 0.05$ ), hence  $H_0$  is rejected. Thus, the hypothesis that store atmosphere has a significantly effect on the purchase decision is accepted.

### 2. Test Result of Direct Effect of Store Atmosphere on Customer Satisfaction

The results of the store atmosphere effect on customer satisfaction can be seen in Table 1. The hypothesis of the research is:

H<sub>2</sub>: Store atmosphere has a significant effect on customer satisfaction.

Store atmosphere effect on customer satisfaction is indicated by the beta coefficient which accounted 0.237, t value 2.751 and probability accounted 0.007 ( $p < 0.05$ ), hence  $H_0$  is rejected. Thus, the hypothesis that store atmosphere has a significantly effect on the customer satisfaction is accepted.

### 3. Test Result of Direct Effect of Purchase Decision on Customer Satisfaction

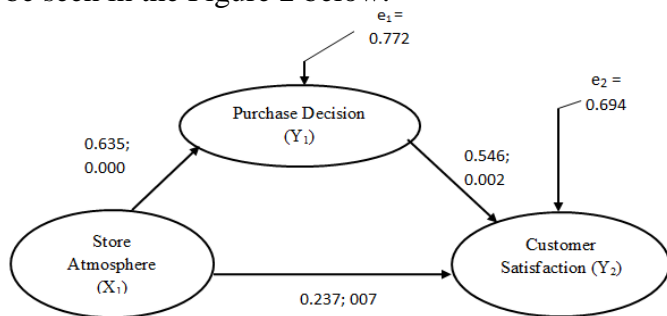
The results of the purchase decision effect on customer satisfaction can be seen in Table 1. The hypothesis of the research is:

H<sub>3</sub>: Purchase decision has a significant effect on customer satisfaction.

Purchase decision effect on customer satisfaction is indicated by the beta coefficient which accounted 0.546, t value 6.340 and probability accounted 0.000 ( $p < 0.05$ ), hence  $H_0$  is rejected. Thus, the hypothesis that purchase decision has a significantly effect on the customer satisfaction is accepted.

#### 4. Path Analysis

The overall calculations have been done, this research resulted in the path coefficient between variables. Variables coefficient store atmosphere on purchase decision is 0.635. Variables coefficient purchase decision on customer satisfaction is 0.546. Variables coefficient store atmosphere on customer satisfaction is 0.237. The diagram view of the results of a thorough analysis of the path can be seen in the Figure 2 below:



**Figure 2. Path Analysis**

Notes:

X : as exogenous variable (independent) Store Atmosphere

Y<sub>1</sub> : as mediator variable (intermediate) Purchase Decision

Y<sub>2</sub> : as endogenous variable (dependent) Customer Satisfaction

e : is another variable that has an effect on outside of the research

Diagram of path analysis results in Figure 3 has the following equation:

Sub Structure I :  $Y_1 = 0.635 X$

Sub Structure II :  $Y_2 = 0.237 X + 0.546 Y_1$

#### 5. Indirect Effect

Store atmosphere variable has indirectly effect on customer satisfaction through purchase decision. This statement can be proved by using structural equation calculation:

$$\begin{aligned} \text{Indirect Effect (IE)} &= PY_1X \times PY_2Y_1 \\ (\text{IE}) &= 0.635 \times 0.546 \\ (\text{IE}) &= 0.347 \end{aligned}$$

It means that there is an indirect effect of store atmosphere on customer satisfaction through purchase decision as much 0.347. This result show that variable Purchase Decision is proven have a realtion effect on Store Atmosphere toward customer satisfaction.

#### 6. Total Effect

The total effect is the overall effect of the path. To determine variable of store atmosphere, purchase decision, and customer satisfaction can be proved by the following calculation:

$$\begin{aligned} \text{Total Effect (TE)} &= PY_2X + (PY_1X \times PY_2Y_1) \\ &= 0.237 + 0.347 \\ &= 0.584 \end{aligned}$$

The calculation results show as much 0.584. This is proven by the results that the calculation total effect of variable store atmosphere on purchase decision and customer satisfaction as much 0.584. This result show that variable purchase decision needed to substantiate the existence of store atmosphere and customer satisfaction.

