

Store Atmosphere

by Nel Arianty

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**DEVELOPMENT OF STORE ATMOSPHERE ON CULINARY EFFORTS
TO INCREASE INTEREST IN THE BUYING PUBLIC, IN DISTRICT OF
PERCUT SEI TUAN**

Nel Arianty SE,MM

H. Akrim Ashal Lubis, SE, MA

Management Study Program

Faculty of Economics, Muhammadiyah University of North Sumatra

Kapt. Mukhtar Basri street, No. 3 Medan 20238

Telp: 061 6619056, 6622400 Ext. 106 & 108 Fax. 061 6625474-66310003

e-mail: nellarianty@gmail.com

Abstract

Currently, many businesses engaged in culinary efforts with a view from the simple to the modern. Thus the competition faced by the culinary business operators will be even greater in terms of attracting the attention of consumers. Intense competition in the culinary business running to make the businessmen demanding to think of strategies in competence.

Sometimes businesses ignore some of the culinary elements that make consumers less interested in visiting business as a less comfortable, less good service as well as the condition of the building is still relatively modest in the absence of interesting decor.

From the above and the results of a survey conducted by researchers 80% of culinary business in sub Percut Sei Tuan has not made the arrangement or design effort was still too modest and less interesting, if viewed from the location of the existing business community actually buying interest is very high. It would

require creativity in making the arrangement in the culinary business for the face of increasingly competitive and generate high purchasing interest.

This study aims to store atmosphere culinary businesses are able to compete and to improve the buying interest of society, and therefore of interest in the first year is to conduct field surveys to collect data and analyze the culinary efforts so that people know and are interested to visit and buy the products offered. In both modeling and testing models as well as creating a brochure or a pocket book on store atmosphere in the culinary business.

Keyword: *Store atmosphere, Culinary Enterprises, Interests Buy Community.*

I. INTRODUCTION

The era of globalization is a challenge and a business opportunity for entrepreneurs in Indonesia both small scale businesses as well as large scale. Besides globalization makes the expansion of product markets and led to increasingly fierce competition. The business sectors of food and drink is one of small-scale enterprises. Currently the business field of food and beverage business is trending. According to data from the Association of Food and Beverage Indonesia (GAPMMI) the carrying value of food and beverage sales reaching 700 trillion in 2012, and in 2013 there was an increase to 800 trillion (Industry Update, 2015).

Culinary business is a business that became one of the businesses to be run as it has good prospects. Can be seen with the proliferation of many kinds of businesses in the culinary field ranging from roadside food stalls, cafes, until the

large restaurant-restaurant, which remains crowded with visitors. Meaning is a competition going on between the culinary business itself will be very strict as well, forcing businesses to think optimally in preparing a proper strategy in order to win the competition in the market. Many things must be prepared by businesses who want to plunge into the business world. The readiness of businesses in the face of business competition will be seen from the last or whether the business being operated.

So to spark a public purchasing to businesses culinary field can be done by making a good store atmosphere so that people have an interest in buying. Store Atmosphere will provide a pleasant atmosphere purchasing environment and provide added value to the products that are sold. Moreover store atmosphere also determine the image of the enterprise itself. Because the image of a good business will ensure the survival of their business and can last from competitors and establish a loyal customer.

From the research Dessyana (2013) states the condition increasingly fierce competition every business needs a power boost in business with how to bring up the difference or uniqueness of the company compared with competitors to attract the public purchasing. In today's competitive business market has been concentrating on all aspects of their products from production to sale, among all other aspects, atmosphere store has been considered important as a POP (point of purchase) for customers (Nugraha, 2013).

From the above it can be seen that the Atmosphere in touch with the manager over the design of the ² design of buildings, interior space, spatial, hallways, carpets and wall textures, smells, colors, shapes and sounds that can

affect consumer perception. In addition to the atmosphere in an effort to design buying environments to produce a special emotional impact to buyers to increase purchases.