#### 7. Assessment Model

Assessment model hypothesis in this research was measured using the coefficient of determination ( $R^2$ ) in the second equation.

Calculations of Assessment model hypothesis as follows:

$$\begin{aligned} R^2 \text{ model} &= 1 - (1 - R^2_1)(1 - R^2_2) \\ &= 1 - (1 - 0.404)(1 - 0.518) \\ &= 1 - (0.596)(0.482) \\ &= 1 - 0.2872 \\ &= 0.7128 \times 100\% = 71.28\% \end{aligned}$$

Calculations of assessment model hypothesis show a result is 71.28%. It means the contribution of the structural model to describe the relation of the three variables is 71.28%, while the rest of 28.72% is explained by other variables excluded in this research model.

#### Result of Hypothesis Testing

##### 1. The Influence of Store Atmosphere on Purchase Decision

Table 1, shows the results of the analysis path of positive effect in store atmosphere on purchase decision indicated by the path coefficient ( $\beta$ ) of 0.635 and the results show a significant effect on the purchase decision with a probability of 0.000 ( $p < 0.05$ ). Store Atmosphere variable consists of two indicators and six items statement. The first indicator is Ambiance Factor that relates to the temperature of the store (X<sub>1.1</sub>), scent in store (X<sub>1.2</sub>), music for convenience of shopping (X<sub>1.3</sub>). Second indicator is Design Factor that relates to architecture in store (X<sub>1.4</sub>), layout store (X<sub>1.5</sub>), accessories (X<sub>1.6</sub>). There is item that have a biggest mean value, the item is layout store (X<sub>1.5</sub>). This result is relevant by Gillani (2012) who stated that Purchase Intention of the consumers can be maneuvered if the formulation of strategies and the placement of the product are strategically decided; the ambience and atmospheric store layout could be made more effective to increase the probability of the consumer ending up in making a purchase. Moreover, This research is relevant with research conducted Madjid (2014) because



who state the high store atmosphere has a significant effect towards customer emotions and purchase decisions; there for customer emotions has significant effect on purchase decisions. Finally, customer emotions act as a partial mediating the relationship between the store atmospheres on purchase decisions. Several reasons that cause store atmosphere influence on purchase decision are because the customers can be switch if the formulation of strategies and the placement of the product are strategically with decided the ambience and store layout could be made more effective to increase the probability of the consumer ending up with making a purchases.

## 2. The Influence of Store Atmosphere on Customer Satisfaction

Table 1, shows the results of the analysis path of positive effect in store atmosphere on customer satisfaction indicated by the path coefficient ( $\beta$ ) of 0.237 and the results show a significant effect on the customer satisfaction with a probability of 0.007 ( $p < 0.05$ ). Customer Satisfaction variable consists of four indicators and 12 items statement. The first indicator is Additional Services that relates to membership card (Y.2.1), parking space (Y.2.2), delivery of goods (Y.2.3). Second indicator is Product Quality that relates to newest product (Y.2.4), durability of product (Y.2.5), product variety (Y.2.6). The third indicator is Value of Money that relates to competitive price (Y.2.7), frequency of promotion/discounts (Y.2.8), affordable price (Y.2.9). The last indicator is Facilities that relates to cleanliness environment of store (Y.2.10), display of product (Y.2.11), spacious aisle of store (Y.2.12). There is item that have a biggest mean value, the item is parking space (Y.2.2). This research result is relevance with research result explained by Silva and Giraldo (2014) who stated the factor that most affects customer satisfaction in the store studied is service, and that atmosphere and layout, The results provide a better understanding of the role store image plays in customer satisfaction. Besides, this research results is relevance with research result conducted Tulipa (2014) who state that Physical facilities are considered to be able to create satisfaction, display of product and point of purchase are considered to be able to evoke positive emotions of consumers and as a result of a pleasant environment, tend to be satisfied

and have an intention to buy the same product in the future. Moreover, this research is relevant with conducted by Phuc Hong Lu (2011) who stated that customers felt satisfied with Location, Staff courtesy, and reliability of supermarkets as the top aspects that drive satisfaction. This result is reasonable, because customers felt satisfied with services, facilities, and quality of product that provided by the store.