This study will be conducted in Deli Serdang, particularly in Sub Percut Sei Tuan, where in the district Percut Sei Tuan lot of effort in the culinary field from the initial survey conducted by researchers more or less 80% of the people in these districts run culinary business with the concept and design shop very simple. If the views of the public against buying interest is very high culinary efforts but because of the concept and design of the store is less attractive then the buying interest of society to culinary efforts in these districts less.

The problem faced by the culinary business in these districts is when seen from the setting in the room of business, namely the composition of the layout of tables and chairs visitors too extraordinary, no music to create the impression of relaxed, lack of physical appearance of tables and chairs as well as interior design too simple. While the setting is beyond the effort that the problem is the shape of the building is less attractive, the name or logo made less attractive, less attractive entrance so that less public response to incoming see into the place of business.

Based on the problems faced by businesses in culinary then be made a better model and relavan for support issues, provide solutions, contributions, and creating a competitive advantage in an increasingly competitive, thereby increasing buying interest in the district community Percut Sei Tuan.

II. LITERATURE REVIEW

A. Definition Store Atmosphere

According Sutisna (2001: 164) says store atmosphere is "in the spatial planning (instore) and outdoor (outstore) to create convenience for customers". Overall the physical layout of the store is done to create convenience for customers.

Levy and Weitz (2001: 576) argues that the atmosphere of the shop is the ⁵ creation of the atmosphere of the store through the visual, structuring, light, music and aromas to create a comfortable environment so that purchases can influence perceptions and emotions of consumers to make purchases.

According to Lamb et al (2001: 105) "Store atmosphere (the atmosphere of the store) is a whole delivered by the physical layout, decor and surroundings".

Broader definition described by Peter and Olson (1999), which explains that the store atmosphere include things that are spacious as well as the availability of air regulation (AC), store layout, the use of paint color, the use of carpets, carpet color, bahan- material storage shelf items, shelf shapes and others.

From the above definition can be concluded that the store atmosphere can be described as a change to the purchase of environmental planning that

produces a special emotional effects that can cause consumers to purchase action.

B. Factors that affect store atmosphere

The factors that influence in creating the store atmosphere by Lamb et al (2001: 108), ie:

1. Types of employees
2. The sound of the voice
3. Types of merchandise and a density of
4. This type of fixture (fixture) and density
5. Visual factors
6. Aroma

C. Objectives Stores Atmosphere

Store atmosphere has a specific purpose. According to Lamb et al (2001: 105-109), can be summarized as follows :

1. The layout is effective not only ensure the comfort and convenience but also has a great influence on the pattern of customer traffic and shopping behavior.
2. Appearance retail stores helped define the image of the store, and positioning of retail stores in the minds of consumers.

D. Element of Store Atmosphere

¹ According to Barry and Evans (2004), "Atmosphere can be divided into Several elements: exterior, general interior, store layout, and displays."

Element Store atmosphere include: the exterior of the store, inside the store, the layout of the room, and the display (interior point of interest display), will be described further below:

1. Exterior

Exterior is the outermost part design. Exterior This usually gives the first impression of the store, because this section is first seen by visitors.

¹ Element-exterior elements are composed of sub-element sub-elements as follows:

a. ¹ Marquee

Marquee is a sign that is used to display the name or logo of a store.

Marquee can be made by staining techniques, writing letters, or the use of fluorescent lamps. Marquee can consist of a name or logo alone, or in combination with a slogan and other information. ¹ To be effective, the marquee to be placed on the outside, it looks different, and more interesting or striking than other stores nearby.

b. Height and Size Building

May affect certain impression to the store. Misalanya, high ceilings store can make the room as if the broader.

c. ¹ Storefront

The face or front of the store includes a combination of signage, entrances, and building construction. Storefront should reflect the uniqueness, stability, robustness or other things that fit the image of the store. ¹ Especially new consumers often judge the store from their

appearance in advance so that the exterior is an important factor to influence consumers to visit stores.

d. Entrance

The entrance must be planned as possible, so as to invite consumers to enter to look into the shop and also reduce traffic congestion in and out of the consumer.

e. Display Window

The purpose of the display window is to identify a store with display items that reflect the uniqueness of the store so that it can attract consumers sign. In making window should be considered a good display window size, the number of items on display, color, shape, and frequency of replacement.

f. ¹ Uniqueness

The uniqueness of a shop can be generated from the design of the store building other than the other.

g. Surrounding Area

The state of society in which a store is located, may affect the image of the store. If other nearby stores have unfavorable image, then store that others will be affected by that image.

h. Parking lot

Park is important for consumers. If the parking lot is spacious, safe, and have a short distance to the shops will create Atmosphere positive for the stores.

2. General Interior

General Interior is a display of a restaurant that makes visitors feel comfortable in the restaurant. General interior elements consist of :

a. ⁴ Color and Lightening

Each store should have adequate lighting to direct or attract the consumer's attention to certain areas of the store. Consumers who visit will be interested in something that is brightest in their view. Tata has good light ⁴ quality and color to create an atmosphere that offer look more attractive, looks different when compared with the actual situation.

b. Flooring

Determining the type of flooring, size, design and color of the floor is very important, because consumers can develop their perceptions based on what they see.

c. Scent and Sound

Not all stores provide this service, but if the service is conducted will provide a more relaxed atmosphere on consumers, especially consumers who want to enjoy a relaxing atmosphere to relieve boredom, boredom, and stress while enjoying food.

d. Wall Texture

Textured walls can cause a certain impression on consumers and be able to make the wall look more attractive.

e. Width of Aisles

The distance between a table and chairs should be arranged in such a way so that consumers feel comfortable and feel at home in the shop.

f. Fixture

Choosing supporting equipment and how the placement of the table should be done well in order to obtain results in accordance with the wishes. Due to the placement of an appropriate and convenient table can create a different image.

g. Temperature

The store manager had to regulate the temperature of the air, so that indoor air should not be too hot or cold.

h. Price

Pricing can be included on the list of menu given so that consumers can know the price of these foods.

i. Dead Area

Dead Area is a space in the store where the normal display can't be applied because it will feel awkward. For example: entrance, toilet, and a corner of the room.

j. Waitress

Waiters were polite, friendly, attractive, fast, and responsive to create a corporate image and consumer loyalty.

k. Service Level

Various ¹² levels of service is self-service, self-selection, limited service and full service.

3. Store Layout

Store Layout is the management in determining the location and restaurant facilities. Things that need to be considered in designing the layout is as follows :

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a. Allocation of floor space for selling, personnel, and customers.

In a store, the existing space should be allocated for :

1) Selling Space

Room to place and interact between the consumer and the waitress..

a) Personnel Space

The rooms were provided to meet the needs of a waiter as a place to rest or eat.

b) Customers Space

The rooms were provided to enhance consumer convenience such as toilets, waiting rooms.

2) Traffic Flow

Various determination of store traffic flow, namely:

a) Loop/Racetrack Layout

Consists of a main aisle that starts from the entrance, around the entire room, and a generally circular or square, then back to the entrance.

b) Grid Layout

is a fixture placement in one long main hallway.

c) Spine Layout

the main aisle layout spine stretches from front to back of the store, bringing visitors in two directions.

d) Free-flow Layout

The simplest is a pattern in which the goods are put freely.

4. Display

Display is a decoration that can be characteristic and can entice consumers. The interior is a ¹⁴point of interest display consists of :

a. Theme Setting Display

In a particular season business owner can design decoration store or ask a specific theme waitresses dress accordingly.

b. Wall Decoration

The room decor on the walls can be a combination of a picture or poster taped, color of the walls, and so on which can increase the atmosphere of the shop.

According to Levi and Weitz (2001), When about to organize or redecorate a store manager must consider the three objectives of the atmosphere below :

- a. Atmosphere should be consistent with the image of the store and the overall strategy.
- b. Assist consumers in determining purchasing decisions.