## 3. The Influence of Purchase Decision on Customer Satisfaction

Table 1, shows the results of the analysis path of positive effect in purchase decision on customer satisfaction indicated by the path coefficient ( $\beta$ ) of 0.546 and the results show a significant effect on the customer satisfaction with a probability of 0.000 ( $p < 0.05$ ). Purchase Decision variable consists of five indicators and 15 items statement. The first indicator is product purchasing according to needs (Y.1.1), product purchasing that have a quality assurance (Y.1.2), product purchasing that have a certain design (Y.1.3). Second indicator is Brand Choice that relates to product purchasing over the the choice of a brand that is considered most appropriate (Y.1.4), product purchasing because the famous brand (Y.1.5), product purchasing because the local brand (Y.1.6). The third indicator is Dealer Choice that relates to product purchasing in a convenient place (Y.1.7), product purchasing in a place that have an easy payment appropriate (Y.1.8), product purchasing in a place that already subscribe (Y.1.9). The fourth indicator is The Amount to Made a Purchasing that consist of consumer will define how much product to purchase before (Y.1.10), consumer purchased one product in every purchasing (Y.1.11), consumer purchased the product more than one (Y.1.12). The last indicator in variable purchase decision is timing to made a purchasing that states consumer made a routine purchasing (Y.1.13), purchasing can be conducted in suddenly situation (Y.1.14), available money of consumers (Y.1.15). There is item that have a biggest mean value, the item is product purchasing that have a quality assurance (Y.1.2). This research result conducted with research result explained by Gurleen and Bhandari (2014) who stated The results of the factor analysis concluded that following four factors were significant in influencing the purchase

behavior of mobile phones: Price Consciousness, Memory and Processor, Aesthetics and Brand Image. Price Consciousness was considered to be the most significant factor. This explain the psychology of typical Indian customer who gives utmost importance to price than the other factors. The respondents were willing to buy a Notebook computer in discount offers and schemes. This things is same with the result of our research that the answer from respondents are agree with product purchasing cause this stuff have a frequently of promotion. Moreover, This research support with Susanto (2013) who customer purchase decision has significant influence to customer satisfaction, customer satisfaction has significant influence to customer loyalty, and also customer purchase decision has significant influence to customer loyalty. The result shows that the elements of customer purchase decision that used in this study have positive relationship with customer satisfaction. This result is reasonable, because the result of this research is purchase decision become a strength factors to attracting the customer satisfaction when the indicators are achievable. When the company can catch the message what indicator that make customer decide to purchase their product and also satisfy the customer, the customers will be motivated to purchase the company product and service.

## CONCLUSION AND SUGGESTION

### Conclusions

Results of the data analysis and discussion of the influence of store atmosphere on purchase decision and customer satisfaction can be concluded into several conclusions as follows:

1. The results show that the store atmosphere (X) have positive and significant effect on the purchase decision ( $Y_1$ ). This is proven by the probability of  $(0.000) < 0.05$ , which means there is a significant effect.
2. The results show that the store atmosphere (X) have positive and significant effect on customer satisfaction ( $Y_2$ ). This is proven by the probability of  $(0.007) < 0.05$ , which means there is a significant effect.
3. The results show that the purchase decision ( $Y_1$ ) has positive and significant effect on customer satisfaction ( $Y_2$ ). This is proven by the probability of  $(0.000) < 0.05$ , which means there is a significant effect.

### Suggestion

Based on the conclusions above, can expressed some suggestions which are expected to be useful for the company as well as for others. The advice given, among others:

1. The management Indomaret JL. Raya Tlogomas No. 37, Malang should to maintain and improve the store atmosphere. because store atmosphere variable have a dominant influence in affecting purchase decision, management of Indomaret could improve the store atmosphere through the facilities, additional service, parking space and all aspect that influence customer purchase decision. This research also can evaluate the company marketing strategy that has performed by company.
2. Given the fact that the independent variable in this study is very important in influencing purchase decision and customer satisfaction, it is expected that the results of this study can be used as a reference for further research to develop this research by consider other variables beyond the variables included in this research.

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