- c. When making a decision on the design, managers must remember about the fees required by the particular design as well as possible in accordance with the budgeted funds.

E. Theory of Interest Buy

1. Definition of buying interest

Buying interest is the community ³ action and social relations are conducted by individual consumers, groups and organizations to assess, acquire and use goods and services through exchange or purchase peruses which begins with decision-making processes that determine such measures.

According TEZZA Adriansyah Anwar (2007) the strong interest of the consumer is certainly not just show up. Occurrences take place over several stages, such as how consumers pass through the stages of attention and continues to stage further interest that the consumer will bias toward the stage. When it reaches this stage, at least potential customers already have a strong desire to enjoy it but have not found the time and the right opportunity.

According Mowen (1995) expressed interest in buying a consumer propensity ⁸ to buy a brand or take action related to the purchase of which is measured by the level of likelihood that consumers make purchases.

According to Peter and Olson (1999) which ² defines buying interest as consumers tend to buy a brand or take action related to the purchase of which is measured by the level of likelihood that consumers make purchases.

Another opinion was said that ² buying interest is something that relates to consumers plan to buy a particular product as well as how many units of the product is needed at a particular period Sutisna and Pawitra (2001). He further said that buying interest is ⁶ self instruction the consumer to make a purchase of a product, to plan, take relevant measures such as proposed, recommend (influencers), select, and finally took the decision to make a purchase.

Buy Community interest was the ³ activities of individuals who are directly involved in obtaining and using goods and services included in it peruses decision on the preparation and establishment of such activities (Handoko, 2008).

2. Factors Affecting the Interests Buy

Swastha and Irawan (2001) suggests the factors that affect the interest purchased relates to ⁷ feelings and emotions, if one feels happy and satisfied in buying goods or services, then it would strengthen buying interest, dissatisfaction usually eliminate interest. Super and Crites (Lidyawatie, 1998) explains that there are several factors that affect interest, namely :

- a. differences jobs
- b. Socio-economic differences
- c. Differences hobby or avocation
- d. The gender difference
- e. The age difference

F. Relations Store Atmosphere Of Interest Buy

The relationship between these concepts explain the relevance of concepts (relationship) between store atmosphere and buying interest.

Schlosser (1998) says that consumers often judge a shop on the first impression of the views from the store atmosphere, either in the form layout, lighting, music, color stores, and spatial. And it's often also the reason why a consumer has an interest or not to shop at the store.

Rusdian (1999), stated that the strategy of store atmosphere is a strategy involving various attribute stores to attract consumers' purchase decisions. This opinion is supported by the notion that store atmosphere can positively affect an emotional state and circumstances buyer is exactly what can cause the purchase occurs. Positive ¹¹ emotional state will create two dominant feelings are feelings of pleasure and arouse desire (Sutisna and Pawitra: 2001).

Greenberg, et al (1988) and Rich & Portis (1964) also added that a store that has an atmosphere, such as a store that has a "personality" and it can make the atmosphere as a communications tool to consumers shop. A store that has a "personality" is good (in this case the atmosphere) will have a probability level chosen by the customer is higher than that is not good. This is consistent with the theory of consumer behavior which describes the relationship between affective and behavior in humans (Kotler 2005).

This opinion is supported by Cooper (1981) which says that the atmosphere has a beauty shop which will form a positive image in the minds of consumers to the store, and if it lasts longer then the tendency of consumers to choose the store is very high.

In theory it is said that behavior arising from affective (feeling) that is owned by the consumer. Referring to the theory that if consumers have a good affective against products or services, there is a likelihood that consumers make purchases on these products.

III. RESEARCH METHODS

This study was conducted in Deli Serdang District of Percut Sei Tuan. Which is the object of research is all culinary efforts in Sub Percut Sei Tuan. This research in the Research and Development (R & D), In line with the objectives to be achieved in this study, that the development model store atmosphere on culinary efforts to improve people's buying interest in the district Percut Sei Tuan. Therefore, the stages - the stages are used as follows: first, the identification of problems store atmosphere on culinary ¹⁰ efforts to increase the interest of public purchasing, second, to identify and strategies store atmosphere that can be used in ¹⁰ culinary efforts to increase the interest of public purchasing, third, analysis the store atmosphere in the culinary business. In addition this study also used a questionnaire survey method for primary data and secondary data by using literature studies conducted on many books (literature).

IV. DISCUSSION

On the culinary efforts of price, quality, and service will no longer be a primary consideration for buyers, but the current atmosphere is an important factor in choosing a place to dine. Cozy atmosphere be a primary consideration for consumers before deciding whether to come in or visit. According to Kotler

(1973) the identity of the store can be communicated to consumers through decorating stores or widely seen from the atmosphere.

Based on surveys and interviews that have been conducted in Deli Serdang District of Percut Sei Tuan store atmosphere of that element in the culinary business, there are several issues, among others :

1. Exterior

Exterior usually provide image at a store because the exterior is the first thing a consumer note. The problem is the building height and size (height and size of buildings) that were not appropriate, uniqueness (uniqueness) unique culinary business looks less attractive, parking (park) is small or less extensive.

2. General Interior

General interior (inside the store) is a display on the culinary efforts resulted in consumers feel comfortable being in the culinary business. The problem in general interior (inside the store) is the color and lightening (color and lighting), namely the lack of lighting, causing dark impression, personnel (waiters), namely the lack of friendliness and expertise in serving consumers.

3. Store Layout

Store Layout (Layout) is a management in determining the location and facilities culinary business. The problem is selling space (room sales) for the culinary business was simpler then to room employee with the consumer space into one.

4. Display

Display (Display) which display or decorations that are characteristic in the culinary business that can attract public purchasing. The problem is the lack of creativity in the culinary business owners decorate their business.

Of the existing problems, the culinary business in Deli Serdang District of Percut Sei Tuan had to make changes to the store atmosphere (the atmosphere of the store) by designing the business place so that consumers do not get bored, customers remain loyal and buying interest higher society. Store atmosphere (the atmosphere of the store) is very important in the culinary business. Utami (2006) says "Store Atmosphere is a design environment through visual communication, lighting, colors, music and fragrances to design an emotional response and customer perception and to influence customers into buying goods" From that sense it ¹⁶ can be concluded that the store atmosphere is a characteristic physical very important for any culinary effort. It acts as the creation of a comfortable atmosphere for the public as consumers want to linger in and indirectly stimulate the consumer to make a purchase.

V. CONCLUSIONS AND RECOMMENDATIONS

A. Conclusion

The author concludes that the store atmosphere (the atmosphere of the store) is an essential element and capable of affecting the interests of public purchasing. Because at the time of purchase, consumers not only pay attention to the goods and services offered by the culinary entrepreneurs, but the purchasing

environment can provide comfort for customers, and ultimately consumers choose the preferred culinary efforts and make a purchase.

B. Recommendation

Suggestions can be submitted by researchers that store atmosphere culinary business has been good enough, it's just that there are still some elements that must be considered more like :

1. Exterior

Height and size of the building must be in accordance with the efforts undertaken, has unique characteristics that characterizes the culinary business, and has a wide parking lot so that consumers can freely park their vehicles.

2. General interior

On the inside of the store is still a lot that needs attention such as color and lighting shop should be bright and be combined colors in harmony with the atmosphere in the business so that consumers feel at ease and comfortable and service from a waiter who should be improved in order for consumers to be more pleased that consumers want come back at a later date.

3. Store layout

In the particular layout of selling space (sales space) with the consumer space to be made as possible by separating the sales room with the consumer space to make it look more presentable and attractive.

4. Display

In this section would be more attractive if it has a design more interesting by combining shapes and unique colors that make the characteristic culinary business itself.

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